Date: 29 July 2019

**Authorized by:**

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

**Pavlo Zamostian**

**UNFPA Assistant Representative**

**Officer-in-Charge**

**REQUEST FOR QUOTATION**

**RFQ Nº UNFPA/UKR/RFQ/19/07**

Dear Sir/Madam,

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

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 is one of the most prevalent human rights violations in the world. It has neither social no economic or national boundaries. Gender-based violence (GBV) undermines health, dignity, security and autonomy of its victims, yet it remains thrown a cloak of silence around. GBV continues to spread widely through Ukraine while the armed conflict in eastern Ukraine further increases the risk 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 the following implements:

- strengthening Government of Ukraine (central and local) capacities;

- improvement of conditions for the implementation of the legislation measures foreseeing a society that esteems gender equality as an indispensable prerequisite to sustainable development (with zero tolerance on gender-based violence).

Within the framework of its programme, in 2015 UNFPA launched a national information and awareness raising campaign “Break the Circle”. The purpose of the campaign is to raise awareness on GBV issues, to get available response services for GBV survivors, including PSS mobile teams and national hotline and to promote zero tolerance to gender-based violence in the society. The creative idea of ​​the campaign is based on the “Break the Circle” concept. This concept assumes that the victim suffers more and more without seeking help. Thus, violence can no longer be solely a problem of the GBV survivors, it becomes the concern of the whole society striving for change.

New strategy for communication campaign “Break the Circle” was developed in 2018. Its primary goal was to adopt a zero tolerance towards violence against women and as well as gender based violence in the Ukrainian society. Within the new strategy, new video clip as well as visuals for outdoor advertisement were produced. Video clip “Break the Circle of violence” received 1.4 mln views from the time it was presented. Printed advertisement and video were promoted in Kyiv metro stations, Intercity trains and buses of 12 Ukrainian regions.

Facebook page “Break the Circle” was created in order to set up additional channel of communication. 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;
* appealing to speak out about violence cases even if you just witnessed such;
* providing information on healthy relationships and self development;
* promoting of campaign’s site rozirvykolo.org.

Information on page statistics:

* page audience: 82% - women, 18% - men; at the age of 25 - 44 years.
* average engagement rate (March – May) - 4.06 (likes+comments+shares/reach\*100); 10.58 (due to Facebook statistics);
* average post engagement rate(March – May) - 226.23.

**Purpose**

UNFPA Ukraine is inviting proposals from reputable and qualified suppliers with a track record of success in the area of public communications. We are seeking to enter into short-term agreements with suppliers that are committed to delivery services to UNFPA. Selected supplier will work under the direction of the UNFPA Communication and Advocacy Associate. The purpose of the assignment is to support the “Break the Circle” Facebook page in order to achieve the following objectives:

* + to manage “Break the Circle” Facebook page till 29 February, 2020.
  + to develop content for this platform (re-posts from other pages should not exceed 20% of the content/per month);
  + to use the existent visual style of publications and/or improve it;
  + to conduct a contest on the page at least one time per three months, manage and initiate flashmobs on UNFPA inquiries;
  + to boost previously agreed with UNFPA posts (approximately 3 posts per month);
  + to ensure monthly engagement rate above 4% (likes+comments+shares/reach\*100) or above 9.00 (due to Facebook statistics);
  + to increase followers number to 5 000 people by 1 February 2020.

**Deliverables**

Under the overall supervision of UNFPA Communication and Advocacy Associate, the supplier is expected to perform the following deliverables:

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

2. To manage and update on daily basis the “Break the Circle” FB page (minimum 5 posts per week).

**Indicative time frames for the campaign**

All deliverables envisaged by these terms of reference should be submitted to the requestor by 2 March 2020 .

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| # | Deliverables | Payment terms and time frame |
| 1 | Report of provided Social Media Marketing (SMM) support to “Break the Circle” Facebook page within ToR requirements for the period - 1 September 2019 - 1 December 2019  The content of report:   * Number of posts * Number of new followers * Number of page likes * Engagement rate (likes+shares+comments/organic+paid coverage\*100) * Three best publications * Promoted posts (budget, result, target audience) * New approaches which were used and their results * Conclusions | 60% of the contract fee, upon submission and approval by UNFPA |
| 2 | Final report of provided Social Media Marketing (SMM) support to “Break the Circle” Facebook page within ToR requirements for the period - 1 December 2019 - 29 February 2020  The content of report:   * Number of posts * Number of new followers * Number of page likes * Engagement rate (likes+shares+comments/organic+paid coverage\*100) * Three best publications * Promoted posts (budget, result, target audience) * New approaches which were used and their results   Conclusions | 40 % 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 supplier’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 supplier 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 supplier 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 with good working knowledge of the Ukrainian media and advertising markets.

Other qualifications:

* The supplier 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:

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| --- | --- |
| 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:

1. Technical proposal:

* 5 pilot posts for “Break the Circle” FB;
* Effective cases (min. 3 examples) of managing Facebook pages with an emphasis on social campaigns.
* 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.

1. Price quotation with proposed budgets should 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 signed by the bidding company’s relevant authority and to be submitted in pdf format.
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, 19 August, 2019 at 12:00 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/19/07.** 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.

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| **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: | 100 |  | 45% |  | |
| Corresponding of proposal to the estimated objectives / deliverables | 100 |  | 25% |  | |
| Special experience and expertise in managing pages of social projects, initiatives, campaigns:  - 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:

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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 | 0-69 |

**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 29 February 2020 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**

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| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/UKR/RFQ/19/07 |
| **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 | | | | | |
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| *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/19/07 **(managing of “Break the Circle” Facebook page)** 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)