

Date: 3 May 2018

REQUEST FOR QUOTATION

RFQ N° UNFPA/MDA/RFQ/2018/001 – Media services

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **Media services to educate parents and adolescents on reproductive health rights issues and raise the demand for the need of quality and age-appropriate health education** as per the Terms of Reference (ToR) presented below.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver/perform in the Republic of Moldova, or through an authorized representative.

I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](http://unfpa.org)

II. Service Requirements/Terms of Reference (ToR)

UNFPA Strategic Plan 2018 – 2021 Outcome 2	Every adolescent and youth, in particular adolescent girls, is empowered to have access to sexual and reproductive health and reproductive rights, in all contexts.
UNDAF Outcome 4	The people of Moldova, in particular, the most vulnerable, demand and benefit from gender-sensitive and human rights-based, inclusive, effective and equitable education, health and social policies and services.
UNFPA Country Programme Output	Output no.1: Increased national capacity for addressing sexual and reproductive health and reproductive rights of all young people in national policies, educational and health programmes that promote human rights and gender equality.
Funding	UNFPA Moldova
Duty Station:	Republic of Moldova
Duration:	1 June 2018 – 30 November 2018

1. BACKGROUND

Moldova has a population of nearly 3 million people, with more than a half women and girls (Census 2014). Youth represent a large portion of the population; with nearly 34% aged 14-35 years old, including 12% of adolescence age (15-19 years). Emigration of working-age population has produced negative social effects on children and young people left behind, in particular in rural areas (more than 100,000 children and youth are left behind, without parental oversight). Because of poor education in the family and at school, adolescents are exposed to many health risks, which they do not know how to prevent.

As a result, Moldova faces the high teen pregnancy rate, unplanned pregnancies and abortions among adolescent girls, high rates of sexually transmitted diseases, HIV, gender based violence, sexual and emotional abuses, bullying etc. All these issues affect the health and wellbeing of adolescent girls and boys preventing them from having the best start in adulthood life. Moreover, the teen pregnancy and births also perpetuate the cycle of poverty and abuses, limiting education and future opportunities of these girls and their families.

According to situation analysis, the bottlenecks for preventing these issues include, among others, the poor support from communities, especially parents and religious leaders, for comprehensive sexuality education due to traditional norms and gender stereotypes, and a lack of understanding of its benefits for the well-being of young people. A proper information and education campaign of parents and adolescents is crucial to start changing the stereotypes, fighting taboos, addressing the root causes, and creating an enabling environment for a safe development of adolescents and young people.

Media platforms, especially those targeting parents, women and youth, have an important role to play to cover the social issues from an ethical and human rights perspective. Many of the niche web-platforms in Moldova, namely targeting parents, are focused on glamor and sensational issues, and less on the need to cultivate social healthy behaviours. It is important to work with general population, specifically with parents, including those from vulnerable groups: HIV affected, with disabilities, Roma ethnicity, to encourage healthy parenting behaviour and raise the demand for a healthy lifestyle among adolescents.

2. THE PURPOSE

UNFPA Moldova CO is looking to contract a media platform to educate parents and adolescents on sexual and reproductive health rights (SRH) issues and raise the demand for the need of quality and age-appropriate health education.

The topics will include:

- a) prevention of teen pregnancies,
- b) prevention of HIV and sexually transmitted infections,
- c) gender based violence,
- d) puberty changes,
- e) menstrual health and
- f) other related issues.

This activity will contribute to the realization of Outcome #2 of UNFPA Country Programme and support the interventions on:

- 1) Engaging with teachers' and parents' associations to advocate for the inclusion of education for health, including education for sexual and reproductive health in school curricula;
- 2) Support the creation of platform (women's right NGOs, youth-led NGOs, human rights advocates, media associations) to advocate for increased access to sexual and reproductive health education and services of young people.

3. OBJECTIVES OF THE ASSIGNMENT:

1. Write stories, interviews, analysis on sexuality and health education issues targeting parents, adolescents and young people.
2. Produce multimedia projects, including video/photo-galleries, on most engaging topics.
3. Reach out to online/off-line communities and engage with parents and youth in a dialogue on taboo issues related to unmet need for family planning, teen pregnancies, need for comprehensive health education in schools.

4. ACTIVITIES:

In order to accomplish the above-mentioned objectives, the company will have to perform the below mentioned activities.

Activity 1: Research, analyse and write 30 articles, stories, interviews, analysis on sexuality and health education issues targeting parents, adolescents and young people:

- 10 interviews with top experts in health, education, psychologists, religious leaders, teachers etc.;
- 4 in-depth investigative analysis about: lack of sexual health education and consequences, teen pregnancies, STIs and infertility, gender based violence/sexual violence,
- 8 reportages and positive stories on these issues,
- 8 related news supporting UNFPA events.

Style: The media products will be written in accordance to the style of the media platform and their respective audience. Non-jargon language will be used. Illustrative photos/info-graphics will be used to visualize more creatively the content. **Language: Romanian**

Activity 2. Produce 3 multimedia projects, including video/photo-galleries, on most engaging topics.

The multimedia projects will contain:

- At least 18 relevant photos with the protagonists of the media materials.
- 3 videos up to 5 minutes long (Vox-pop/interview or reportage style) to be agreed with UNFPA.

Activity 3. Organize 3 media events/discussions with parents and youth (North, Centre, and South) on taboo issues related to unmet need for family planning, teen pregnancies, need for comprehensive health education in schools.

The events will be organized in coordination with UNFPA. The media platform team is expected to:

- Research the most engaging topics and myths around SRH, which are discussed in parents' community forums on social media and organize off-line events to demystify them.
- Engage relevant experts, moderators and invite other media channels to reflect on the event.
- Suggest innovative formats for the organization of events (photo-exhibitions, Talk-forums etc).
- Promote the event in media/ social media (elaborate the scenario, creative ads, invitations, gifs, media advisory and press release).
- Identify the location and pay for the rent (if the case). Partnerships for non-cost venues are encouraged such as public parks/squares, Novateca libraries, youth health centres, schools etc.
- Ensure the logistics: coffee breaks, technical equipment, music, projector, and other needs as required.

5. DELIVERABLES AND TIMEFRAME

Deliverable	Indicative Timeframe
30 articles, stories, interviews, analysis on sexuality and health education issues targeting parents, adolescents and young people (in Romanian language) produced and published (see Activity 1 above)	June – November 2018
3 multimedia projects, including video/photo-galleries, on most engaging topics produced and published (see Activity 2 above).	July - October 2018

3 media events/discussions with parents, youth, teachers, religious leaders organized (see Activity 3 above).	June - October 2018
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6. MANAGEMENT ARRANGEMENTS

The Contracted Company has to designate a team and a Team Leader. The Team Leader will be accountable for timely delivery of qualitative results to accomplish the objectives of the present Terms of Reference. The Team Leader is expected to be in regular communication with UNFPA Moldova, coordinating all issues and should have Institutional development and media expertise.

The team should include, at least, the following areas of expertise:

- Institutional development (human resources, advocacy, good governance, management of resources. Networking, administrative/logistic work etc.).
- Media: including reporting skills, investigative writing skills, social media engagement skills, and photography and videography experience.

Duration of work: The assignment shall be conducted in the following period: from the date of Contract enters into force until 30 November 2018. The deliverables are expected to be submitted in accordance with the provisions of point 5 "Deliverables and Timeframe" of the present Terms of Reference.

Payment: The payments will be done in instalments after submitting the deliverables, as agreed between UNFPA and the contractor. The payment will be done in MDL at the UN Operational Rate of Exchange on the date of payment.

III. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	Diana Selaru, UNFPA Administrative and Finance Associate
Tel N°:	+373 22 214002
Email address of contact person:	selaru@unfpa.org

The deadline for submission of questions is **10 May 2018, 16:00 (Moldova local time)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

IV. Content of quotations

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) **Technical proposal**, in response to the requirements outlined in the service requirements / TORs. Technical proposal shall include:
 - ✓ Technical approach and methodology to meet the project objectives / deliverables as per the ToR, including i) Brief Concept Note (short scenarios and ideas) for multimedia projects and media events; ii) profile of the media platform, including the target audience, in line with the requirements specified in the ToR.
 - ✓ Work plan / time scales given in the proposal and its adequacy to meet the project objectives / deliverables as per the ToR.
 - ✓ Copy of organization's registration certificate.
 - ✓ Organization's profile including experience in similar assignments by outlining the capacity of the organization to provide complex media services (reporting and event organization) with a focus on engaging adolescents and youth.
 - ✓ Statement of Satisfactory Performance or Letters of Recommendations from minimum 2 (two) Clients or business partners obtained in the last three years.
 - ✓ Resumes (CVs) of the Key Personnel comprising information requested as per the evaluation criteria.
- b) **Price quotation in USD (exclusive of VAT)**, to be submitted strictly in accordance with the Price Quotation Form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

V. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below **no later than: Thursday, 17 May 2018, 23:59 (Moldova local time)**¹.

Name of contact person at UNFPA:	Alexandru Rusu, UNFPA Administrative Associate
Email address of contact person:	moldova.office@unfpa.org

Please note the following guidelines for electronic submissions:

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>

- The following reference must be included in the email subject line: **RFQ N° UNFPA/MDA/RFQ/2018/001 – Media Services**. Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total e-mail size may not exceed **20 MB (including e-mail body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.

VI. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project	100		20%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		20%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.): <ul style="list-style-type: none"> • <i>Proposed team structure is well defined and meet the requirements of the ToR and has the necessary capacity to successfully implement the assignment (50 pts);</i> • <i>Experience with similar projects in Moldova, promoting adolescents / youth and social related issues (35 pts);</i> • <i>Language Qualifications: proficiency in Romanian, Russian, English (15 pts).</i> 	100		15%	

Specific experience and expertise relevant to the assignment: <ul style="list-style-type: none"> • Availability of creative and professional team-members with expertise in: topic research, innovative approaches to writing on social issues, including adolescents taboo issues, video/photo/design production (50 pts); • Experience of organizing off-line public/media events with the involvement of target audiences: young people, media experts, parents, influencers (40 pts); • Relevant experience with UN/UNFPA and/or development issues in Moldova (10 pts). 	100		30%	
Profile of the company and relevance to the Project: <ul style="list-style-type: none"> • General organization's reputation and expertise in areas of media coverage related to: adolescents and youth issues, parenting, addressing gender based violence, fighting taboos and stereotypes (40 pts); • Proved capacity to provide complex media services: reporting, photography, videography services and organization of public and media events to promote the issues off-line (30 pts); • The company has main target groups parents and young people and proved popularity among them (30 pts) 	100		15%	
Grand Total All Criteria	500		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a **minimum score of 70 points in the technical evaluation**.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$$

VII. Award Criteria

UNFPA shall award a Professional Service Contract on a fixed-cost basis to the Bidder(s) that obtain the highest total score.

VIII. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

IX. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

X. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

XI. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

XII. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit, Ms. Rita Columbia, UNFPA Representative at columbia@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

XIII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

Thank you and we look forward to receiving your quotation.

NAME, FUNCTIONAL TITLE:

Rita Columbia, UNFPA Representative

Signature: 

DATE: 03/05/2018



ANNEX I:
General Conditions of Contracts:
De Minimis Contracts

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)

