Date: 25 January 2019

**Authorized by:**

**UNFPA Representative**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/UKR/RFQ/19/02

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **placing campaign products (visuals and video) in transport**

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**

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.

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. Within the new strategy, new video clip as well as visuals for outdoor advertisement were produced.

New video launching will be accompanied by transit advertising that could provide high visibility on a daily basis, varied audience by age and income and selected regions coverage.

**Scope of work**

Under the overall supervision of UNFPA Communication Assistant the selected provider will be expected to place visual layouts at advertisement spaces in public and long distance transport, as well as video clip where it’s applicable.

**Target Audience**

Women and men aged 18 – 55.

Geography: Kyiv, Kharkiv, Odesa, Mykolaiv, Zapporizhya, Kherson, Mariupol, Dnipro, Lviv, Vinnytsia, Lugansk region (Severodonetsk/Lysychansk), Kryvyy Rig, Berdiansk.

**Purpose**

The purpose of advertisement placement is to support key video promotion by offline channels, therefore, make new video’s idea more visible.

**Deliverables**

Main products submitted by the company have to include

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| **No.** | **Expected deliverables** | **Product requirements** | **Time frames** |
| 1 | Printed advertisement placement at Kyiv metro stations | 1.1.  Format: platform wall (2\*3m).  Metro stations: Nyvky, Lukianivka, Livoberezhna, Minska, Lva Tolstoho square.  Frequency: 2 branded platform walls (2\*3 m) in both directions at each station.  1.2.  Format: metrolights.  Metro stations: 3 metro stations (passenger flow -50 000+)  Frequency: 7 metrolights at each station. | Placement for 28 days.  Start date: not later than 18 February. |
| 2 | Printed advertisement placement in buses\* | Format: A4.  Target: place printed posters in half of public buses in each selected city.  Frequency: one A4 poster in one bus.  Approximate number of buses (refined calculations that meet the target are subject to discussion): Dnipro (200), Zaporizhzhya (100), Mariupol (50), Kharkiv (250), Lviv (75), Kherson (100), Vinnitsa (115), Odessa (150), Mykolaiv (100), Lugansk region (Severodonetsk/Lysychansk), Kryvyy Rig (100), Berdiansk (50). | Placement for 28 days.  Start date: not later than 18 February. |
| 3 | Video placement at Intercity screens | Frequency: 50 translations of 1 min video per 24 hours in every car of a train.  Trains: Kyiv-Kharkiv, Kharkiv-Kyiv, Kyiv - Mykolaiv, Mykolaiv – Kyiv, Kyiv – Odesa, Odesa – Kyiv, Kyiv – Lviv, Lviv-Kyiv, Kyiv – Konstyantynivka, Konsantynivka – Kyiv, Kyiv - Zapporizhya, Zapporizhya – Kyiv. | Placement for 28 days.  Start date: not later than 18 February. |
| 4 | Report on placed visuals and video clip | Report in details have to cover every advertisement location and provide an estimated number of contacts with every advertisement carrier. |  |

All visuals for placement are already elaborated, printed costs have to be taken into account.

Any creative ideas falling within the scope of these terms of reference are subject to discussion. UNFPA reserves the right not to embody all deliverables in full-scale, but the bidder must reflect all deliverables in the proposals (technical and financial). The 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 by 18 March 2019 (tentative date and depending on the contract signature date).

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| **#** | **Deliverables** | **Payment terms and time frame** |
| 1 | Provide placement plan for all 3 deliverables | 35% of the contract fee, upon submission and approval by UNFPA, 7th working day after the contract signature |
| 2 | Place all visuals and video clip | 35 % of the contract fees, upon submission and approval by UNFPA |
| 3 | Provide a report on placed visuals | 30 % 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](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 media buying, communication campaign planning and accomplishment, result oriented 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 media buying, public communications, marketing for at least 2 years
* have experience in the field of printed advertisement placement in Ukrainian regions
* demonstrate ability to meet deadlines, work under pressure and measuring results
* be fluent in Ukrainian or Russian, and English

Previous experience of collaboration with a UN agency is an asset.

**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:

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| --- | --- |
| Name of contact person at UNFPA: | *Olena Hliebova* |
| Tel Nº: | *+380 67 230 71 31* |
| Email address of contact person: | *hliebova@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. Price offers should be provided without VAT, since UNFPA is exempt from VAT transactions.
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, 11 February, 2019 at 10:00 am Kyiv**[[1]](#footnote-1). Proposals sent to any other address will not be considered.

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| Name of contact person at UNFPA: | *Olena Hliebova* |
| 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/19/02. 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 | |
| --- | --- | --- | --- | --- | --- |
| The completeness of the offer (all deliverables are taken into account) | 100 |  | 35% |  | |
| Proposed time frames correspond to the ToR | 100 |  | 35% |  | |
| Experience in managing similar regional campaigns in transport | 100 |  | 15% |  | |
| 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:

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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 until 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](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

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/UKR/RFQ/19/02 |
| **Currency of quotation:** | UAH |
| **Validity of quotation:**  *(The quotation shall be valid for a period of at least 2 months after the submission deadline)* |  |

* Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

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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 | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | | | | | UAH |
| ***Total Contract Price***  *(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/19/02 **(placing campaign products (visuals and video) in transport)** 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)