1. **Bid Submission Form**

**Name of Bidder:**

**Contact Person:**

**Title:**

**Email Address:**

**Telephone Number:**

**Date of Bid:**

**Bid No:**

**Currency of Bid price:**

**Expiration of Validity of Bid/Proposal** *(The bid shall be*

*valid for a period of at least 3 months* *after the Closing date.):*

*Vendor’s Comments:*

**I hereby certify that this company, which I am duly authorized to sign for, accepts the General Terms and Conditions of UNFPA** <http://www.unfpa.org/resources/unfpa-general-conditions-contract> **and we will abide by this bid/proposal until it expires.**

**We undertake, if our bid/proposal is accepted, to commence and complete delivery of all items in the contract within the time frame stipulated.**

**We understand that you are not bound to accept any bid you may receive and that a bidding contract would result only after final negotiations are concluded on the basis of the technical and price bids proposed.**

**Name and title Date and Place**

# Bidders Identification Form

Bid No. UNFPA/MD/RFP/01/2022

1. **Organization**

|  |  |
| --- | --- |
| Company/Institution Name |  |
| Address, City, Country |  |
| Telephone/FAX |  |
| Website |  |
| Date of establishment |  |
| **Legal Representative**: Name/Surname/Position |  |
| **Legal structure**: natural person/Co.Ltd, NGO/institution/other (please specify) |  |
| **Organizational Type**: Manufacturer, Wholesaler, Trader, Service provider, etc. |  |
| Areas of expertise of the organization |  |
| Current Licenses, if any, and permits (with dates, numbers and expiration dates) |  |
| Years supplying to UN organizations |  |
| Years supplying to UNFPA |  |
| Subsidiaries in the region (please indicate names of subsidiaries and addresses, if relevant to the bid) |  |
| Commercial Representatives in the country: Name/Address/Phone (for international companies only) |  |
| If Joint Venture/Consortium – copy of the Memorandum of Understanding/Agreement or Letter of Intent to form a JV/Consortium, or Registration of JV/Consortium | /Consortia Participants/ |

1. **Quality Assurance Certification**

|  |  |
| --- | --- |
| International Quality Management System (QMS) |  |
| List of other ISO certificates or equivalent certificates |  |

1. **Expertise of Staff**

|  |  |
| --- | --- |
| Total number of staff |  |
| Number of staff involved in similar supply contracts |  |

1. **Client Reference List**

Please provide references of main client details.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of company | Contact person | Telephone | E-mail |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |

1. **Contact details of persons that UNFPA may contact for requests for clarification during bid evaluation**

|  |  |
| --- | --- |
| Name/Surname |  |
| Telephone Number (direct) |  |
| Email address (direct) |  |

P.S.: This person must be available during the next two weeks following receipt of bid**Technical Bid**

The technical bid should be concisely presented and structured in the following order to include, but not necessarily be limited to the following information listed below.

1. Description of the firm and the firm’s qualifications: A brief description of your firm/institution and an outline of recent experience on projects of a similar nature, including experience in the country and language concerned. You should also provide information that will facilitate our evaluation of your firm/institution’s substantive reliability, such as catalogues of the firm, and financial and managerial capacity to provide the services such as audited financial statements.
2. Understanding of the requirements for services, including assumptions: Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary.
3. Proposed Approach, Methodology, Timing and Outputs: any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person-months in each specialization that you consider necessary to carry out all work required. The level of total professional/personnel inputs required has been estimated to be about \_\_\_ person-months.
4. Proposed Team Structure: The composition of the team which you would propose to provide in the country of assignment and/or at the home office, and the work tasks (including supervisory) which would be assigned to each. An organogram illustrating the reporting lines, together with a description of such organization of the team structure should support your bid.
5. Proposed Project Team Members: Please attach the curriculum vitae of the senior professional member of the team and members of the proposed team.
6. If the requested service is a creative one, the bidder can submit drawings, schemes, pictures or samples.
7. **Price Schedule Form**

**Name of Bidder:**

**Date of Bid:**

**Bid No:**

**Currency of Bid price:**

**Expiration of Validity of Bid/Proposal** *(The bid shall be*

*valid for a period of at least 3 months* *after the Closing date.):*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Deliverables | | Rate USD per unit price | Hours/days to be Committed | Total USD |
| ***1. Steps*** | | | | | |
| 1. Establishing partnerships, securing a separate page for the Campaign on the existing platforms for the refugees and target audiences of the campaign  Development of content for the landing pages using the key messages of the campaign and content management of the page for three months | 1 section / landing page on in Eng, Ro and RU on the website of the Ministry of Labor and Social Protection & select partners.  1 section / landing page in UKR and RU on dopomoga.gov.md.  Content management for three months | |  |  |  |
| 2. Outreach cultural events in partnership with local authorities and local NGOs | 5 events organized in five biggest cities of Moldova (see details under p2) | |  |  |  |
| 3. Press events promoting the activities of the campaign - Outcome:  At least 15 original materials during October-November (interviews, TV shows participations, articles) and  20 materials published by the media based on the press releases distributed within the campaign.  5 video reportages up to 3 min. with the main quotes from the event produced after the event. | Press package is developed  Press package promoted and shared with the media | | price per press event |  |  |
| 4. Public relations for the Safe Spaces | Two press tours for the journalists organized to cover the launch of the key events in Chisinau and one of the regional locations  Safe Spaces are regularly visible in traditional and social media:  One video / week  At least one human interest story / quotes a week  Social media package / week shared in advance to post on all IP channels  Coverage of all Safe Space events and launches: media advisories, press release, photo/video, interviews | |  |  |  |
| 5a. Development of the information on the backside of the bills and distribution of the designed bills countrywide in partnership with municipal agency “Apa-Canal”: at least 1 million people reached | Partnership with “Apa-Canal” established  Campaign information placed on the back of the bill  Facilitate the distribution of the bill to reach at least 1 million people | |  |  |  |
| 5b. TV and radio Spots development and placement on prime TV and radio channels | Partnership with the TVs and radio established.  Pre-production, production and post-production of the TV & radio spots in 3 languages (RO/RU/UKR), covering the 4 subject lines. | | Price per unit for a) video, b) radio spot, c) placement on air. |  |  |
| 5c. Advertising in interurban buses and minibuses in all regions of the country  The banners in RO, RU and UKR will be displayed in the interurban buses and minibuses on the back of the bus chairs. | Content and design of the banners in 3 languages  Signing contracts with suppliers who will print and display the banners in 10 buses in each of 10 districts. | |  |  |  |
| 5d. SMS informative campaigns for the refugees | Partnership established with national telecommunication providers (Moldcell, Orange, Unite)  4 SMS texts in Russian and Ukrainian sent during the activity period | |  |  |  |
| 5e. Establish partnership with local artists and organize GBV-themed Art Urban Installation in five cities – Find Your Safe Space  Media engagement around the event: news/press release/human story/text reportage, promoting the Art Installations  At least 20 materials published by media based on the press releases and media engagement | Art Installations organized in five cities;  Press packages developed and media engagement around the event (price per package/press event) | |  |  |  |
| 5f. Organize a Flashmob in three cities (TBC) with participation of 100 people/each  Media engagement around the event: news/press release/human story/text reportage  At least 20 materials published by media based on the press releases and media engagement | Three flashmobs organized  Press package developed/ media engagement (price per package/press event) | |  |  |  |
| 6. Media partnership and Special Media Projects Within The Campaign  Secure media partnership with leading media agencies and outlets to raise the awareness of the general public on forms of violence and inform on the existing services, while putting the GBV topic on public agenda:  - media project “ABCs of violence” & “ABCs of services”;  - four video explainers featuring experts promoted on media platforms;  - PR media project & photo reportage “One day with the Safe Space team”;  - at least five podcasts editions. | At least five media partnerships established (provide details) | |  |  |  |
| 7. Partnership with the influencers  Interviews, social experiments, other video content to reach the target groups and inform them about the available support for them | Secure partnership with a group of influencers and champions who are ready to speak up about GBV - at least sixteen champions identified  Develop and produce 16 videos featuring the influencers (30 seconds; 60 seconds). | |  |  |  |
| 8. Information materials and branded items promoting the campaign developed, printed and distributed within the campaign partners network / campaign disseminators | See specs under p.8 above, price per unit each:  40,000 leaflets (medical)  40,000 leaflets (legal&psy)  5000 posters  Five campaign roll-up Banners | |  |  |  |
| 9. Umbrella digital campaign, running during the whole campaign (including content development, posting and ad campaigns) | 35 social media posts created (texts & multimedia content) for social media in (RO/RU/UKR/ENG) based on the multimedia content created within the campaign  20 informative social media posts (text & visual) with original media content (17 visual cards and 3 infographics developed)  20 social media posts (texts & visuals/cards) created specifically to be posted in refugee groups  7 digital social media “events”  7 Facebook/ Instagram Ads campaigns  1 Google Ads campaign | |  |  |  |
| 10. Documentary Film Production “Untold Stories: Break the Silence” about the refugee and host communities, challenges, opportunities and social cohesion  Pre-production, production, post-production | Documentary film up to 50 minutes | |  |  |  |
| 11. Co-facilitate with UNFPA the Annual Peace in the Streets Global Film Fes1val (PSGFF), a global program to connect the youth of the world | At least 5 one-minute youth films submitted to the Festival | |  |  |  |
| **TOTAL PROFESSIONAL FEES** | | | | | |
| ***2. Estimated out-of-pocket expenses*** | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **TOTAL OUT-OF-POCKET EXPENSES** | | | | | |
| **TOTAL FEES (Professional + out-of-pocket expenses)** | | | | | |
|  |  |  |  |  |  |

*Vendor’s Comments:*

**Name and title Date and Place**