Date: 24 May 2019

**Authorized by:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Caspar Peek**

**UNFPA Representative**

REQUEST FOR QUOTATION

RFQ Nº UNFPA/UKR/RFQ/19/05

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service: **digital promotion of UNFPA communication products**

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**

Stereotypical gender roles are deeply engrained in Ukrainian society. In 2016, Ukraine ranked 69th on the Global Gender Gap Index (with a score of 0.7), with gender wage gap of 25 per cent (2015). The scale of gender equality is closely connected with the issue of gender based violence (GBV) in a society. The 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 such violence.

Much has been done recently within UNFPA communication activities for combating gender stereotypes and gender based violence in Ukraine. Two nationwide information campaigns (“Happiness in 4 hands” and “Break the circle”) were launched by UNFPA jointly with the Ministry of Social Policy of Ukraine in 2015. Each campaign has its own goals and key messages which synergy results contributes to building a society that values gender equality as an indispensable prerequisite to sustainable development and zero tolerance to gender-based violence is dominating.

“4 Hands Happiness” project provides information to young people (with focus on men) about equal rights and equal division of housework. Joint time and participatory involvement into educational process with children is one of the main issues of the behavior change campaign.

“Break the Circle” campaign is one of the component of UNFPA programme “Integrated Response to end gender-based violence against vulnerable women and adolescent girls in Ukraine”. Strategic goal of the campaign is to change attitude towards violence against women in the Ukrainian society to zero tolerance. Campaign’s key message seeks to change the hearts and minds of individuals by calling to all members of society. For reaching young audience (ages 16-24) a series of videos were produced. These videos gave the beginning to the mini campaign supported not only by digital component, but also by educational events named [“No trivia in relationships”](https://ukraine.unfpa.org/uk/No_trivia_Lviv).

**Purpose**

UNFPA Ukraine is inviting proposals from reputable and qualified suppliers with a track record of success in digital marketing and producing digital communication solutions. We are looking for suppliers which can collaborate with us in identifying, adapting and extending emergent technologies to increase coverage, impact, engagement and interactivity of our digital communications products and campaigns. We are seeking to enter into short-term agreements with suppliers that are committed to delivering services to UNFPA. Selected service provider will work under the direction of the UNFPA Communication and Advocacy Officer and UNFPA Communication and Advocacy Associate. The purpose of the assignment is to promote products of UNFPA communication campaigns in order to achieve indicated KPI for every activity.

**Scope of work**

The selected service provider will be expected to plan and implement digital promotional campaigns for increase awareness level of the following communication products:

* [Four vіdeo-clips “No trivia in relationships”](https://www.youtube.com/watch?v=QP_cN2r5jWs)
* [Video-clip “Break the Circle of violence”](https://www.youtube.com/watch?v=ZGoWmM3nZAU)
* “Break the Circle” campaign’s site -   rozirvykolo.org
* 4 hands happiness campaign site - zags.org
* Video clips with dr. Nataliia Silina

**Objectives, deliverables and time frames for the campaigns**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **№** | **Activity** | **Process**  **and methodology** | **Deliverables** | **Expecting timeframe** |
| 1 | “No trivia in relationships” four video - clips promoting | 1. To provide media plan with selected formats and instruments for video promotion; 2. To manage the launched promotion; 3. To report on the activity results; | Ensure the placement of four UNFPA videos “No trivia in relationships” as a pre roll/mid roll advertising in YouTube and/or other relevant video resources with regard to target audience’s behavioral habits in the Internet.  Target audience – women and men ages 16 – 24, all Ukrainian regions.  Milestones of this activity is fixed on the level of 1 million views for all four videos in all proposed platforms. | Start: not later than 5 days after signing the contract  Duration: not more than 28 days  Report: not later than 5 days after finishing the campaign |
| 2. | “No trivia in relationships” four video - clips promoting via bloggers | 1. To elaborate creative approach (the idea of the activity); 2. To provide the list of chosen bloggers (non-commercial collaboration with bloggers is welcome); 3. To manage the activity; 4. report on the results; | To elaborate the creative idea, to plan, initiate and manage the activity with opinion leaders with a promotional component of “No trivia in relationships” videos on the topic of healthy and unhealthy relationships. The expected opinion leaders - Instagram young influencers with a great number of followers and good reputation.  Milestones of this activity is at least 5 bloggers with the overall reach of the posts about 1 million likes. | Start: not later than 5 days after signing the contract  Duration: not more than 28 days  Report: not later than5 days after finishing the campaign |
| 3 | Promotion of “Break the Circle” campaign’s site -   rozirvykolo.org | 1. To provide plan with selected formats and instruments; 2. To manage the launched promotion; 3. To report on the results; | Ensure 25 000 unique visits on “Break the Circle” campaign’s site -   rozirvykolo.org via proposed by service provider instruments (context advertising or any other).  Milestones of this activity is fixed on the level 25 000 unique visits; | Start: not later than 5 days after signing the contract  Report: not later than5 days after finishing the campaign |
| 4 | “Break the Circle of violence” video digital promotion | 1. To provide media plan with selected formats and instruments for video promotion; 2. To manage the launched promotion; 3. To report on the activity results; | Ensure the placement of “Break the Circle of violence” video (30 sec) as a pre roll/mid roll advertising in YouTube and/or other relevant video resources with regard to target audience’s behavioral habits in the Internet.  Target audience – women and men ages 18 – 55, all Ukrainian regions.  Milestones of this activity is fixed on the level of 1.5 million views. | 1-31 July 2019  Report: not later than 5 August 2019 |
| 5 | Promotion of the “ 4 Hands Happiness” campaign’s site -   zags.org | 1. To provide plan with selected formats and instruments; 2. To manage the launched promotion; 3. To report on the results; | Ensure 25 000 unique visits of target audience representatives on “4 Hands Happiness” campaign’s site -   zags.org.ua via proposed by service provider instruments (context advertising or any other).  Target audience- men ages 20-45, who have or plan children and women ages 22-35, who are married and have children.  Milestones of this activity is fixed on the level 25 000 unique visits; | Start: not later than 5 days after signing the contract  Duration: 28 days  Report: not later than 5 days after finishing the campaign |
| 6 | Dr. Nataliia Silina videos | 1. To provide media plan with selected formats and instruments for video promotion; 2. To manage the launched promotion; 3. To report on the activity results. | Ensure the placement of 6 videos with dr. Nataliia Silina in Youtube as a pre roll/mid roll advertising with regard to TA’s behavioral habits in the Internet.  Target audience – women ages 20 – 35 especially young women who are planning family or pregnancy, young women with small children (up to 10 years old for video about sexual education) from all Ukrainian regions.  Milestones of this activity is fixed on the level of 1 million views for all videos. | Start: not later than 5 days after signing the contract  Duration: not more than 28 days  Report: not later than 5 days after finishing the campaign |

Expecting timeframe  for promotion activities can be changed by UNFPA with the deviation in + / - 15 days.  Payment for the deliverables will be done accordingly to the financial proposal of the bidder.

**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 digital media campaigns  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

●    Work in the area of digital communications for at least 2 years

●    Previous successful experience with any UN agency or other international organizations is an asset

●    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: | *Nadiia Kovalevych* |
| Tel Nº: | *+380 95 34 69 136* |
| Email address of contact person: | *kovalevych@unfpa.org* |

1. **Content of quotations**

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

Quotations must contain:

a) Technical proposal:

- Media plan with suggested channels and budgets for reaching KPIs per each activity;

- Short narrative (in Ukrainian or English) as for proposed channels and time schedule;

- Information about the legal entity.

The Technical Bid must be submitted by electronic method of transmission at the email address

indicated in the section IV.

b) Price quotation with proposed budgets should be submitted strictly in accordance with the price quotation form.

c) Language of the proposal – English or Ukrainian.

d) **Separate Technical Proposal and Financial Proposal should be signed by the bidding company’s relevant authority and to be submitted in pdf format;**

The bidder shall not be required to quote for all activities. However, bidders are encouraged to quote for as many activities as possible.

1. **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, 12 June, 2019 at 12:00 Kyiv**[[1]](#footnote-1). Proposals sent to any other address will not be considered.

|  |  |
| --- | --- |
| 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/19/05. 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 (100 points max)**

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 | |
| --- | --- | --- | --- | --- | --- |
| Approach and methodology – understanding the nature and scope of work:   * Does the proposal correspond to the TOR; * Does the proposal include a detailed media plan; * Does the proposal link some promotional packages in a strategic and creative way | 100 |  | 50% |  | |
| Corresponding of proposed media plans  to the estimated objectives / deliverables (use of types of media, expected effectiveness). | 100 |  | 20% |  | |
| Specific experience and expertise relevant to the assignment:   * History of organization, its general reputation, competence and reliability; * List of previous clients; | 100 |  | 15% |  | |
| Qualification and availability of specialists for the execution of a given volume of work:   * Experience of managers and other personnel; * Availability of focal contact person; | 100 |  | 10% |  | |
| Proving track record in serving international / multinational organizations. | 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 |

**Only those technical proposals achieving the score of 60 points and above will be considered as qualifying for evaluation of the financial proposal.**

**Financial Evaluation (100 points max)**

Financial proposals should follow the results-based budgeting approach. They will be assessed based on their clarity, completeness, level of detail and appropriateness. The maximum number of points shall be scored to the lowest price proposal among all technically qualifying applications. Other financial proposals will receive scores according to the following formula:

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

## Total score

The total score of each application will represent the weighted sum of its technical and financial scores as follows:

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

1. **Award Criteria**

UNFPA shall award a Purchase Order/Contract with duration until 31 December, 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/19/05 |
| **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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Number of Staff by Level/number of clicks, views etc | Hourly Rate/price per click/view etc |  | Total |
| 1. Professional Fees | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *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/19/05 **(digital promotion of UNFPA communication products)** 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)