Date: 25 September, 2018

**Authorized by:**

**UNFPA Representative**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/UKR/RFQ/18/9

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **Production of educational videos/printing materials for fathers within 4 Hands Happiness project.**

UNFPA requires the provision of video/photo production aimed at changing attitude to social norms in the Ukrainian society promoting responsible fatherhood.

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**

Ukrainian society remains far from achieving the standard of gender equality in almost all spheres of life: according to the international gender gap index value, Ukraine is ranked as 69 out of 145 countries. Over 60% of marriages end up with divorce in particular due to unequal distribution of chores in the family, as women spend 4 times more time on household duties. Over than 40% of men in Ukraine believe that a woman should leave her paid work in order to spend more time with her family. Only 4% of those who take paternity leave are men. Though, 80% of older men regret that did not devote sufficient time to their children and lost the emotional connection with them.

UNFPA project “4 Hands Happiness” aims at promoting responsible fatherhood, equal distribution of chores in the family and paternity leaves. It started with an awareness raising campaign conducted jointly with the Ministry of Social Policy of Ukraine in 2015.The videos and visuals developed within the campaign have been broadcasted on Ukrainian national television, outdoor advertisement (billboards, city lights and posters) all over Ukraine. “4 Hands Happiness” Facebook page as well as project’s web-site <http://zags.org.ua/> <https://www.facebook.com/zags.org.ua/?ref=bookmarks> have continued its activity. Based on the results of focus groups with fathers, videos were identifies as the most appropriate and friendly way of communicating with the audience and translating useful information.

**Scope of work**

The selected provider will be expected to product the series of educational videos for fathers.

To achieve the results set out by this TOR the selected service provider should also review the similar videos produced in other countries. The developed concept of videos should be in line with values of “4 Hands Happiness” project, with a special focus on the role of men in family planning and child upbringing.

The made series of short videos should deliver the right messages in the appropriate trustful way and give practical tips. All videos should be made in the same style. Preferences of the target audience should be taken into account, right insights have to be found.

**Target Audience**

Fathers and prospective fathers (18 – 40 yrs).

All regions of Ukraine.

**Purpose**

The purpose is to equip men with practical tips and knowledge on how to be a responsible and supportive father in order to achieve the following *objectives:*

- increased uptake of paternity leave among men

- men should know how support women during pregnancy, delivery and after birth period;

- fathers should know how to maintain emotional contact with a child and react to certain age crises;

- men share chores more equally.

**Deliverables**

To produce a series of 6 (six) short and shareable digital videos. Such documents should be developed:

* Concept of the video series;
* Scenarios;
* Production plan;
* Ready-made videos (approximately 5 min for each) with source files in three versions (no subtitles/Ukrainian subtitles/English subtitles).
* A series of printed promotional materials (3 ideas) in one visual style from the video (e.g. captured still frame with a slogan).

The topics to be covered in the educational videos should include but not limited to:

1. Family planning, partner delivery and afterbirth support
2. Tips for dads during paternity leave
3. Non-violent communication in the family and psychological aspects of fatherhood
4. Sexual education
5. Kids first aid
6. Career choice talks with kids

It is essential to ensure the expert’s involvement per the respective subject area and stories of real fathers (to be negotiated with UNFPA Program Officer). Any creative ideas falling within the scope of these terms of reference are most welcome. The draft materials must be agreed with the UNFPA prior to final submission. The developed videos will be disseminated through digital means of communication including UNFPA webpage and YouTube, 4HH webpage and FB as well as of our partners.

**Indicative time frames for the campaign**

All deliverables envisaged by these terms of reference should be submitted to the requestor by 26 November 2018 (tentative date and depending on the contract signature date).

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| **#** | **Deliverables** | **Payment terms and time frame** |
| 1 | To develop a concept and scenarios for every video;  To develop the production plan for all videos | 40% of the contract fee, upon submission and approval by UNFPA, 15th day after the contract signature |
| 2 | To provide all videos with the source files including suggested visuals per each video | 60 % of the contract fees, upon submission and approval by UNFPA |

**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 where applicable on a quarterly basis.

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).

**Requirements and qualifications:**

UNFPA seeks a service provider with proven experience in social campaigns campaign planning and accomplishment (references to recent implemented campaigns of social nature are required) and good working knowledge of the thematic field.

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.

The advantage is previous experience of collaboration with a UN agency.

**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.

**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 deadline for question submission is **Tuesday, October 9, 2018 at 16:00 Kyiv** **Time.** 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: **Wednesday, October 10, 2018 at 11:00 a.m. Kyiv**[[1]](#footnote-1). Proposals sent to any other address will not be considered.

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| 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/18/9. 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:

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| --- | --- |
| **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.

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| 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](mailto: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](mailto: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](mailto: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

|  |  |
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| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/UKR/RFQ/18/9 |
| **Currency of quotation:** | UAH |
| **Validity of quotation:**  *(The quotation shall be valid for a period of at least 3 months after the submission deadline)* |  |

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| 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 | | | | | |
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|  |  |  |  |  |  |
| *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/18/9 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.

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|  | 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)