



United Nations Population Fund
CO Ukraine
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Approved by:
Aos Zeidan

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Aos Zeidan
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Date: 23 July 2024

**Supply Chain Specialist,
UNFPA CO in Ukraine**

**RFQ № UNFPA/UKR/RFQ/24/16
AMENDMENT TO REQUEST FOR QUOTATION**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

Development and Implementation of Activities within the Information Campaign "Break the Circle"

This request is open to all legally registered companies in Ukraine, which can provide proper services and have the capacity to supply/perform these services in Ukraine, or through authorized representatives.

I. 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](#)

II. Terms of Reference (ToR)

Background and Description of the Program

Violence against women and girls is one of the most widespread human rights violations in the world. It knows no social, economic, or national boundaries. Gender-based violence (hereinafter - GBV) undermines the health, dignity, safety, and autonomy of the victims, remaining hidden due to a culture of silence. It adversely affects the sexual and reproductive health of girls and women. GBV remains widespread in Ukraine, and the large-scale war in Ukraine has led to an increased risk of such situations.

As part of the program to combat and prevent gender-based violence, UNFPA is implementing the national information and educational campaign "Break the Circle" with the support of the British government. The campaign is designed to inform Ukrainians about their further actions if they witness or experience GBV, available assistance and advice on how to get it. The campaign challenges perceptions that justify GBV and transforms social beliefs to form a society where women and girls feel protected and safe.



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Each year, the campaign encourages about 15 million people not to tolerate violence. As of March 2024, every third Ukrainian knew about the "Break the Circle" campaign.

Since the launch of the campaign:

- A series of social videos are launched: [Break the Circle: Stop the Virus of Violence](#), [Break the Circle of Violence](#), [Break the Circle - Myths about Domestic Violence](#), [What to do in case of domestic violence](#), [Ukrainian stars against domestic violence](#); [Break the Circle - don't leave any "buts" to domestic violence](#), [You have the power to break the circle of violence](#), [Safety plan information video](#).
- A separate sub-campaign for youth, "[No Trivia in Relationships](#)", is created with the aim of communicating with a younger audience to prevent violence, detect early signs of toxic relationships, and prevent psychological abuse;
- The Break the Circle pages are created on Instagram, Facebook, and Viber;
- A partnership begins with the Honorary UNFPA Ambassador in Ukraine, Masha Efrosynina, who pays special attention to the issue of domestic and gender-based violence.
- The [brand style](#) of the campaign and the educational-informational platform of the campaign <https://rozirvykolo.org> are updated.

Among many other activities initiated by UNFPA within the information campaign:

- project "[The matter is](#)", and its continuation "[The matter is 2.0](#)",
- [a series of murals in 3 cities of Ukraine](#),
- performance in partnership with the "Wild" theatre — "[Woman, sit down!](#)"
- collaboration with the Ukrainian jewelry brand Dari Jewelry — [limited series of support bracelets "Care sign" and "You are happiness"](#)
- documentary film "[Break the circle](#)" in collaboration with Honorary Ambassador of UNFPA Masha Efrosynina (premieres took place in 21 cities of Ukraine)
- [a mobile application for women](#) who have suffered from domestic violence or are at risk, which allows you to call the police without dialing 102;
- A project is being created for regions within 16 days "[Sensitivity overcomes violence](#)";
- A special project is being created with the publication ELLE and three influencers "[Trends that will never go out of style](#)"

The information campaign ecosystem currently includes:

1. **Ukraine's largest information platform on domestic violence**, rozirvykolo.org, where users have access to information about types and signs of violence, ways to counteract it, as well as useful materials about means and services of assistance, advice for those who are in unhealthy relationships or want to help survivors of violence. The site also contains the largest database of contacts of assistance services available to survivors in Ukraine.
2. **Pages on social networks in Facebook, Instagram**, and the channel on **Viber**, which help thousands of Ukrainians every day to learn more about types and signs of violence, places and services that are



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available for assistance; read useful advice for breaking the cycle of violence; debunk myths or discuss prevailing stereotypes in society; get inspired by the stories of other people who managed to break the cycle of violence and share their own; as well as learn about the latest events or news regarding the work of the system.

In the third year of full-scale war, the emotional and mental state of Ukrainians is becoming increasingly complicated. Acute stress from direct military actions, mass unemployment, and reduction of income level, psychological trauma, forced adaptation to a new place and living conditions are added to **fatigue from general uncertainty and nationwide problems**. Despite all the challenges, in the first years of Russia's full-scale invasion of Ukraine, the population still felt hope, great cohesion, solidarity, a desire to do something better and build new ideals in a new modern Ukraine, hoping for a "quick victory" and possible return to reality. At present, however, there is a growing sense of despair, **a feeling of social injustice**, getting used to the new status quo, helplessness, and **a lack of understanding of how to act and how to combine several "parallel abnormalities" in one life**. All this generates a tendency to **"rollback" beliefs and behaviour** to previous, more familiar, albeit harmful, patterns and stereotypes.

Despite a large segment of the population fleeing or being in conflict zones, domestic violence reports continue to increase:

- In 2022, the number of reports was 40% higher than in 2021, totaling 244,381 reports.
- In 2023, there were 291,428 reports, according to police data, which is a 17% increase from the previous year. A further 30% increase in calls is expected in 2024.

The goal of the campaign is to assist individuals in finding a path to a life free of violence. Every experience, emotion, and pain are unique to the individual, yet each is equally important. This form specific "cycles of violence" that can and must be broken.

Campaign Approach

Considering the general mood and context, this year's wave of the campaign must be as sensitive as possible and adapt to a format that is grounded and understandable for the target audience, offering the audience the same [approach we urge loved ones or witnesses to take](#) - **support and a "strong shoulder" for those in need**.

It is **important** in communication to use positive examples of behaviour or problem-solving, especially in difficult realities (PTSD, trauma due to occupation, confusion, anger, etc.).

The campaign is based on providing specific information about actions and available help through warm, gentle messages of support in mass channels.

The primary target audience of the campaign are women aged 18 to 60 who have suffered from domestic violence or are at risk. However, campaign activities also foresee the engagement of a broader audience, such



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as the relatives or witnesses of the survivors, or generally Ukrainians who encounter or carry harmful stereotypes leading to GBV.

All proposed activities within the campaign should include two blocks:

- **"Domestic violence in any context is not the norm. Violence has a healthy alternative"** block - This message targets a broad audience, providing positive examples of relationships and new realities of communication. The goal is to raise awareness about signs of violence and help survivors identify their situations. In this section, we present alternative methods of interaction and problem communication, defying violence even when traditional rules and justifications seem ineffective. We discuss the unique dynamics in families of veterans, partners who have experienced emotional trauma, occupation, forced displacement, and more. This section may also include messages for witnesses, relatives, and friends of survivors, assisting them in recognizing warning signs in the survivors' behaviours and offering aid.
- **"Help Has Many Faces" Block** - This is a series of messages directed at survivors who feel overwhelmed and are not prepared for active resistance, both in the context of national conflict and personal battles. We demonstrate that breaking the cycle of violence can be achieved in various ways: for some, it might involve contacting the police and obtaining an emergency restraining order; for others, it might start with a call to a hotline or a visit to a career hub. There are many paths towards a life free from violence. We also aim to reach residents of villages and towns where contacting the police might be challenging, by offering alternative solutions such as mobile social-psychological support teams and hotlines. You can find a list of available services and departments on the website: <https://rozirvykolo.org/sluzhby-pidtrymky>.

Target Audiences of the Campaign:

- **survivors:** women / men who have personally experienced domestic violence as part of GBV in any of its manifestations;
- **uninformed:** those who have not encountered either personally or indirectly with domestic and/or gender-based violence, or do not know about its manifestations.

Considering the context of the war, when preparing communication materials, it is important to consider examples or situations relevant to individual segments of the TA, such as families of veterans, IDPs, persons with disabilities etc.

Methodology

Scope of Work

UNFPA invites service providers with successful experience in planning and conducting communication campaigns, particularly on changing social norms and behaviour. A short-term contract will be concluded with the supplier, according to which the supplier will provide services. The chosen service provider will work under the guidance of a Communication Specialist.



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It is expected that the selected service provider will:


- Prepare a concept and implementation plan for activities within the "Break the Circle" information campaign for the period from August 15, 2024, to March 10, 2025.
- Implement activities within the information campaign during the period from August 15, 2024, to March 10, 2025.
- Conduct public opinion research and prepare an analytical report on domestic and gender-based violence in Ukraine and the recognition of the "Break the Circle" campaign by March 15, 2025 (questions are provided by the customer).

Goals of the campaign, the achievement of which should be facilitated by the proposed concept and implemented activities:

- **Goal 1** — by 2026, 30% of affected women should seek help from specialized services (hotlines, mobile teams of psychosocial, primary psychosocial counselling services, daycare centres, crisis rooms, shelters) or the police.
- **Goal 2** — by 2025, 82% of women and 73% of men believe that sexual and physical violence cannot be justified.
- **Goal 3** — by 2025, 74% of women and 65% of men believe that only the offender bears full responsibility for sexual and gender-based violence.

During the development and implementation of all materials and activities, it is important to consider the following aspects:


- Violence cannot be defeated by violence, so there should be no aggression or calls for it within the campaign (statements/messages such as "give an answer or give back to the offender" and similar are unacceptable). This also applies to the visual series - **materials, videos, etc. should not contain scenes of violence, fights, blood or other attributes of violence.**
- **Sensitivity to survivors** and reducing the risk of their traumatization - we do not say "victim", we use "the survivor"; **we do not use photographs or pictures with scenes of violence, or its consequences** (women, men or children with bruises or wounds, in tears or with expressions of suffering, pain or despair on their faces). This can remind the victims of their experience and harm their recovery.
- Rejection of methods that shock, manipulate or cause negative experiences. Life with violence is already full of suffering.
- A clear and uncompromising understanding that **the offender bears full responsibility for the case of domestic and gender-based violence.** There is no excuse for domestic and gender-based violence. We do not use constructions that can be interpreted ambiguously, hint or are a direct accusation of the survivor or witness of inaction, for example: "If you hadn't provoked, he wouldn't have hit", "If you hadn't been silent, it wouldn't have happened again", "If you hadn't doubted that your call was important, she could have been alive".

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- Focus on constructive messages, images and statements - we not only break the cycle of violence, we build a society free from violence. The campaign should not have messages in which Ukraine and other countries, one person with another, one group with another, etc. are directly compared.
- Use of simple, understandable positive, affirmative or neutral gender-sensitive vocabulary.
- Involvement of thought leaders in campaign activities takes place on a non-commercial basis.
- We understand that due to the full-scale war in Ukraine, the risk of sexual violence related to the war (rape, sexual harassment, bullying, forced nudity and other manifestations of violence related to the conduct of hostilities) has increased. These manifestations of violence are a horrific violation of human rights and dignity and must be punished by law, but within the campaign "Break the cycle" we **focus primarily on domestic violence**. That is why messages, activities and communication tools should primarily concern domestic violence (physical, psychological, sexual and economic) and its manifestations.
- Campaign activities should take into account the context and external circumstances, including possible power outages, problems with internet access, alarms, security issues, etc.

GOALS, METHODOLOGY, AND TIMELINES FOR SERVICE DELIVERY


| № | Activity | Process and Methodology | Goals and Timelines |
|----|---|---|--|
| 1. | <p>Concept and plan of activities within the information campaign "Break the Circle"</p> | <p>The concept of activities for the communication campaign should include:</p> <ol style="list-style-type: none"> 1. Formulated and described expected results and detailed target groups (indicating the ratios of the target audience and the proposed formats and communication tools). 2. A strategy for communicating with the campaign's target audience. 3. An implementation plan for the campaign, which should include detailed descriptions of activations, tools, messages, scenarios, visuals, etc. The implementation plan should also include budgets (costs for implementing each proposed activity in a separate cost proposal). 4. A system for monitoring and evaluating effectiveness. | <p>Development and approval of the concept and plan of activities within the information campaign "Break the Circle" by August 15, 2024.</p> |

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| | | <p>The concept and implementation plan should also include the following activities (but not be limited to):</p> <ul style="list-style-type: none"> ● Special projects with media (at least 3 special projects during the entire period of cooperation); ● Short videos with positive behaviour examples. The videos should be universal and suitable for use within other waves of the campaign. ● Activities involving businesses. ● Activity within the framework of 16 Days of Activism Against Gender-Based Violence. ● A series of thematic social media posts about the project within the block "Domestic violence in any context is not the norm. There is a healthy alternative to violence." ● Cooperation with offline media (magazines, crosswords, etc.). ● Cooperation with Ukrainian influencers (YouTube, Instagram, TikTok, etc.). ● A series of thematic social media posts about the project within the block "Help has many faces." ● Activities involving influencers. ● Offline activities or materials for people who do not have social networks (placing posters, videos, or other materials in the metro/intercity trains/stores, service departments, or other public spaces). <p>All activities should be interconnected and evenly distributed throughout the implementation period.</p> <p>Combining several activities within one idea is allowed.</p> <p>It is important to test the message and products on the target audience before launching.</p> | |
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| | | <p>It is important to clearly define priority target groups for activities and prioritize not only direct advertising but also the possibility of disseminating information through existing social advertising resources, etc., and consider the possibility of using existing online resources "Break the Circle."</p> | |
| <p>2.</p> | <p>Implementation of activities within the information campaign period from August 15, 2024 – March 15, 2025</p> | <p>All planned activities of the approved concept and plan must be implemented by the contractor to achieve the specified indicators from August 15, 2024, to March 10, 2025.</p> <p>All materials created under the contract must be handed over to the customer, including source files and all permissions for unlimited and unrestricted use by territory. The rights for the customer to use and distribute videos and printed advertisement samples featuring actors/actresses must be granted without territorial restrictions and be valid for 20 years. The contractor should provide the transfer of finished videos in appropriate formats for various media (Intercity, internet, TV, etc., as requested by the customer).</p> <p>All materials produced within the campaign must be provided to the customer in two languages - Ukrainian and English (including but not limited to videos with English subtitles or English voiceover, reports in English and Ukrainian, releases, and all other materials in English).</p> | <p>Reach – 5 million target audience by March 15, 2025 (*according to calculations based on UNFPA methodology).</p> <p>Campaign awareness – 43% of Ukrainians are aware of the campaign (as of March 2025).</p> <p>Attitude towards violence – 84% of women and 76% of men believe that physical violence cannot be justified (as of March 2025).</p> <p>Awareness of help services – 25% of respondents have contacts of relevant services or organizations, and know what to do if they experience violence from their close ones (as of March 2025).</p> |
| <p>3.</p> | <p>Research on Public Opinion on Domestic and Gender-Based</p> | <p>Conducting a nationwide public opinion survey (according to the 40-question questionnaire developed by UNFPA, which UNFPA will provide to the contractor who wins the tender),</p> | <p>Conducting public opinion research and preparing the</p> |

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| | <p>Violence in Ukraine and Awareness of the "Break the Circle" Campaign</p> | <p>representative of the actual population of Ukraine aged 16 and older at the time of the survey (according to the latest government estimates at the time of preparation for the survey); sample size - 1000 respondents; maximum theoretical error within 3.2%.</p> <p>The report and presentation of the research results must be prepared in Ukrainian and English.</p> <p>The research report should include:</p> <ul style="list-style-type: none"> ● Results of the public opinion survey on gender-based and domestic violence in Ukraine ● Results of the awareness survey of the "Break the Circle" campaign ● Recommendations from researchers and an expert opinion on the campaign's effectiveness in transforming public opinion and social norms that tolerate gender-based violence ● List of insights and/or key focuses identified during the research. | <p>corresponding report by March 15, 2024.</p> |
| <p>4.</p> | <p>Report on the implementation of the campaign "Break the Circle"</p> | <p>The final report on the implementation of the "Break the Circle" campaign from August 2023 to March 2024, which is being prepared upon the completion of all planned activities, should include:</p> <ol style="list-style-type: none"> 1. Description of the idea, messages, justification for the choice of activities, visual and creative solutions for each activity. 2. Activity tasks, target audience, and involved information channels. 3. Obtained results – key indicators of reach (according to UNFPA methodology), number of contacts, and engagement for | <p>Preparation of the report on the results of the promotional campaign (in Ukrainian and English) by March 15, 2023.</p> |

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| | | <p>each conducted activity, geography if relevant.</p> <p>4. Conclusion regarding the effectiveness of the campaign in achieving the set goals and recommendations for implementing the campaign in 2025.</p> <p>Each stage of the work involves receiving feedback from the Client, making necessary adjustments, and refining materials according to the Client's recommendations. The final report and research report should be provided in Ukrainian and English as PDF and PowerPoint documents. Additional materials may be provided in other formats, only in Ukrainian.</p> | |
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UNFPA Methodology for Calculating the Reach of the "Break the Circle" Campaign

| Type of contact with the campaign | Number of contacts | Contact weight | Weighted reach |
|---|--------------------|----------------|----------------|
| Participants of offline events | 1,000 | 3 | 3,000 |
| Copies of printed campaign materials | 1,000 | 2.5 | 2,500 |
| Copies of printed newspapers/magazines with campaign articles | 1,000 | 1.5 | 1,500 |
| Views of campaign articles in digital editions | 1,000 | 1 | 1,000 |
| Views of materials (videos, posts) on social media | 1,000 | 0.5 | 500 |
| Views of campaign materials on TV | 1,000 | 0.5 | 500 |
| Listeners of materials on the radio | 1,000 | 0.75 | 750 |



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| Contacts (views) of social advertising (in public transport, billboards, city lights, etc.) | 1,000 | 0.75 | 750 |
| Visits to the Break the Circle website | 1,000 | 1 | 1,000 |

Term of service provision and payment

| # | Services | Terms and Payment Conditions |
|---|---|--|
| 1 | Developed and approved concept and activity plan within the "Break the Circle" information campaign for the period from August 15, 2024, to March 15, 2024. | 25% of the contract amount after submission and approval by UNFPA. |
| 2 | Report on activities implemented according to the approved concept and activity plan within the "Break the Circle" information campaign for the period from August 15, 2024, to November 1, 2024. | 35% of the contract amount after submission and approval by UNFPA. |
| 3 | Report on activities implemented according to the approved concept and activity plan within the "Break the Circle" information campaign for the period from November 1, 2024, to December 15, 2024. | 25% of the contract amount after submission and approval by UNFPA. |
| 4 | Report on public opinion research results and preparation of the corresponding report by March 15, 2024. Final report on the implemented campaign describing the conducted activities and report on achieving goals for the entire promotional campaign period by March 15, 2024. | 10% of the contract amount after submission and approval by UNFPA. |
| 5 | Achievement of the specified goals within the requirements of the TOR by March 15, 2025. | 5% of the contract amount after submission and approval by UNFPA. |



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It is important to understand that UNFPA does not make advance payments for the implementation of activities. Accordingly, the payment schedule is as indicated above and cannot be changed at the implementation stage of the campaign.

The contractor must take into account the cost of the proposed activities and the fact that all payments will be made based on the results of the accepted work, as indicated in the table above.

Intellectual Property

All information relating to this project (documentary, visual, digital, cyber, project documentation, etc.), with which the Contractor may come into contact when performing his duties according to this task, remains the property of the UN Population Fund, which has exclusive rights to their use. Except for the purposes of this task, the information should not be disclosed to the public or used in any form without the written permission of the UN Population Fund in accordance with national and international copyright laws.

Qualification Requirements

UNFPA is seeking a service provider with proven experience in public communications, good knowledge of Ukrainian media and advertising markets, and experience in video production and design.

The potential service provider shall:

- be a resident or have a legal representative in Ukraine with appropriate official registration for at least 3 years (including registration as an individual entrepreneur);
- have worked in the field of communications for at least 3 years;
- have experience in implementing public information and communication campaigns, experience in developing and implementing social campaigns will be an advantage;
- have experience in organizing and/or conducting research;
- demonstrate the ability to meet deadlines, work under pressure;
- have previous experience of cooperation with a UN agency or another international agency (is an advantage);
- have a high level of proficiency in Ukrainian (especially written) and be proficient in English.
- the specialist responsible for the project (the main contact person) must have at least 5 years of experience.

Questions

Questions or requests for additional clarifications can be posed during the organizational meeting, which will take place on **July 19, 2024, at 14:00** via a Zoom conference (the conference meeting link will be provided to registered participants).

If you plan to participate in the organizational meeting, we ask you to fill out the online form by **17:00 on July 18, 2024, which is available** at the following [link](#).

The deadline for submission of questions is Friday, July 19, 2024, at 17:00 Kyiv time.



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If you are unable to participate in the discussion, you can leave your questions and requests in the same form. If you do not have any questions but wish to receive answers to the questions of other tender participants, please register in the form at the link above.

Answers to the questions will be provided in writing. The answers will be distributed among all interested parties as soon as possible.

III. Content of Proposals

Proposals should be sent by email, preferably in one message, depending on the file size, and should include:

a) Technical proposal, duly signed and stamped, which should contain a presentation that allows for the evaluation of the specialist's/agency's approach according to the criteria listed below. Specifically, the presentation should include:

- Company presentation, previous app promotion projects, and the results achieved (2-3 that are relevant to the context of the tender);
- General introduction to the specialist/team and information on whether there is experience working with other international organizations.
- Preliminary proposal on the concept and implementation of activities within the "Break the Circle" information campaign (including suggested media tools, activities, and messages);
- Preliminary implementation plan with an indicative timeline and key milestones.
- Letters of recommendation, including recommendations from other UN agencies or international organizations (if you have experience working with them).
- Copies of registration documents of the legal entity or individual entrepreneur.

The technical proposal must be submitted electronically to the email address provided in section IV.

b) The price proposal must be submitted exclusively in the appropriate form, duly signed and stamped.

Proposals must be submitted in two languages: English and Ukrainian.

The technical and price proposals must be sent as separate files and be signed by the respective company manager and sent in PDF format.

IV. Instructions for Submission

Proposals must be prepared in accordance with Section III and IV along with a duly completed and signed price quotation form and sent to the contact person only at the specified email no later than: **Wednesday, July 31, 2024, 17:00 Kyiv time.** Proposals sent to any other email will not be considered.

| | |
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| Contact person: | <i>Iryna Bohun</i> |
| Email Address: | ua-procurement@unfpa.org |



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Please note the following instructions for electronic submission:

The subject of the message must include the following reference: RFQ N° UNFPA/UKR/RFQ/24/16

- Proposals with incorrectly stated subject lines may be overlooked by the administrator and thus not considered.
- The total size of the sent message should not exceed **20 MB (including the email itself, provided attachments, and headers)**. For large file sizes with technical descriptions, the latter should be sent separately before the proposal submission deadline.


V. Evaluation of Proposals

A specialized evaluation committee will assess the proposals in two stages: technical proposals will be reviewed for compliance with requirements and price proposals will be compared.

Technical Evaluation (maximum 100 points)

Technical proposals will be evaluated according to the conditions specified in the section on service provision requirements/ Section II of the Technical Assignment, and according to the evaluation criteria listed below.

| Criteria | [A] Maximum number of points | [B] Points received | [C] Weight (%) | [B] x [C] = [D] Total points |
|---|---------------------------------|---------------------|-------------------|------------------------------|
| Experience and reputation of the company in creating and implementing communication campaigns (case descriptions with results, list of previous clients; description of the team composition working on the project). | 100 | | 20% | |
| Creativity and innovativeness of the proposed media tools and activities, their complementarity and effectiveness in achieving the set indicators within the information campaign "Break the Circle" from August 15, 2024, to March 15, 2025. | 100 | | 35% | |
| Compliance of proposals and work plan with the goals of the program, context, and key approaches of the campaign. | 100 | | 30% | |
| Quality of preparation of materials submitted for the competition | 100 | | 10% | |

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| proposal (spelling, possibility of following links, correctness of mentioning the name of the Customer, etc.). | | | | |
| Experience in working with international organizations. | 100 | | 5% | |
| Total sum | 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 |
| Partially meets the requirements | Up to 70 |

Financial Evaluation (maximum 100 points)

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 provided in a special formula provided in the ToR. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial Evaluation} = \frac{\text{Lowest submitted price (\$)}}{\text{The price proposal that is being evaluated (\$)}} \times 100 \text{ (Maximum number of points)}$$

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.

$$\text{Total score} = 70\% \text{ Technical assessment} + 30\% \text{ Financial assessment}$$

VI. Award Criteria



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A contract until March 31, 2025, between UNFPA and the supplier will be concluded with the bidder whose proposal scores the highest in the overall assessment and meets the requirements of the tender document.

VII. 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.

VIII. 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). UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

IX. Fraud and Corruption

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](#). 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 Contractor; 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 the [UNFPA Investigation Hotline](#).

X. 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](#).


XI. RFQ Protest

Bidder(s) perceiving that they have been unjustly treated in connection with a solicitation, evaluation, 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 the Business Unit the UNFPA Programme Specialist Kostiantyn Boichuk at e-mail: boichuk@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.

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|  The logo for the United Nations Population Fund (UNFPA) is located in the top left corner of the header table. It consists of a grid of orange dots on the left, a blue globe icon in the center, and the letters 'UNFPA' in white on an orange circular background to the right. | <p>United Nations Population Fund CO Ukraine E-mail: ukraine.office@unfpa.org Website: www.unfpa.org.ua</p> |
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XII. 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).

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|  | United Nations Population Fund CO Ukraine E-mail: ukraine.office@unfpa.org Website: www.unfpa.org.ua |
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PRICE QUOTATION FORM¹

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|---|---|
| Name of the Bidder: | |
| Date of the quotation: | Click here to enter a date. |
| Request for quotation №: | RFQ № UNFPA/UKR/RFQ/24/16 |
| Currency of quotation : | UAH |
| Validity of quotation: <i>(The quotation must be valid for a period of at least 2 months after submission deadline)</i> | |


Quotes shall be submitted VAT included (based on selected bidder's taxation system)

| Item | Description | Number & Description of Staff by Level | Hourly Rate | Hours to be Committed | Total |
|-------------------------------------|-------------|--|-------------|-----------------------|-------|
| • Professional Fees | | | | | |
| | | | | | |
| | | | | | |
| <i>Total Professional Fees, UAH</i> | | | | | |
| • Other Expenses | | | | | |
| | | | | | |
| | | | | | |
| <i>Total Other Expenses, UAH</i> | | | | | |
| Total, (VAT free), UAH | | | | | |
| VAT, (if VAT payer), UAH | | | | | |
| Total, (VAT incl.), UAH | | | | | |

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| <i>Supplier's Comments:</i> |
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I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/UKR/RFQ/24/16 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

¹ Bidders can add lines and change costs at their discretion, in accordance with the proposed method of order execution.

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|-----------------------|--|
| | <p>Click here to enter a date.</p> |
| <p>Name and title</p> | <p>Date and place</p> |



United Nations Population Fund
CO Ukraine
E-mail: ukraine.office@unfpa.org
Website: www.unfpa.org.ua

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](#), [Spanish](#) and [French](#)