

Minutes of the Pre-bidding Conference

for RfP UNFPA/MDA/RFP/17/001 “Provision of Services to develop a visually appealing, interactive, youth-friendly mobile application on sexual and reproductive health and rights ”

09 March 2017, 15:00

UN House, UNFPA Meeting Room

Agenda:

I. Presentation and description of procedures

II. Questions and answers

I. Presentation and description of procedures

The Pre-bidding conference was opened by Ms. Diana Selaru, UNFPA Administrative and Finance Associate, who welcomed the participants and presented the purpose of the pre-bidding conference. Ms. Eugenia Berzan, UNFPA Programme Analyst on Reproductive Health and Youth, made a short presentation of the purpose of the RFP: to contract a company with purpose to develop the content and create a visually appealing, interactive and youth-friendly mobile application. The mobile application will be developed with aim to gradually equip and empower young users from Moldova and EECA Region with age-appropriate information, skills and positive values, to understand and enjoy their sexuality, have safe and fulfilling relationships, and take responsibility for their own and other people's sexual health, as well as to encourage them to access services at the Youth Friendly Health Centers.

II. Questions and Answers

Question 1: *Could you please share with us the list of partner institutions in the field so that we contact them and kindly ask for their assistance and interest in helping us for the development of the content?*

Answer: The list of partner institutions is presented below.

1. NGO “Y-PEER Moldova” <http://ypeer.md>
2. NGO “Health for Youth” <http://www.sspt.md/index.php?l=ro>
3. NGO “Reproductive Health Training Center” <http://www.sanatateafemeii.md/en/>
4. NGO “National Youth Council of Moldova” <http://cntm.md/ro>

Question 2: *For an IT company, the most difficult task related to this RFP is the development of the content. There are no details in the ToR on the content. Could you please provide us more details on the expected content or share with us any prototype or sample of quiz questions?*

Answer:

Some information on sexual and reproductive health and rights that might be relevant for the content development could be accessed at the following links:

- <http://sspt.md/index.php?pag=page&id=321&l=ro>
- <http://teenslive.info/ro/>

Samples of questions for the quiz game and real life situations:

- Annex 1, in the end of this document

Some relevant studies & analyses that might be useful to understand the health problems young people are facing are as follows:

- Knowledge, attitudes and practices on HIV/AIDS of young people aged 15-24, Ministry of Health of the Republic of Moldova, 2012 (http://aids.md/aids/files/1378/RAPORT%202012%20final%207_08_2012.pdf)
- Behavioral and Social Determinants of Adolescent Health (<http://md.one.un.org/content/dam/unct/moldova/docs/pub/HBSC%20report%20Moldova%20en.pdf>)
- Survey “Men and gender equality in the Republic of Moldova”, based on IMAGES methodology, 2015 (<http://promundoglobal.org/wp-content/uploads/2016/03/IMAGES-Moldova-English-web.pdf>)

Question 3: How many quiz questions would you like to be included in the mobile application? The price of the final product (mobile application) will vary depending on the number of quiz questions, complexity and volume of the content.

Answer: The Company shall propose the number of questions and accompanying multi-media features for the mobile application which will meet all requirements from the ToR and within the available budget of 25,000 - 50,000 USD.

Question 4: Could you please provide us more details on what type of mobile application do you envisage and what type of illustrations/graphics/gamification elements should be included in the mobile application?

Answer: The application shall be developed as an educational and interactive digital solution that will contain bite-sized information on sexual and reproductive health and rights and features a quizzical aspect with rewards, creating an appealing environment for youth to engage with.

The application design will be built around an interactive quiz, which ensures the effective packaging of information in various formats, as well as variation of repetitions for transfer of short-term memory into long-term knowledge. It will use the gamification techniques (point scoring, encouragement, rewarding) to encourage users’ engagement and to build on competitiveness instincts and emotional involvement. Users will answer questions, customized by 3 age categories (10-14, 15-19 and 20-25 years old), to pass to higher levels. They will be rewarded by receiving badges and encouragement statements when passing to next levels and getting good scores. It is up to the company to propose the type of illustrations/graphics/gamification elements.

Question 5: It is mention in the ToR that a similar application was developed in Nigeria? Could you please share it with us as a guidance?

Answer: The English version of the content used in Nigeria for YouthConnect Mobile Application development will be provided by UNFPA Moldova only to contracted Company, for guidance in the context of Content Development, due to copyright restrictions. However, the applicants may check the similar content available at following website:

- <http://teenslive.info/ro/>
- <http://sspt.md/index.php?pag=page&id=321&l=ro>

Question 6: Is it acceptable to submit a bid for just a part of the ToR, for example only for technical requirements and development of the mobile application? Why you did not launched the tender per lots: first lot – content development, and second one - development of the mobile application?

Answer: As per the conditions of the present RFP, partial bids per lots are not permitted. The bidder shall submit a proposal covering all deliverables and activities as presented in the ToR. The applicant may apply in consortium with other companies to be able to provide all deliverables (content development, technical requirements and development of the mobile application)

Question 7: Basically, the ToR includes 3 main products: content, technical requirements and development of the mobile application itself. Why you did not consider splitting the ToR in sub-products and doing it in stage by engaging different contractors per each product/stage?

Answer: It was taken an internal management decision to contract a single company that will be responsible for the entire process from the development of the content to the development and launch of the mobile application. The applicant may apply in consortium with other companies to be able to provide all deliverables (content development, technical requirements and development of the mobile application)

Question 8: It is clear now that an IT company cannot apply alone and partnerships with a local NGO or organization in the field of youth/SRH is required. This will require more time and there is a risk of not being able to submit the proposal by the original deadline. Is it possible for UNFPA to extend the deadline in order to allow more time for potential bidders to find partners and submit a joint proposal?

Answer: Upon expiration of the initial deadline, UNFPA will extend the deadline by 1 week.

Question 9: The budget/price of the final mobile application depends on the technical requirements, which depends on the content. At this point in time, there are many unknown elements, which makes extremely difficult to come up with a financial proposal. Are you aware of the fact that the price for mobile applications can vary a lot depending on the complexity? Under these circumstances, could you please provide us the UNFPA available budget so that we can submit a feasible technical proposal within UNFPA budget limits?

Answer: The planned budget for this contract is within a bracket of budget between 25,000.00 USD and up to 50,000 USD.

Question 10: Sub-contracting or joint venture implies additional risk and shortcomings either on content development component or IT / mobile application development component. How you are going to overcome these risks?

Answer: The applicant shall assume the risks related to sub-contracting or join ventures.

Question 11: Is there any assessment done by an Expert or any market research / survey that shall be used for the development of the content as a guidance and reaching out more young people? What topics/subjects shall be addressed?

Answer:

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Question 12: What is the final message to be passed on to end-users? What is the overall expected result / impact to be reached by this mobile application?

Answer: This application shall improve young people’s knowledge on sexual and reproductive health and rights and combating existing stereotypes and myths around sexuality, contraceptive use, HIV and STIs transmission, gender roles, puberty, risky sexual behavior, hygiene of reproductive organs, etc.

Question 13: How you are going to ensure that this mobile application will become viral and will be broadly spread out among young people?

Answer: According to the ToR, the target audience shall be reached using social media networks Facebook and Odnoklassniki and other media platforms. The application will be connected with users’ social media accounts and offer the possibility to praise other users and share interesting information from the app on social networks. When passing to different levels, users will have the option to invite friends through social media platforms/channels and receive extra points if invited friends perform well. The Company may come with additional proposals for promotion of the application.

Question 14: We have to involve health professionals and specialists in sexuality education. As there are only few experts, is it fine that the CV of the same expert will be included in the technical proposal of several bidders?

Answer: Yes, this is fine. The CV of same experts can be included in the technical proposal of several bidders. The evaluation of the bids will be done based of the qualification and experience of the whole team (including Team Leader, team members, experts) working for this assignment based on educational background, professional experience and expertise for the respective assignment.

Question 15: Is it acceptable a variable price? Can the contract price be increased at later stages given changes and/or additional requests from UNFPA related to the content and mobile application development?

Answer: As per the conditions of the present RFP, a fixed-price contract will be signed with the winning company as per the financial proposal submitted. The planned budget for this contract is within a bracket of budget between 25,000.00 USD and up to 50,000 USD and will not be increased.

Question 16: As per the ToR, analytics of the application are required. What kind of data/indicators/reports you are looking for? How you are going to measure the changes in the knowledge/behavior of young people?

Answer: When proposing the concept for the mobile application, the Contracted Company shall propose relevant indicators to be collected in order to measure results, ensuring that the respective indicators are possible to be collected using the mobile application. The application will include a “Data analytics” component that will consists of M&E feature to measure changes in knowledge over time, to monitor the most requested and viewed content, number of app downloads, number of active/returning users, social media engagement rate, as well as other indicators proposed by the contracted company in the concept.

Question 17: Do we have to include a budget for promotion activities for the mobile application?

Answer: The Company may consider including a budget for promotion in order to achieve the deliverables.

Question 18: Did UNFPA contract an IT Consultant for the development of ToR for the present RFP?

Answer: UNFPA did not contract an IT Consultant. The ToR was developed in-house.

Question 19: A minimum of 4 specialists will be required for content development: Specialist in Comprehensive Sexuality Education, Copywriter, Business Analyst, Specialist in Digital Marketing. Could you recommend any UNFPA Experts that can be contacted for content development?

Answer: The UNFPA Moldova CO has collaborated with the following national experts in the field of Sexual and Reproductive Health and Rights and Youth Sexuality Education:

1. Ms Anna Susarenco (annasusarenco@gmail.com)
2. Ms Liuba Chirilov (liuba.chirilov@gmail.com)
3. Ms Rodica Comendant (comendantrodica73@gmail.com)
4. Ms Victoria Ciubotaru (centrulmetodic@yahoo.com)
5. Ms Galina Lesco (glInles@yahoo.com)

Question 20: Could you please share with us any resources or data to be used for formulation of quiz questions and content development?

Answer:

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ANNEX 1.

Samples of Questions for the quiz

1. Do you think that you are ready to have sex?

- a. YES
- b. NO

If YES – Go on and check how ready you are

If NO- Get ready with us

2. Can I start my sex life if I am 16?

- a. No, I must wait until I turn 18
- b. No, I must be at least 20 years old
- c. There is no certain age, but I have to be informed

In case they choose

- a. There is no certain recommended age, you can start your sex life when: you are ready physically and morally, you know how to use correctly a condom and you have a trusty partner
- b. There is no certain recommended age, you can start your sex life when: you are ready physically and morally, you know how to use correctly a condom and you have a trusty partner
- c. You are right, there is no certain age, you can start your sex life when: you are ready physically and morally, you know how to use correctly a condom and you have a trusty partner

3. When are you are ready for having sex?

- a. When you are younger
- b. When you are sexually experienced
- c. When you have many sex partners
- d. When you are correctly informed about sex

In case they choose

- a. Wrong! You are ready when you know how to prevent sexually transmitted infections and unwanted pregnancy
- b. Wrong! You are ready when you know how to prevent sexually transmitted infections and unwanted pregnancy
- c.: Wrong! You are ready when you know how to prevent sexually transmitted infections and unwanted pregnancy
- d. Right! You are ready when you know how to prevent sexually transmitted infections and unwanted pregnancy

4. How could you define save sex?

- a. When I know when and where I'll have sex
- b. When sex is planned in advance
- c. When both partners want and are ready to have sex

In case they choose

- a. Safe sex is a sex relation that you are ready physically and morally for. You are well informed about, you talk to you partner about methods of contraception and you are well aware about the consequences of the taken decisions

b. Safe sex is a sex relation that you are ready physically and morally for. You are well informed about, you talk to you partner about methods of contraception and you are well aware about the consequences of the taken decisions

c. You're right, safe sex is a sex relation that you are ready physically and morally for. You are well informed about, you talk to you partner about methods of contraception and you are well aware about the consequences of the taken decisions

5. What should I do if I want to have sex but I don't want to have children?

- a. Use a condom
- b. Stop the intercourse before the ejaculation
- c. Rely on luck
- d. Pray to God to keep me safe

In case they choose:

a.: Great, using a condom correctly is the safest way to prevent a pregnancy

b.: Be careful, this is very risky. Use a condom!

c.: There are many chances you or your partner to become pregnant. Use a condom!

d.: There are many chances you or your partner to become a parent. Use a condom!

6. What is the safest way of having sex?

- a. Having sex with only one partner
- b. Having sex with more partners
- c. Having sex wearing a condom

In case they choose:

a: Wrong, it doesn't matter how many partners you have, it is important to use a condom

b: Wrong, it doesn't matter how many partners you have, it is important to use a condom

c: Very good, using a condom correctly protects you from sexually transmitted infections and unwanted pregnancy

Case study:

At the graduation party, I have decided to spend the night on the lake together with my classmates. Many of them started to talk about their sexual experiences after having a few drinks. I haven't had any sexual experience until that moment. Also, I have thought that it might be a good occasion to have sex for the first time. What should I do?

- a. I have sex, because I don't know if I might have another occasion
- b. I do not hurry up to take this decision, especially because I had few drinks
- c. I look for a condom to have safe sex.

In case they choose:

a.: Wrong decision. The first sexual experience can have an influence on your future sex life. Be sure that you are ready physically and morally, you are well informed, you talk to your partner about methods of contraception and you are aware of the consequences of the decisions taken.

b.: Good decision. The first sexual experience can have an influence on your future sex life. Be sure that you are ready physically and morally, you are well informed, you talk to your partner about methods of contraception and you are aware of the consequences of the decisions taken.

c: It is important to use a condom each time you have sex. Be sure that you are ready physically and morally, you are well informed, you talk to your partner about methods of contraception and you are aware of the consequences of the decisions taken.

7. What is contraception?

- a. Prevention of an unwanted pregnancy
- b. Prevention of the sexually transmitted infections
- c. Both

In case they choose:

- a. Not only! Contraception helps preventing sexually transmitted infections and unwanted pregnancies
- b. Not only! Contraception helps preventing sexually transmitted infections and an unwanted pregnancies
- c. That's right! Contraception helps preventing sexually transmitted infections and an unwanted pregnancies

8. What is a sexually transmitted infection?

- a. It is an infection that might be transmitted during a sexual intercourse from one partner to another
- b. It is an infection that might affect your ability to have sex
- c. Both

In case they choose:

- a. That's right! Also the sexually transmitted infections might affect your ability of having sex
- b. That's right! Also these infections might be transmitted during sexual intercourse from one partner to another
- c. You're right!

9. How do you choose the right for your way of contraception?

- a. You use the same method of contraception as your friends do
- b. You gather information about all of them and chose the safest one
- c. Together with you partner you gather the information about all of them and chose the safest one acceptable for you both

In case they choose:

- a. Wrong! The method of contraception that your friend use is not always appropriate for you
- b. Well, but that's not enough! It is important to talk to you partner about the method of contraception that you will use.
- c. Right! You have to get informed and to choose the safest method together

10. What method of contraception it is good to use to prevent sexual transmitted infections?

- a. Hormonal pills
- b. Emergency contraception
- c. Condom
- d. Intrauterine device

In case they choose:

- a. Wrong! The safest way to prevent sexual transmitted infection is to use a condom
- b. Wrong! The safest way to prevent sexual transmitted infection is to use a condom
- c. Right! The safest way to prevent sexual transmitted infection is to use a condom
- d. Wrong! The safest way to prevent sexual transmitted infection is to use a condom

11. How many condoms should I use to protect myself from sexual transmitted infections and unwanted pregnancy

- a. 3 condoms
- b. 1 condom
- c. 2 condoms

d. None

In case they choose:

- a. Wrong! If you use more than one condom it will break and will not protect you
- b.: Right! If you use a condom correctly it will protect you from sexually transmitted infections and unwanted pregnancy
- c. Wrong! If you use more than one condom it will break and will not protect you
- d.: Wrong! There is a high risk to get a sexual transmitted infection or you or your partner to get pregnant

12. Which condoms protect you better from an unwanted pregnancy and a sexually transmitted infection?

- a. The most expensive condoms
- b. Condoms that you buy from the pharmacy
- c. Condoms that are distributed for free
- d. Condoms that are correctly used

In case they choose:

- a. If you use it correctly, any condom protects you from and unwanted pregnancy and a sexual transmitted infection
- b. If you use it correctly, any condom protects you from and unwanted pregnancy and a sexual transmitted infection
- c. If you use it correctly, any condom protects you from and unwanted pregnancy and a sexual transmitted infection
- d. Right! If you use it correctly, any condom protects you from and unwanted pregnancy and a sexual transmitted infection

Study case:

I'm in a relationship for one year already. We love each other and plan to start our sex life. I am ashamed to start the discussion about condoms or another method of contraception. I even don't know if you have to use a condom or we can have sex for the first time without using one. What should I do?

- a. We leave this to chance. Our love is more important
- b. I postpone the first sexual intercourse, counting that we will talk more about it. If not, I'll leave it to chance. I cannot postpone it for forever.
- c. I do not accept to have sex until we are both prepared for it. We are not ready until we talk about it

In case they choose:

- a. Wrong! Unfortunately, your feeling can not protect you from an unwanted pregnancy and a sexual transmitted infection. Talk about methods of contraception and choose the one that is acceptable for you both
- b. Wrong! Get informed and talk to your partner about contraception, it is important for you both
- c. Right! Being aware about methods of contraception and discussing about them is an essential part to become prepared for sex without risk

13. Can I get sexual transmitted disease during my first sexual intercourse?

- a. YES
- b. NO

If they choose:

YES, right! Regardless, if is first time or not, the only one way to be safe is to use a condom

NO, wrong! If you don't use a condom, you are at high risk to get a sexual transmitted disease

14. Who should be responsible for using condom?

- a. The one who has a sexually transmitted disease
- b. Girls, they are the ones who can get pregnant
- c. Both partners

If choose:

- a. Wrong! Some of the infections do not have immediate symptoms and you can have a sexually transmitted disease without knowing about it
- b. Wrong! Condoms don't prevent only unwanted pregnancy but also sexually transmitted disease which can have both girls and boys
- c. Right! Both partners are responsible for their own health

15. If a girl has sex for her first time can she get pregnant?

- a. YES
- b. NO

If choose:

YES! She can get pregnant even having sex for the first time

NO! You are wrong. She can get pregnant

16. Can woman get pregnant if she has sex during her period?

YES

NO

If choose:

YES! She can get pregnant

NO! You are wrong, she can get pregnant

17. How do I know that a woman is pregnant?

- a. She gets fatter
- b. She has nauseas
- c. She is missing her period
- d. She is very nervous

If choose:

- a. Wrong! It's not necessary a sign of being pregnant
- b. Wrong! It's not necessary a sign of being pregnant
- c. Right! Missing her period is a clear sign of pregnancy. She needs to address a doctor asap
- d. Wrong! It's not necessary a sign of being pregnant

18. I had unprotected sex. What should I do?

- a. See a doctor

- b. In order to avoid an unwanted pregnancy I should take emergency contraception during the next 72 hours. I can buy it from the closest pharmacy
- c. I make sure next time I use a condom

If they choose:

- a. Right! Additionally, in order to prevent an unwanted pregnancy you have to take during the next 72 hours an emergency contraception pill that you can buy closest pharmacy. Next time make sure you use a condom
- b. Right! Also visit a doctor and make sure next time you use a condom
- c. Additionally, in order to prevent an unwanted pregnancy you have to take during the next 72 hours an emergency contraception pill that you can buy closest pharmacy.

Case study:

I had sex for the first time. Despite of the fact that I know how to use a condom, it broke. What should I do?

- a. I don't bother. Anyhow I girl cannot get pregnant while having sex for the first time.
- b. I am going immediately to a doctor
- c. I am calling my friends
- d. I am asking my partner if he/she does have a sexual transmitted disease
- e. To prevent an unwanted pregnancy I take during next 72 hours emergency contraception pill that I can buy from the closest pharmacy. I also make sure I visit a doctor

If they choose:

- a. Wrong! A girl can get pregnant
- b. Well, but not enough! In order to prevent an unwanted pregnancy you can take during next 72 hours an emergency contraception pill that you can buy the closest pharmacy. Make sure you see a doctor
- c. Right! But this kind of discussion should happen before having sex. His or her answer will not necessary help you after
- d. Right! Make sure you're more careful next time