Date: 24 September 2018

**Authorized by:**

**UNFPA Representative**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/UKR/RFQ/18/8

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **managing of Facebook page.**

UNFPA requires managing service of “Break the Circle” Facebook page and flashmobs/activities in social media.

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 childbirth 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**

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.

Rationale

Within the framework of its programme, UNFPA launched a national information and awareness raising campaign promoting zero tolerance to gender-based violence (GBV) and UNFPA services for GBV survivors, including mobile teams – “Break the Circle”. The creative idea of the campaign was based on the concept of «Breaking the circle». It was presumed that without requesting for help violence generates more violence and the victim suffers more and more. So in order to break the circle of violence one has to ask for help and assistance. Several circles on the logo mean stereotypes, fear, lack of information and services, in particular personal and institutional obstacles that hinder women’s call for help. Thus, it is important to start somewhere and breaking one circle helps to break other one. Core campaign’s messages: Do not be silent! Ask for help if you need it!; Admit that you are in danger (victim or a potential victim) of GBV. It's absolutely right to tell about it and not keep suffering!; Break the circle: tell about violence and protect yourself and your children from further circle of violence.

For building additional channel of communication page“Break the Circle” was created on Facebook. Its initial goal was to provide information about the specific help the project can offer to GBV victims. With a new phase of the programme, new objectives have evolved:

* informing followers on service availability - mobile teams, hotline etc. as well as individual ways of ensuring yourself from violence;
* promoting intolerance and rejection of any kind of violence;
* raising awareness on violence issue, its actualization in the society environment;
* appealing to speak out about violence cases even if you just witnessed such;
* information support of all program activities relate to GBV fighting;

Target audience – women and men of age between 25 – 44 years.

**Purpose**

The purpose of the assignment is to support the “Break the Circle” Facebook page and manage flashmobs/activities in social media due to the provided concept by UNFPA, recommendations and initiatives.

**Objectives**

The selected service provider is expected to:

* support, in consultations with UNFPA Communication team, “Break the Circle” Facebook page till 31 March, 2019:
	+ develop content for this platform (shares from other pages should not exceed 30% of the content/per month);
	+ use the existent visual style of publications and improve it;
	+ create images and GIFs for posts within UNFPA agreed style;
	+ ensure leader opinion involvement at least one activity per month) - shares, mentions, etc;
	+ conduct a contest on the page at least one time per three months;
	+ manage and initiate flashmobs, projects in social media on UNFPA inquiries;
	+ boost previously agreed with UNFPA posts (approximately 3 posts per month);
	+ monthly engagement rate should be above 8% (with the exceptions of the first month).

**Deliverables**

Under the overall supervision of UNFPA Communication Assistant, the contractor is expected to perform the following deliverables:

1. Provide a one month plan of publications for the next month and report (using UNFPA template) for the previous month each 27-29th date of the month.

2. Management and regular everyday updates of “Break the Circle” FB page - 7 days per week, 1-2 posts per working day, 1 post per each weekend day.

**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. In case of two currencies involved, the United Nations Operational Rate of Exchange should be used on the day UNFPA instructs that payment(s) (web: [www.treasury.un.org](http://www.treasury.un.org)).

**Intellectual Property**

All information pertaining to this project (documentary, audio, visual, 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 with the 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 the area of public communications, preferably social media campaigns (references to recent implemented media campaigns of social nature are required) and good working knowledge of the Ukrainian media and advertising markets.

Other qualifications:

* The Contractor should be a resident entity of or have legal representation in Ukraine with respective official registration;
* Experience in developing communication campaigns/materials in/for social media and web media;
* Previous successful experience with any UN agency or other international organizations is an asset;
* Considerable experience in managing Facebook pages with the social context;
* Demonstrated ability to meet deadlines and work under pressure;
* Fluency in Ukrainian or Russian, and English.

**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: | *Pavlo Boiarskyi* |
| Tel Nº: | *+38 095 346 91 36* |
| Email address of contact person: | *boiarskyi@unfpa.org* |

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: **Monday, 8 October, 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: | *Pavlo Boiarskyi* |
| 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/18/8. 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 of the thematic categories for “Break the Circle” page | 100 |  | 35% |  |
| Effective cases of managing Facebook pages | 100 |  | 25% |  |
| The experience in managing pages of social projects, initiatives, campaigns, etc. | 100 |  | 25% |  |
| Qualification and availability of specialists for the execution of a given volume of work | 100 |  | 10% |  |
| 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:

|  |  |  |
| --- | --- | --- |
| 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 31 March, 2019 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. In case of two currencies involved, the United Nations Operational Rate of Exchange should be used on the day UNFPA instructs that payment(s) (web: [www.treasury.un.org](http://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/18/8 |
| **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/18/8 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)