

REQUEST FOR PROPOSAL (RFP) – Extended until 20.04.2017

16 March 2017

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

Designing and production of communication packages for Youth-Friendly Health Services in Moldova

SEALED Proposals should be sent to:

UNICEF Moldova
LRPS-DSU-2017-9130709
131, 31 August 1989 street, Chisinau, Moldova

E-Mail Proposals should be sent to:

chisinau@unicef.org

For Technical proposal the subject will be LRPS-DSU-2017-9130709– Technical

For Financial proposal the subject will be LRPS-DSU-2017-9130709– Financial

IMPORTANT – ESSENTIAL INFORMATION

The reference **LRPS-DSU-2017-9130709** must be shown on the envelope containing the Technical Proposal and on the envelope containing the Price Proposal, as well as on the outer packaging containing both envelopes.

The bid form must be used when replying to this request for proposal.

The Proposals **MUST** be received at the above address by latest 17:00 (GMT+2) on **20 April 2017**. Due to the nature of this RFP, there will be no public opening of proposals.

Proposals received after the stipulated date and time will be invalidated.

It is important that you read all of the provisions of the request for proposal, to ensure that you understand UNICEF's requirements and can submit a proposal in compliance with them. Note that failure to provide compliant proposals may result in invalidation of your proposal.

BID FORM

THIS PAGE/BID FORM must be completed, signed and returned to UNICEF. Bid must be made in accordance with the instructions contained in this Request for Proposal.

TERMS AND CONDITIONS OF CONTRACT

Any Contract or Purchase Order resulting from this INVITATION shall contain UNICEF General Terms and Conditions and any other Specific Terms and Conditions detailed in this INVITATION.

INFORMATION

Any request for information regarding this INVITATION must be forwarded by fax to the attention of the person who prepared this document, with specific reference to the Invitation Number.

The Undersigned, having read the Terms and Conditions of RFP **LRPS-DSU-2017-9130709** set out in the attached document, hereby offers to supply the services specified in the schedule at the price or prices quoted, in accordance with any specifications stated and subject to the Terms and Conditions set out or specified in the document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel. No.: _____

E-mail: _____

Validity of Offer: _____

Currency of Offer: _____

Please indicate after having read UNICEF Payment Terms which of the following Payment Terms are offered by you:

10 Days, 3.0% _____ 15 Day, 2.5% _____ 20 Days, 2.0% _____ 30 Days, Net _____

Other Trade Discounts: _____

1.0 PROCEDURES AND RULES

1.1 ORGANISATIONAL BACKGROUND

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Guided by the Convention on the Rights of the Child UNICEF strives to establish children's rights as international standards of behaviour towards children. UNICEF's role is to mobilise political will and material resources to help countries ensure a "first call for children". UNICEF is committed to ensuring special protection for the most disadvantaged children.

UNICEF carries out its work through its headquarters in New York, 8 regional offices and 125 country offices worldwide. UNICEF also has a research centre in Florence, a supply operation based in Copenhagen and offices in Tokyo and Brussels. UNICEF's 37 committees raise funds and spread awareness about the organisation's mission and work.

1.2 PURPOSE OF THE RFP

The purpose of this RFP is to invite institutional bidders to submit proposals for **Designing and production of communication packages for Youth-Friendly Health Services in Moldova**

1.3 FORECAST SCHEDULE

The schedule of the contractual process is as follows:

1. Closing date and time for submission of full proposal: 17:00 (GMT+2) on **20 April 2017**
2. Bid Opening Date: 7 April 2017
3. Technical evaluation completed within 2-3 weeks from the date of Bid Opening
4. Financial evaluation completed within 1 week from the date of Technical Evaluation completion
5. Anticipated Institutional/Corporate Contracts Award Date within 2 weeks after Financial Evaluation completion

1.4 RFP CHANGE POLICY

All requests for formal clarification or queries on this RFP must be submitted in writing via e-mail at chisinau@unicef.org or via fax at 37322-22-02-44. Please make sure that the e-mail or fax mentions the RFP reference number.

Only written inquiries will be considered. Please be informed that if the question is of common interest, the answer will be shared with all potential RFP bidders.

Erasures or other corrections in the proposal must be explained and the signature of the applicant shown alongside. All changes to a proposal must be received prior to the closing time and date. It must be clearly indicated that it is a modification and supersedes the earlier proposal, or state the changes from the original proposal. Proposals may be withdrawn on written request received from bidders prior to the opening time and date. Bidders are expected to examine all instructions pertaining to the work. Failure to do so will be at bidder's own risk and disadvantage.

1.5 RFP RESPONSE FORMAT

Full proposals should be submitted in ENGLISH and must be received not later than 17:00 (GMT+2) on **20 April 2017**

in one (1) copy, duly signed and dated. Bidders must submit a sealed proposal, with two **separate sealed envelopes inside for a) the Technical Proposal and b) the Price Proposal.**

Sealed proposals must be securely closed in suitable envelopes and dispatched to arrive at the UNICEF office indicated no later than the closing time and date. They must be clearly marked as follows:

- Outer envelope: Name of company
RFP number **LRPS-DSU-2017-9130709**
UNICEF Moldova
131, 31 August 1989 street, Chisinau, Moldova
- Inner envelope – technical proposal: Name of company, RFP number - technical proposal
- Inner envelope - price proposal: Name of company, RFP number - price proposal

Proposals received in any other manner will be invalidated.

Sealed proposals received prior to the stated closing time and date will be kept unopened. The responsible officers will open technical proposals when the specified time has arrived and no proposal received thereafter will be considered. UNICEF will accept no responsibility for the premature opening of a proposal not properly addressed or identified. Any delays encountered in the mail delivery will be at the risk of the bidder.

Offers delivered at a different address or in a different form than prescribed in this RFP, or which do not respect the required confidentiality, or received after the designated time and date, will be rejected.

All references to descriptive materials should be included in the appropriate response paragraph, though the material/documents themselves may be provided as annexes to the proposal/response.

The bidder must also provide sufficient information in the proposal to address each area of the Proposal Evaluation contained in 1.10 to allow the evaluation team to make a fair assessment of the candidates and their proposal.

Proposals sent by e-mail should be submitted in ENGLISH and must be received not later **17:00 (GMT+2) on 20 April 2017** in a separate e-mail for the **Technical Proposal** containing a scanned copy duly signed and dated with the e-mail subject **LRPS-DSU-2017-9130709– Technical** and other separate e-mail for the **Price Proposal** containing a password-secured scanned copy duly signed and dated with the e-mail subject **LRPS-DSU-2017-9130709– Financial**.

The official address for e-mail submission will be chisinau@unicef.org. The e-mail sent shall be free from viruses and corrupted files. Max. File Size per transmission: 5 MB. **Please password secure the pdf file of the submitted Financial Proposal, and do not provide a password until requested further.**

1.6 BIDDER RESPONSE

1.6.1 Formal submission requirements

The formal submission requirements as outlined in this Request for Proposal must be followed, e.g. regarding form and timing of submission, marking of the envelopes, no price information in the technical proposal, etc.

1.6.2 Bid Form

The completed and signed bid form must be submitted together with the proposal.

1.6.3 Mandatory criteria

All mandatory (i.e. must/have to/shall/should) criteria mentioned throughout this Request for Proposal have to

be addressed and met in your proposal.

1.6.4 Technical Proposal

The technical proposal should address all aspects and criteria outlined in this Request for Proposal, especially in its statement of work, terms of reference and paragraph 1.10 of this Request for Proposal and paragraph 9 of the ANNEX I – STATEMENT OF WORK AND TERMS OF REFERENCE. However, all these requirements represent a wish list from UNICEF. The bidders are free to suggest/ propose any other solution. UNICEF welcomes new ideas and innovative approaches.

No price information should be contained in the technical proposal.

1.6.5 Price Proposal

The price proposal should be as per but not limited to paragraph 1.10 of this Request for Proposal and paragraph 9 of the ANNEX I – STATEMENT OF WORK AND TERMS OF REFERENCE.

1.6.6 Checklist for submission of proposals

- Bid form filled in and signed
- Envelope for technical proposal
 - Technical proposal
 - Technical proposal does not contain prices
 - Envelope is sealed
 - Envelope is marked as follows:
Name of company, RFP number - technical proposal
- Envelope for price proposal
 - Price proposal
 - Envelope is sealed
 - Envelope is marked as follows:
Name of company, RFP number - price proposal
- 1 outer enveloped
 - Containing bid form, envelope for technical proposal, and envelope for price proposal
 - Envelope is sealed
 - Envelope is marked as follows

Name of company
LRPS-DSU-2017-9130709
131, 31 August 1989 street, Chisinau, Moldova

1.7 CONFIDENTIAL INFORMATION

Information, which the bidder considers proprietary, should be clearly marked "proprietary", if any, next to the relevant part of the text, and UNICEF will treat such information accordingly.

1.8 RIGHTS OF UNICEF

UNICEF reserves the right to accept any proposal, in whole or in part; or, to reject any or all proposals. UNICEF reserves

the right to invalidate any Proposal received from a Bidder who has previously failed to perform properly or complete contracts on time, or a Proposal received from a Bidder who, in the opinion of UNICEF, is not in a position to perform the contract. UNICEF shall not be held responsible for any cost incurred by the Bidder in preparing the response to this Request for Proposal. The Bidder agrees to be bound by the decision of UNICEF as to whether her/his proposal meets the requirements stated in this Request for Proposal. Specifically, UNICEF reserves the right to:

- contact any or all references supplied by the bidder(s);
- request additional supporting or supplementary data (from the bidder(s));
- arrange interviews with the bidder(s);
- reject any or all proposals submitted;
- accept any proposals in whole or in part;
- negotiate with the service provider(s) who has/have attained the best rating/ranking, i.e. the one(s) providing the overall best value proposal(s);
- contract any number of candidates as required to achieve the overall evaluation objectives.

1.9 PROPOSAL OPENING

Due to the nature of this RFP, there will be no public opening of proposals.

1.10 PROPOSAL EVALUATION

After the opening, each proposal will be assessed first on its technical merits and subsequently on its price. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of UNICEF staff and their conclusions will be forwarded to the internal UNICEF Contracts Review Committee, if applicable.

The evaluation panel will first evaluate each response for compliance with the requirements of this RFP. Responses deemed not to meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration. Failure to comply with any of the terms and conditions contained in this RFP, including provision of all required information, may result in a response or proposal being disqualified from further consideration.

The proposals will be evaluated against the following:

CATEGORY	POINTS
1. Technical Evaluation Criteria	70

Only proposals which receive a minimum of 50 points will be considered further.

2. Price Proposal	30
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The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

$$\text{Score for price proposal X} = \frac{\text{Price of lowest priced proposal}}{\text{Price of proposal X}} * \text{Max. score for price proposal}$$

Total Technical and Price

100 Pts

UNICEF will award the contract to the vendor whose response is of high quality, clear and meets the projects goals. The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria.

The bidders should ensure that all pricing information is provided in accordance with the following:

The currency of the proposal **shall be USD**. The bidder will suggest a payment schedule for the Contract, linked to unambiguous Contract milestones. All prices/rates quoted must be **exclusive of all taxes** as UNICEF is a tax-exempt organization.

1.11 PROPERTY OF UNICEF

This RFP, along with any responses there to, shall be considered the property of UNICEF and the proposals will not be returned to their originators. In submitting this proposal the bidder will accept the decision of UNICEF as to whether the proposal meets the requirements stated in this RFP.

1.12 VALIDITY

Proposal must be valid for a minimum of ninety (90) days from the date of opening of this RFP and must be signed by all candidates included in the submission. For proposals from institutions, the proposal must also be signed by an authorised representative of the institution. Bidders are requested to indicate the validity period of their proposal in the Proposal Form. UNICEF may also request for an extension of the validity of the proposal.

1.13 CONTRACTUAL TERMS AND CONDITIONS

The UNICEF Special and General Terms and Conditions are attached and will form part of any contract resulting from this RFP.

1.14 FULL RIGHT TO USE AND SELL

The bidder warrants that it has not and shall not enter into any agreement or arrangement that restrains or restricts UNICEF or the recipient Governments rights to use, sell, dispose of or, otherwise, deal with any item that may be acquired under any resulting Contract.

1.15 PAYMENT TERMS

Payment will be made only upon UNICEF's acceptance of the work performed in accordance with the contractual milestones. The terms of payment are Net 30 days, after receipt of invoice and acceptance of work. Payment will be effected by bank transfer in the currency of billing. Financial proposals should include proposed stage payments.

ANNEX I – STATEMENT OF WORK AND TERMS OF REFERENCE

Designing and production of communication packages for Youth-Friendly Health Services in Moldova

Duration: April 2017 – December 2017, with possible extension until February 2018

Location: Chisinau, Moldova

1. Background

Adolescents and young people aged between 10 and 24 years represent almost a quarter of the total population of Moldova¹. Today, they are exposed to a variety of risk factors that have negatively impact adolescents' health. Lack of education programs on life skills, easy access to alcohol, tobacco and illicit drugs, lack of parental supervision, migrant parents and limited opportunities for education and employment cause many issues for adolescents to face: sexually-transmitted infections, unwanted pregnancies, substance use, mental health and suicides. Recognizing their specific needs which have to be addressed in order to ensure positive adolescent health outcomes, the Ministry of Health of the Republic of Moldova has given, during the last 15 years, a high priority to developing youth-friendly health services (YFHS)².

In 2001, YFHS programme has been introduced as a mechanisms for promoting and protecting young people's health and development, with particular emphasis on needs of the most-at-risk adolescents and vulnerable groups. Starting with the establishment of three Youth Friendly Health Centres (YFHC) in 2001-2002 that were relying fully on the donor support, country has made continuous efforts to reform its youth-targeted health system: the National concept paper on Youth Friendly Health Service in Moldova was developed (2005)³, a network of 12 YFHCs across the country has been established (2005) with support provided by International Development Agency, the World Bank, and the Swiss Agency for Development and Cooperation⁴; existing YFHCs were integrated into the health care system as part of the primary health care (2007); National Health Insurance Fund (NHIF) started to reimburse services provided by YFHCs (2008); a nationwide scale-up of YFHS was implemented (2011-2015) with the establishment of at least one YFHC in each of the 35 administrative districts guaranteeing geographical access to services.

Currently, the structure of YFHS includes 38 YFHCs located in 35 districts at the primary health care level and financed by the NHIF⁵. At the national level, the YFHS is coordinated by the MoH in cooperation Reproductive Health unit of the Mother and Child Institute and YFHC "Neovita" acting as a national resource centre. YFHCs are responsible for delivering the required package of health services targeted at young people: 1) sexual and reproductive health

1 National Bureau of Statistics (2016)

2 Chandra-Mouli V, Baltag V, Ogbaselassie L (2013). *Strategies to sustain and scale up youth friendly health services in the Republic of Moldova*. BMC Public Health.

3 Ministry of Health. Republic of Moldova: *National concept paper on youth- friendly health services in Moldova*. Chisinau: Government of the Republic of Moldova; 2005

4 Bivol S, Thompson R, Pejic D. In: Baltag V, Mahieson A, editors (2010). *Youth friendly health services in Republic of Moldova in 2009 in youth-friendly health policies and services in the European Region*. Copenhagen: WHO Regional Office for Europe.

5 Ministry of Health (2016)

services, 2) general health services, 3) psychological counselling, 4) information, education and communication activities, 5) referrals, and 6) outreach work. The YFHCs reached in 2015 approximately 172,000 young people (out of 573,700 eligible population aged 10-24 years), a significant increase from around 17,000 in 2011.

Despite these improvements and scale-up, quality and uptake of YFHS remain below the desired level in many YFHCs. An assessment conducted in 2015 which involved 1147 of young people (10-24 years of age) revealed that only 21% of all adolescents were aware about the existence of YFHCs in their district. At the same time, the percentage of those who visited a YFHC was at the level of 2.2%⁶. In line with these findings, the need for a well-designed promotion of available YFHS has been identified during the assessment of the scaling-up phase implementation. Targeted communication interventions focused on the potential beneficiaries of YFHS may increase the awareness of young people, as well as improve the level of trust in the quality of YFHS among youth in particular and in community in general.

Even a greater importance of the YFHS communication component is related to the social change on issues linked to youth healthy development. Adolescents are the most vulnerable group to risky behaviours and behaviour-related health problems. When considering priority health issues which affect health status of the adolescents, all of those are linked to particular unhealthy habits. Specifically, YFHS quality standards which are in place identify seven priority health problems that may be greatly influenced through YFHS⁷. These are:

- 1) HIV/Sexually transmitted diseases
- 2) Unintended pregnancy
- 3) Mental health problems related to substance abuse
- 4) Psycho-emotional and personality disorders
- 5) Health problems related to violence
- 6) Nutritional disorders, namely malnutrition (I, Fe)
- 7) Development disorders during puberty

In order to get improvements for the above-mentioned conditions, it is crucial to provide adolescents with the set of knowledge and skills to influence the determinants affecting behaviour. A strong need for communication for behaviour change is also supported by the results of the Health Behaviour in School-aged Children Study. Data revealed relatively poor health behaviours (like food behaviour and physical activity) and prevalent risk behaviours in adolescents (like smoking, use of cannabis, use of alcohol, risky sexual behaviour)⁸. Considering all the above, design and implementation of a strong communication component has been identified as a strategy to increase uptake and quality of YFHS.

UNICEF Moldova has been provided continuous support to the MoH in establishing and developing YFHS from the inception phase. The efforts conducted and supported by UNICEF ranged from advocacy for policy development on YFHC, capacity building for service providers, development of national standards and norms for quality YFHS, development of regulatory framework of YFHS, revision of training programs for health professionals. Currently, UNICEF Moldova is committed to the implementation of the *Healthy Generation Project. Scaling-up YFHS in Moldova*, Phase II funded by Swiss Development and Cooperation Agency (SDC). Among the existing challenges for improving demand, access to and utilization of quality YFHS, the Project is addressing communication for development

6 Neovita (2015). Acoperirea cu servicii de sanatate prietenoase tinerilor (SSPT) in Republica Moldova. Rezultatele cheie in procesul de extindere SSPT 2011-2015.

7 Ministry of Health Order # 168 of 12.06.2009

8 G. Lesco (2015). Behavioural and social determinants of adolescent health. Summary report of the health behaviours in school-aged children study in the Republic of Moldova.

component under the specific strategic approach *Achieving social change in adolescent health and development through communication and community mobilization*. In line with this approach, UNICEF provides support to the MoH in development and implementation of *Communication for behavioural change strategy to promote YFHS and develop healthy behaviours among adolescents*, both at the local and national levels (under the implementation). Development of the culturally-adjusted communication materials for YFHS responding to the needs of adolescents goes in parallel with this activity. The whole process will be coordinated by the Working Group on YFHS Communication to be established by the MoH.

In this regard, UNICEF requires the service of a communication agency to design and produce communication packages to ensure dissemination of YFHS-related information and health promotion materials targeted at adolescents. Communication materials have to address two major aspects: promotion of available YFHS and development of healthy behaviours among adolescents.

2. Purpose of the institutional consultancy

The purpose of this institutional consultancy is to design, produce, and promote on-line and through traditional media outlets two communication packages related to the provision of YFHS. The first communication package aims to promote services provided at YFHCs and increase visibility of YFHCs in the communities. This has to lead to increase in the demand for and uptake of YFHS among adolescents. The second communication package aims to deliver tailored messaging to young people on key health issues among adolescents and, thus, to influence their health-related behaviors and encourage positive behavioral changes in young people.

3. Responsibilities for the contractor

Agency will have the following major areas of responsibility (for each of the two components – communication package on promotion of YFHS and communication package on positive behavioural changes among adolescents):

1. Develop communication concept. Based on identified needs and intended changes, communication concept will determine the overall approach, intended changes to be achieved, the audience to be reached, structure of the communication package, and media means to be used, methodology for pretesting communication materials. Communication concept will be discussed and agreed with UNICEF, MoH, YFHS Resource Center Neovita, Center of Reproductive Health and the Working Group on YFHS Communication.
2. Develop and produce:
 - 2.1 The logo and slogan to ensure the visibility of YFHCs
 - 2.2 Key messages for communication materials on positive behavioural changes addressing 7 priority health issues among adolescents specified in the YFHS quality standards.
 - 2.3 Draft communication materials for different media means, including:
 - 2.3.1 Content of the printed materials, design, graphics and layout
 - 2.3.2 Scenario of the video materials, story boards, video footage with captions.
 - 2.4 Pre-test communication materials in focus groups in terms of acceptability, attractiveness, identification and persuasion to determine that those are understood by their intended audience. Review findings of pretesting within the Working Group and decide what needs to be adjusted. Consider a new round of pretesting if significant changes will be made.

- 2.5 Produce a YFHS promotional package (1 video spot, 1 poster, 1 leaflet) and communication package on positive behavioural changes in adolescents (7 video spots, 7 posters, 7 leaflets).
- 2.6 Develop a set of YFHS online promotion materials (7 banner adds using rich media, and 1 short promotional video) in order to increase the outreach of the produced communication materials to parents and adolescents.
- 2.7 Design and implement an on-line and traditional media outlets promotional plan.
3. Cooperate with the Working Group on YFHS Communication, specifically present for consultation, finalization and approval all key products that will be developed (communication concept, key messages, design and content of communication materials). Participate in the Working Group meetings relevant to the production of communication packages.
4. Work closely with a consultant to be recruited for developing National Communication Strategy for YFHS and with YFHS National Resource Center Neovita.
5. Ensure visibility of UNICEF and the Healthy Generation Project for all materials produced under this assignment.
6. Perform other duties as required to ensure production of the communication packages for YFHS.

4. Details of how the work should be delivered

The contract is planned for the period April 2017 – February 2018.

The contractor will work in close cooperation with UNICEF Health Officer, UNICEF Communication Officer and Coordinator at the YFHS National Resource Center Neovita.

UNICEF Health Officer and UNICEF Communication Officer will ensure quality control in terms of reviewing and signing off final copies, viewing rough edits, proofreading for printed materials, verifying that guidelines on logo and colours are being followed.

Key deliverables of this assignment (communication packages) will be produced in Romanian and in Russian.

5. Delivery dates (based on the work plan)

Nr.	Activity	Deliverables	Tentative deadlines*
1.	Preparation. Familiarise with the YFHS role and activities, study documents and desk review of documents and reports related to YFHCs and developed within Healthy Generation project. Debriefing about the assignment.	<ul style="list-style-type: none"> • Inception report • Communication concept discussed and agreed with the Working Group: <ul style="list-style-type: none"> - Overall approach - Intended changes to be achieved - Audience of interest to be reached - Outline for communication packages - Proposed methodology for pretesting - Media platforms to be used 	Within 21 days from the contract commencement
2.	Develop key messages (in Romanian and Russian languages). Design draft communication materials (in Romanian and Russian languages) for traditional and social	<ul style="list-style-type: none"> • Key messages for communication package on YFHS promotion, including logo and slogan • Key messages for 	Within 10 weeks from the contract commencement

	media.	<p>communication package on positive behavioural changes</p> <ul style="list-style-type: none"> • Draft communication materials for communication package on YFHS promotion (at least two proposals for each: scenario for 1 video spot, design and content for 1 poster, design and content for 1 leaflet) • Draft communication materials for communication package on positive behavioural changes for traditional media (at least two proposals for each: scenario for 7 video spots, design and content for 7 posters, design and content for 7 leaflets) • Draft communication materials for YFHS online media promotion materials (7 banner adds using rich media, and 1 short promotional video) in order to increase the outreach of the produced communication materials to parents and adolescents. 	
3.	Pre-test communication materials in focus group with target audience.	<ul style="list-style-type: none"> • Records on findings of pretesting 	Within 12 weeks from the contract commencement
4.	Review findings of pretesting with the Working Group.	<ul style="list-style-type: none"> • Adjusted communication materials for communication package on YFHS promotion • Adjusted communication materials for communication package on positive behavioural changes 	Within 15 weeks from the contract commencement
5.	<p>Produce communication package on YFHS promotion (in Romanian and Russian languages)</p> <p>Produce communication package on positive behavioural changes in adolescents (in Romanian and Russian languages)</p>	<ul style="list-style-type: none"> • Final communication materials for communication package on YFHS promotion • Final communication materials for communication package on positive behavioural changes • Final report 	Within 24 weeks from the contract commencement
6.	Implement an online and traditional media promotion plan and decide, jointly with the	<ul style="list-style-type: none"> • On-line and traditional media promotion plan developed and agreed with working group 	Within 26 weeks from the contract commencement

<p>Working Group on YFHS Communication upon the best online platforms and traditional media outlets to reach the target audiences.</p>	<ul style="list-style-type: none"> • Distribution of informational package of materials through traditional and social media 	<p>Within 48 weeks from the contract commencement</p>
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* Exact deadlines will be mutually agreed upon contract signature.

6. Reporting requirements

The contractor will produce the following reports during the assignment implementation. All reports will be prepared and presented electronically to UNICEF for approval. The reporting language is English.

- Inception report: will outline the contractor's understanding of the communication component of YFHS, along with a concrete action plan for undertaking the assignment. Specifically, the report will cover following areas:
 - the purpose and context of communication component of YFHS;
 - proposed methodology for developing communication package;
 - key actors to be involved and their roles; and
 - detailed Work plan and timeline.
- Final report: records on the activities conducted under the assignment, covering following areas:
 - short description of the performed activities;
 - stakeholders consulted during the communication materials development;
 - working group meetings attended during the assignment period;

7. Performance indicators for evaluation of results

The agency will be evaluated based on the following indicators:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Demonstration of high standards of work with UNICEF and with counterparts.

8. Qualifications and experience

Agency/Company:

- Communication agency with profile in social and behavioural changes, promotion and/or social advertising;
- Minimum of 3 years of experience in the area of media production;
- Demonstrated experience in design and production of communication materials for different media channels, including print, television and social media;
- Proven experience in online and traditional media advertising;
- Relevant experience in working for governments and/or international organisations on consultancy assignments;
- Previous work with UN agencies will be an asset.

Team leader:

- University Degree in a relevant field: communication, journalism, social sciences or other relevant public science;
- Minimum of 5 years of relevant professional experience in social and behaviour change communication;
- Proven experience in developing, designing, and production of communication products using various media;
- Familiarity with youth health services and/or youth programmes and/or health programmes is an asset;
- Good communication and presentation skills;
- Excellent command of Romanian and Russian; English language would be an asset

9. Application Process and Content of the Proposal

Interested agencies/companies should submit both a Technical Proposal and a Financial Proposal.

9.1. Structure of the Technical Proposal

The Technical Proposal should include but not limited to the following:

- Company Profile highlighting the bidder's qualifications and experience in implementing the assignment, please include details of specific experience with similar assignments in the past five years.
- Detailed understanding of UNICEF's requirements for this assignment and bidder's value proposition
- General overview of your approach to the work demonstrating how you meet or exceed UNICEF requirements for this assignment
- Details of the Proposed Team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Educational qualifications and professional experiences
 - Past experience in working on similar project and assignment – List all similar projects they worked on and their roles on those project.
- Project implementation and work plan showing the detailed sequence and timeline for each activity
- Online and traditional media promotion plan to reach the target audiences
- Quality assurance mechanism and risk mitigation measures put in place.

Bidders are requested to back up their submissions by providing:

- Evidence in the form of job completion certificate and /or contracts and/or references.
- Three case studies containing the following information:
 - Name of Client
 - Title of the Project
 - Year and duration of the project
 - Scope of the Projects/Requirements
 - Outcome of the Project – include visuals, web-links, etc.
 - Team members on each of the project and their specific roles
 - Reference /Contact person details

9.2. Financial Proposal

The financial proposal shall indicate total lump sum amount and payment terms, as well as a detailed breakdown of budget items (professional fees, production costs, miscellaneous, etc.). Payments are based on outputs, i.e. upon delivery of the products specified in the TOR. The currency of the proposal shall be in USD. The bidder will suggest a payment schedule for the Contract, linked to unambiguous Contract milestones. All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization. If a Moldova resident company/consultant is selected for contracting, MDL will serve as contract currency, converted at the UN exchange rate applicable at contract signature date.

10. Evaluation criteria for selection

The proposals will be evaluated against the following criteria:

Technical Criteria	Technical Sub-criteria	Maximum Points
Prior experience of Contractor relevant to this assignment	Minimum of 3 years of experience in the area of media production;	5
	Relevant experience in working for governments and/or international organisations on consultancy assignments	5
	At least 5 communication campaigns/projects supported with developing communication materials	10
Maximum Points		20
Key Personnel qualifications	University Degree in a relevant field: communication, journalism, social sciences or other relevant public science	5
	Minimum of 5 years of relevant professional experience in social and behaviour change communication	5
	Range and depth of experience with similar assignments, including developing, designing, and production of communication products using various media, including traditional media outlets and online platforms;	25
	Familiarity with youth health services and/or youth programmes and/or health programmes	5
Maximum Points		40
Proposed Work process plan and approach	Overall concordance between RFPS requirements and proposal	10
Maximum Points		10
Total Maximum obtained for Technical Criteria		70

Minimum score for technical compliance		50
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The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as **Points (x) = (lowest offer/offer x) * 30**.

Contract will be awarded to the offeror who obtains the highest cumulative score (technical + price points).

11. Payment schedule

The payment will be linked to the following deliverables upon satisfactory completion and acceptance by UNICEF:

- 20 per cent upon the submission of the inception report and communication concept
- 20 per cent upon the submission of the key messages and communication packages design
- 20 per cent upon the submission of products of communication packages for on line and traditional media
- 40 per cent upon the implementation of the promotion plan

12. Definition of supervision arrangements

The selected Contractor will work under direct supervision of the Health Officer in UNICEF Moldova CO, in close consultation with UNICEF Communication Officer. All activities and deliverables will be discussed and planned in consultation with UNICEF and Coordinator at the YFHS National Resource Center. Deliverables need to be approved by the Working Group before producing the final products. Fees will be rendered upon written approval by the UNICEF Supervisor, and contingent upon the quality of deliverables.

UNICEF will regularly communicate with the selected organization and provide formats for reports, feedback and guidance on performance and all other necessary support so as to achieve objectives of the assignment, as well as remain aware of any upcoming issues related to expert's performance and quality of work.

13. Description of official travel involved

The assignment will not require any travels. All activities under this assignment will be performed in Chisinau.

14. Support provided by UNICEF

To achieve the above-mentioned objectives, UNICEF will facilitate the contact with the Ministry of Health, Coordinator at the YFHS National Resource Center and other relevant stakeholders, and will provide timely feedback to all deliverable to be presented by the contracted organization. If need be, UNICEF will provide support in contacting other relevant stakeholders during the assignment.

ANNEX II - UNICEF SPECIAL TERMS AND CONDITIONS

1. UNETHICAL BEHAVIOUR

UNICEF strictly enforces a policy of zero tolerance concerning unethical, unprofessional or fraudulent acts of UNICEF bidders. Accordingly, any registered bidder that is found to have undertaken unethical, unprofessional or fraudulent activities will be suspended or forbidden from continuing business relations with UNICEF.

2. CORRUPT AND FRAUDULENT PRACTICES

UNICEF requires that all bidders associated with this Invitation to Bid/Request for Proposal observe the highest standard of ethics during procurement and execution of the work. In pursuance of this policy UNICEF

(a) defines for the purpose of this provision the terms set forth as follows:

(i) corrupt practice means the offering, giving, receiving or soliciting of any thing of value to influence the action of a public official in the procurement process or in the execution of a contract, and

(ii) fraudulent practice means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the client, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the client of the benefits of free and open competition;

(b) will reject a proposal for award if it determines that the selected supplier/contractor have engaged in any corrupt or fraudulent practices in competing for the contract in question;

(c) will declare a bidder ineligible, either indefinitely or for a stated period of time, to be awarded a UNICEF-financed contract if at any time it determines that it has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNICEF-financed contract.

3. GUIDELINES ON GIFTS AND HOSPITALITY

Bidders shall not offer gifts or hospitality to UNICEF staff members. Recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners are also prohibited.

4. LATE DELIVERY

Without limiting any other rights or obligations of the parties hereunder, if the Contractor will be unable to deliver the services by the delivery date stipulated in the Contract, the Contractor shall (i) immediately consult with UNICEF to determine the most expeditious means for delivering the services and (ii) use an expedited means of delivery, at the Contractor's cost, if reasonably so requested by UNICEF.

5. RIGHTS OF UNICEF

In case of failure by the Contractor to perform under the terms and conditions of this Contract, UNICEF may, after giving the Contractor reasonable notice to perform and without prejudice to any other rights or remedies, exercise one or more of the following rights:

(a) procure all or part of the services from other sources, in which event UNICEF may hold the Contractor responsible for any excess cost occasioned thereby. In exercising such rights UNICEF shall mitigate its damages in good faith;

(b) refuse to accept delivery of all or part of the services;

(c) terminate the Contract without any liability for termination charges or any other liability of any kind of UNICEF;

(d) for late delivery of services or for services which do not meet UNICEF's terms of reference/statement of work and are therefore rejected by UNICEF, claim liquidated damages from the Contractor and deducts 0.5% of the value of the services pursuant to a Contract per additional day of delay, up to a maximum of 10% of the value of the Contract. The payment or deduction of such liquidated damages shall not relieve the Contractor from any of its other obligations or liabilities pursuant to this Contract.

ANNEX III - UNICEF GENERAL TERMS AND CONDITIONS FOR INSTITUTIONAL/ CORPORATE CONTRACTS

1. ACKNOWLEDGMENT COPY

Signing and returning the acknowledgment copy of a contract issued by UNICEF or beginning work under that contract shall constitute acceptance of a binding agreement between UNICEF and the Contractor.

2. DELIVERY DATE

Delivery Date to be understood as the time the contract work is completed at the location indicated under Delivery Terms.

3. PAYMENT TERMS

- (a) UNICEF shall, unless otherwise specified in the contract, make payment within 30 days of receipt of the Contractor's invoice which is issued only upon UNICEF's acceptance of the work specified in the contract.
- (b) Payment against the invoice referred to above will reflect any discount shown under the payment terms provided payment is made within the period shown in the payment terms of the contract.
- (c) The prices shown in the contract cannot be increased except by express written agreement by UNICEF.

4. LIMITATION OF EXPENDITURE

No increase in the total liability to UNICEF or in the price of the work resulting from design changes, modifications, or interpretations of the statement of work will be authorized or paid to the contractor unless such changes have been approved by the contracting authority through an amendment to this contract prior to incorporation in the work.

5. TAX EXEMPTION

Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter alia, that the UN, including its subsidiary organs, is exempt from all direct taxes and is exempt from customs duties in respect of articles imported or exported for its official use. Accordingly, the Vendor authorizes UNICEF to deduct from the Vendor's invoice any amount representing such taxes or duties charged by the Vendor to UNICEF. Payment of such corrected invoice amount shall constitute full payment by UNICEF. In the event any taxing authority refuses to recognize the UN exemption from such taxes, the Vendor shall immediately consult with UNICEF to determine a mutually acceptable procedure. Accordingly, the Contractor authorizes UNICEF to deduct from the Contractor's invoice any amount representing such taxes, duties, or charges, unless the Contractor has consulted with UNICEF before the payment thereof and UNICEF has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide UNICEF with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

6. LEGAL STATUS.

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis UNICEF. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNICEF.

7. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for

work under this Contract, reliable individuals who will perform effectively in the implementation of the Contract, respect the local customs and conform to a high standard of moral and ethical conduct.

8. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless and defend, at its own expense, UNICEF, its officials, agents, servants and employees, from and against all suits, claims, demands and liability of any nature or kind, including their costs and expenses, arising out of the acts or omissions of the Contractor or its employees or sub-contractors in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, product liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

9. INSURANCE AND LIABILITIES TO THIRD PARTIES

- (a) The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- (b) The Contractor shall provide and thereafter maintain all appropriate workmen's compensation and liability insurance, or its equivalent, with respect to its employees to cover claims for death, bodily injury or damage to property arising from the execution of this Contract. The Contractor represents that the liability insurance includes sub-contractors.
- (c) The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of work under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- (d) Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - (i) name UNICEF as additional insured;
 - (ii) include a waiver of subrogation of the Contractor's rights to the insurance carrier against UNICEF;
 - (iii) provide that UNICEF shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- (e) The Contractor shall, upon request, provide UNICEF with satisfactory evidence of the insurance required under this Article.

10. SOURCE OF INSTRUCTIONS

The Contractor shall neither seek nor accept instructions from any authority external to UNICEF in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect UNICEF or the United Nations and shall fulfil its commitments with the fullest regard to the interests of UNICEF.

11. ENCUMBRANCES/LIENS

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with UNICEF against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

12. TITLE TO EQUIPMENT

Title to any equipment and supplies which may be furnished by UNICEF shall rest with UNICEF and any such equipment

shall be returned to UNICEF at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment when returned to UNICEF shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear.

13. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

UNICEF shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At UNICEF's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to the UNICEF in compliance with the requirements of the applicable law.

14. CONFIDENTIAL NATURE OF DOCUMENTS

- (a) All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UNICEF, shall be treated as confidential and shall be delivered only to the UN authorized officials on completion of work under this Contract.
- (b) The Contractor may not communicate any time to any other person, Government or authority external to UNICEF, any information known to it by reason of its association with UNICEF which has not been made public except with the authorization of the UNICEF; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract with UNICEF.

15. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- (a) In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to UNICEF of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify UNICEF of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. On receipt of the notice required under this Article, UNICEF shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under the Contract.
- (b) If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, UNICEF shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 14, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- (c) Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection or other acts of a similar nature or force.

16. TERMINATION

If the Contractor fails to deliver any or all of the deliverables within the time period(s) specified in the contract, or fails to perform any of the terms, conditions, or obligations of the contract, or should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the contractor, UNICEF may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate the Contract, forthwith, in whole or in part, upon thirty (30) days notice to the Contractor.

UNICEF reserves the right to terminate without cause this Contract at any time upon thirty (30) days prior written notice to the Contractor, in which case UNICEF shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.

In the event of any termination no payment shall be due from UNICEF to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this contract.

Upon the giving of such notice, the Contractor shall have no claim for any further payment, but shall remain liable to UNICEF for reasonable loss or damage which may be suffered by UNICEF for reason of the default. The Contractor shall not be liable for any loss or damage if the failure to perform the contract arises out of force majeure.

Upon termination of the contract, UNICEF may require the contractor to deliver any finished work which has not been delivered and accepted, prior to such termination and any materials or work-in-process related specifically to this contract.

Subject to the deduction of any claim UNICEF may have arising out of this contract or termination, UNICEF will pay the value of all such finished work delivered and accepted by UNICEF.

The initiation of arbitral proceedings in accordance with Article 22 "Settlement of Disputes" below shall not be deemed a termination of this Contract.

17. SUB-CONTRACTING

In the event the Contractor requires the services of subcontractors, the Contractor shall obtain the prior written approval and clearance of UNICEF for all sub-contractors. The approval of UNICEF of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and in conformity with the provisions of this Contract.

18. ASSIGNMENT AND INSOLVENCY

1. The Contractor shall not, except after obtaining the written consent of UNICEF, assign, transfer, pledge or make other dispositions of the Contract, or any part thereof, of the Contractor's rights or obligations under the Contract.
2. Should the Contractor become insolvent or should control of the Contractor change by virtue of insolvency, UNICEF may, without prejudice to any other rights or remedies, terminate the Contract by giving the Contractor written notice of termination.

19. USE OF UNITED NATIONS AND UNICEF NAME AND EMBLEM

The Contractor shall not use the name, emblem or official seal of the United Nations or UNICEF or any abbreviation of these names for any purpose.

20. OFFICIALS NOT TO BENEFIT

The Contractor warrants that no official of UNICEF or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of the Contract.

21. PROHIBITION ON ADVERTISING

The Contractor shall not advertise or otherwise make public that the Vendor is furnishing goods or services to UNICEF without specific permission of UNICEF.

22. SETTLEMENT OF DISPUTES

Amicable Settlement

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this

Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

Arbitration

Any dispute, controversy or claim between the Parties arising out of this Contract or the breach, termination or invalidity thereof, unless settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party or the other Party's request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The arbitral tribunal shall have no authority to award punitive damages. In addition, the arbitral tribunal shall have no authority to award interest in excess of six percent (6%) and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

23. PRIVILEGES AND IMMUNITIES

The privileges and immunities of the UN, including its subsidiary organs, are not waived.

24. CHILD LABOUR

UNICEF fully subscribes to the Convention on the Rights of the Child and draws the attention of potential suppliers to Article 32 of the Convention which inter alia requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development.

25. ANTI-PERSONNEL MINES

UNICEF supports an international ban on the manufacture of anti-personnel mines. Anti-personnel mines have killed and maimed thousands of people, of whom a large proportion are children and women. Anti-personnel mines present a serious obstacle to the return of populations displaced from their residences by fighting around their villages and homes. UNICEF has, therefore, decided not to purchase products from companies that sell or manufacture anti-personnel mines or their components.

26. AUTHORITY TO MODIFY

No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against UNICEF unless provided by an amendment to this Contract signed by the authorized official of UNICEF.

27. REPLACEMENT OF PERSONNEL

UNICEF reserves the right to request the Contractor to replace the assigned personnel if they are not performing to a level that UNICEF considers satisfactory. After written notification, the Contractor will provide curriculum vitae of appropriate candidates within three (3) working days for UNICEF review and approval. The Contractor must replace the unsatisfactory personnel within seven (7) working days of UNICEF's selection.

If one or more key personnel become unavailable, for any reason, for work under the contract, the Contractor shall (i) notify the project authority at least fourteen (14) days in advance, and (ii) obtain the project authority's approval prior to making any substitution of key personnel. Key personnel are designated as follows:

(a) Personnel identified in the proposal as key individuals (as a minimum, partners, managers, senior auditors) to be assigned for participation in the performance of the contract.

(b) Personnel whose resumes were submitted with the proposal; and

(c) Individuals who are designated as key personnel by agreement of the Contractor and UNICEF during negotiations.

In notifying the project authority, the Contractor shall provide an explanation of circumstances necessitating the proposed replacement(s) and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement.

Acceptance of a replacement person by the project authority shall not relieve the Contractor from responsibility for failure to meet the requirements of the contract.