Date: 10 September, 2018

**Authorized by:**

**UNFPA Representative**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/UKR/RFQ/18/7

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **production of video/photo materials.**

UNFPA requires the provision of video/photo production aimed at changing attitude towards gender- based violence in the Ukrainian society to zero tolerance.

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

1. **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://www.unfpa.org/about-us)

**Terms of Reference (ToR)**

**Background and programme description**

Violence against women and girls (VAW) is one of the most prevalent human rights violations in the world. It knows no social, economic or national boundaries. Gender-based violence (GBV) undermines health, dignity, security and autonomy of its victims, yet it remains shrouded in a culture of silence. Victims of violence can suffer sexual and reproductive health consequences. GBV remains widespread in Ukraine and the armed conflict in the eastern part of Ukraine has resulted in increased risks of gender-based violence.

UNFPA programme “Integrated Response to end gender-based violence against vulnerable women and adolescent girls in Ukraine” is aimed at improvement of the status of women through strengthening Government of Ukraine (central and local) capacities, improvement of mechanisms, advancement of policies and improvement of conditions for the implementation of the measures and legislation that foresee a society that values gender equality as an indispensable prerequisite to sustainable development, aiming towards zero tolerance of gender-based violence.Within the framework of its programme, in 2015 UNFPA launched a national information and awareness raising campaign “Break the Circle” with a purpose to raise awareness on GBV issues and available response services for GBV survivors, including PSS mobile teams and national hotline and promoting zero tolerance to gender-based violence in the society The creative idea of the campaign is based on the concept of «Break the Circle», presuming that tolerating violence and without requesting help, violence generates more violence and the victim suffers more and more. Violence can no longer remain the concern of the victim, but become the concern of all of society seeking to change.

In 2018 new strategy for communication campaign “Break the Circle” was developed. Its primary goal is newly defined as changing attitude towards violence against women and gender based violence in the Ukrainian society to zero tolerance and cooperation.

This strategy seeks to change the views and minds of individuals by calling on all members of society (in particular boys and men) to change attitudes. In essence, it is a renewed call for greater equality between women and men and freedom from gender stereotypes, as the scale of violence is closely connected with the level of equality in a society, while gender roles and gender stereotypes determine how violence against women and girls is perceived and responded to. This is also because GBV is deeply rooted in the inequality between women and men as well as imbalanced gender expectations, which are further perpetuated by a culture of tolerance and denial of the existence and prevalence of violence.

Within the new strategy, idea for the new video, that translates key message, was elaborated.

**Scope of work**

Under the overall supervision of UNFPA Communication Assistant the selected provider will be expected to produce a short video clip (up to 30 sec), to highlight the main idea of the campaign – “we keep tolerating violence, because it is deeply rooted into our culture, education and minds as something inherited from previous generations and considered as an everyday norm, thus violence remains hidden though widely spread. Violence should not be tolerated”.

Script idea of the video as well as script sample will be shared with all interested companies during the pre-bidding conference (II Questions).

**Target Audience**

Women and men aged 18 – 55.

All regions of Ukraine.

**Purpose**

The purpose of the video is to raise public awareness on existence, prevalence and tolerance of violence in Ukrainian society and change social norms of tolerating violence among the broad society.

**Objectives**

1. Social video production for placement on internet resources and television (but not limited to).
2. Raising public awareness on existence, prevalence and tolerance of violence in Ukrainian society and change social norms of tolerating violence among the broad society.

**Deliverables**

Main products submitted by the company/consultant include (but not limited to):

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Expected deliverables**  | **Product requirements** | **Estimated submission time** |
| 1 | Development of the final Video Scenario based on the idea provided by the requestor | Scenario should provide the detailed description of target subjects, such as each hero’s image, background for every shot and final messages, elaborated from the given idea.   | 4 working days after signing of a contract |
| 2 | Development of a Production plan | The plan should provide timeframe for each stage of video production as well as a storyboard with expected images, final messages and producer’s recommendations regarding actors. Elaboration of the concept/preview of 3 stories (scenes) for printed promo materials. |  9 working days after signing of a contract |
| 4 | Signed agreements regulating the rights for broadcasting and placing the video | The permissions of each actor to use and broadcast the video in an unlimited way and in all communication channels with no time limitations should be signed before production and provided to UNFPA in hard copies. | Timeframe: at least 3 working days before shooting day |
| 5 | Production of 1 final clip in three versions | 1 video clip with source files in three versions (~30-seconds duration):1 - no subtitles; 2 - Ukrainian subtitles;3 - English subtitles. | Shooting should be held during max 5 working days after approving of the production plan.Draft of the video clip should be provided to Requestor in 1 week after video shooting.The Final video should be provided to Requestor in three versions with source files (timeframe: 2 weeks after video shooting). |
| 6 | Development of the Series of three (3) printed promotional materials. 3 ideas in one visual style should be designed from the final video clip (for example: captured shot with slogan might be used). | 3 images with sourced files should be provided to UNFPA. Each image should be prepared in proper formats to be used for printing of: * Citylights (size: 1200x1800 mm);
* Billboards (size: 6000x3000 mm);
* Metrolights (size: 420x585 mm).
 | Timeframe: maximum 3 working days after delivering final version of the video. |

Any creative ideas in the scope of these Terms of reference are much appreciated. A draft of each deliverable must be agreed with the UNFPA prior to final submission and improved based on UNFPA recommendations provided.

**Indicative time frames for the campaign**

All deliverables envisaged by these terms of reference should be submitted to the requestor b**y 8 November 2018** (tentative date and depending on the contract signature date).

**Payment conditions:**

The payment will be done in accordance with the above deliverables acceptance of the Contractor's invoice and complete set of supporting documentation.

The payment will be done in currency: Ukrainian Hryvnias. Where two currencies are involved, the rate of exchange shall be the United Nations Operational Rate of Exchange on the day UNFPA instructs that payment(s) be effected (web: www.treasury.un.org).

Payments for works performed will be effected on behalf of UNFPA by the United Nations Office in Ukraine upon successful achievement of the works deliverables according to the below schedule:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverables** | **Payment terms and time frame** |
| 1st installment | Final script and production plan  | 20% of the contract fee, upon submission and approval by UNFPA  |
| 2d installment | Signed agreements regulating the rights for broadcasting and placing the video;Final video in three versions with source files | 70 % of the contract fee, upon submission and approval by UNFPA  |
| 3d installment | 3 images with sourced files in three formats | 10 % of the contract fee, upon submission and approval by UNFPA |

**Intellectual Property**

All information pertaining to this project (documentary, pictures, digital, cyber, project documents, etc.) belonging to UNFPA, which the Contractor may come into contact with in the performance of the duties under this assignment shall remain the property of UNFPA who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UNFPA in line with the national and International Copyright Laws applicable.

**Requirements and qualifications:**

UNFPA seeks a service provider with proven experience in video production, communication campaign planning and accomplishment, preferably social campaigns (references to recent implemented campaigns) and good working knowledge of the Ukrainian media and advertising markets.

The offeror should:

* be a resident entity of or have legal representation in Ukraine with respective official registration;
* work in the area of public communications, advertising, video production for at least 3 years;
* have experience in the field of video production;
* demonstrate ability to meet deadlines and work under pressure;
* be fluent in Ukrainian or Russian, and English.

Previous experience of collaboration with a UN agency will be an advantage.

**Proposal evaluation**

The detailed evaluation of the quotations will consist of expertise evaluation and financial evaluation.

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Tetiana Bychkova* |
| Tel Nº: | *+38 044 281 32 31* |
| Email address of contact person: | *bychkova@unfpa.org* |

The pre-bidding conference should be conducted with all interested companies upon written request to the mentioned contact person. The deadline for question submission and requests for the conference is **Tuesday, September 18, 2018 at 16:00 Kyiv** **Time.** The pre-bidding conference will be conducted on Wednesday, September,19, 2018. All questions will be answered in writing and shared with all parties as soon as possible after this deadline.

1. **Content of quotations**

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

1. Technical proposal, in response to the requirements outlined in the service requirements / TORs.

The Technical Bid must be submitted by electronic method of transmission at the email address indicated in the section IV.

1. Price quotation, to be submitted strictly in accordance with the price quotation form.
2. Language of the proposal – English or Ukrainian.
3. **Separate Technical Proposal and Financial Proposal should be submitted in pdf format and** be signed by the bidding company’s relevant authority;
4. **Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section IV and III, 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: **Tuesday, September 25, 2018 at 10:00 a.m. Kyiv**[[1]](#footnote-1). Proposals sent to any other address will not be considered.

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Tetiana Bychkova* |
| Email address of contact person: | **ukraine.office@unfpa.org** |

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: RFQ Nº UNFPA/UKR/RFQ/18/7. 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.
1. **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 I 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 |
| --- | --- | --- | --- | --- |
| Vision, creative approach to the final product | 100 |  | 35% |  |
| Degree, depth of the thoroughness of the offer for the subsequent provision of requested services according to the TOR | 100 |  | 35% |  |
| The experience of key employees in video production | 100 |  | 20% |  |
| Qualification and availability of specialists for the execution of a given volume of work. | 100 |  | 5% |  |
| Experience of collaboration with a UN agency | 100 |  | 5% |  |
| ***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 |
| 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 based on the specific formula indicated in the TORs. All other price quotes will receive points in inverse proportion according to the following formula:

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| --- | --- | --- |
| Financial score = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## 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.

|  |
| --- |
| Total score =70% Technical score + 30% Financial score |

1. **Award Criteria**

UNFPA shall award a Purchase Order/Contract with duration till December, 31, 2018 to the lowest-priced technically acceptable offer.

1. **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.

1. **Payment Terms**

The payment will be done in accordance with the above deliverables acceptance of the Contractor's invoice and complete set of supporting documentation.

The payment will be done in currency: Ukrainian Hryvnias. Where two currencies are involved, the rate of exchange shall be the United Nations Operational Rate of Exchange on the day UNFPA instructs that payment(s) be effected (web: www.treasury.un.org).

1. [**Fraud and Corruption**](http://www.unfpa.org/about-procurement#FraudCorruption)

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](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). 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](http://web2.unfpa.org/help/hotline.cfm).

1. **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](http://www.unfpa.org/about-procurement#ZeroTolerance).

1. **RFQ Protest**

Bidder(s) perceiving that they have been unjustly treated in connection with the solicitation or award of a contract may submit a complaint directly to the Chief, Procurement Services Branch at procurement@unfpa.org.

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 Country Office Caspar Peek at E-mail: ukraine.office@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.

1. **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). English version of request for quotations prevails.

PRICE Quotation Form

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/UKR/RFQ/18/7 |
| **Currency of quotation:** | UAH |
| **Validity of quotation:***(The quotation shall be valid for a period of at least 3 months after the submission deadline)* |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Number of Staff by Level | Hourly Rate | Hours to be Committed | Total |
| 1. Professional Fees
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|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Professional Fees* | UAH |
| 1. Out-of-Pocket expenses
 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | UAH |
| ***Total Contract Price, excl. VAT*** *(Professional Fees + Out of Pocket Expenses)* | UAH |
| ***Total Contract Price, incl. VAT*** *(Professional Fees + Out of Pocket Expenses)* | UAH |

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/UKR/RFQ/18/7 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

|  |  |  |
| --- | --- | --- |
|  | Click here to enter a date. |  |
| Name and title | Date and place |

**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,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)

1. <http://www.timeanddate.com/worldclock/city.html?n=69> [↑](#footnote-ref-1)