



REQUEST FOR QUOTATION NO. RfQ23/02711

Developing and Implementation of Two Promotional Campaigns (2 Lots)

UNDP through the **Multidimensional Response to Emerging Human Security Challenges in Moldova Project** kindly requests your quotation for the **Request for Quotation no. RfQ23/02711: Developing and implementation of two promotional campaigns (2 Lots)** as detailed in line items section of this RFQ.

This Request for Quotation comprises the following documents:

- Section 1: This RFQ document generated by the online system
- Section 2: RFQ Instructions and Data
- Annex 1: Schedule of Requirements
- Annex 2: Quotation Submission Form
- Annex 3: Technical and Financial Offer (Lot 1, Lot 2)

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted directly in the system responding to the questions and uploading required documents by the date and time indicated in the online portal. It is your responsibility to ensure that your quotation is submitted before the deadline. Quotations received after the submission deadline outside the online portal, for whatever reason, will not be considered for evaluation.

Quotations must be submitted directly in Quantum NextGenERP supplier portal following the link: <http://supplier.quantum.partneragencies.org> using the profile you may have in the portal (please log in using your username and password).

Follow the instructions in the user guide to search for the tender using search filters, namely **Negotiation ID: UNDP-MDA-00229** and subscribe to the tender in order to get notifications in case of amendments of the tender document and requirements.

In case you have never registered before, follow this link to register a profile: <https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=300000127714247>

Please note that the access link to the Supplier registered profile is sent from Oracle within up to 3 days. In case you have not received the access link after 3 days since registration, you should address for support to UNDP at the email address: sc.md@undp.org. In case you encounter errors with registration (e.g. system states Supplier already is registered), you should address for support to UNDP at the email address: sc.md@undp.org.

Computer firewall could block *oracle* or *undp.org extension* and Suppliers might not receive the Oracle notifications. Please turn down any firewalls on your computers to ensure receipt of email notification.

Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember



the password or the username from previous registration.

Should you require further clarifications on the application through the Quantum online portal, kindly contact the Procurement Unit at sc.md@undp.org. Please pay attention that the bid shall be submitted online through the Quantum system and any bid sent to the above email shall be disqualified.

Should you require further clarifications on the Request for Quotation, Terms of Reference or other requirements, kindly communicate using the messaging functionality in the portal.

Deadline for Submission of Offers (Date and Time), which is visible in the online procurement system will be final. System will not accept submission of any bid after that date and time. It is the responsibility of the bidder to make sure that the bid is submitted prior to this deadline for submission.

Bidders are advised to upload bid documents and to submit their offer a day prior or well before the date and time indicated under the deadline for submission of Offers. Do not wait until last minute. If Bidder faces any issue during submitting offers at the last minutes prior to the deadline for submission, UNDP may not be able to assist on such a short notice and will not be held liable in such instance. UNDP will not accept any offer that is not submitted directly through the System.

Thank you and we look forward to receiving your quotation.
UNDP Moldova



Tender Overview

Developing and Implementation of Two Promotional Campaigns



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1 Overview

1.1 General Information

| | |
|----------------------------|--|
| Title | RfQ23/02711: Human Security/ Two Promotional Campaigns |
| Contact Point | Liliana Samburschii |
| Outcome | |
| E-Mail | liliana.samburschii@undp.org |
| Reference Number | RfQ23/02711 |
| Beneficiary Country | MDA |
| Introduction | |

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directly through the System.

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UNDP Moldova

1.2 Tender Timeline

Preview Date
Open Date 20/07/23 12:34 PM
Close Date 03/08/23 13:30 PM
Time Zone Coordinated Universal Time

1.3 Response Rules

This negotiation is governed by all the rules displayed below.

| | Rule |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Suppliers are allowed to respond to selected lines |
| <input checked="" type="checkbox"/> | Suppliers are allowed to revise their submitted response |

1.4 Terms

Negotiation Currency USD



2 Requirements

**Response is required*

Please review carefully the requirements and questions in this section. Provide answers where required (marked with *asterisk symbol) and upload supporting documents when requested so (marked with *asterisk symbol). Please note that there are several Sections to be filled in, under the "Requirements" step on the right side the page:

The screenshot shows a progress bar with four steps: 1. Overview, 2. Requirements (highlighted), 3. Lines, and 4. Review. Below the progress bar is a navigation menu with buttons for Messages, Respond by Spreadsheet, Actions, Back, Next, Save, Submit, and Cancel. On the right side, a dropdown menu is open, showing a list of document sections to be filled in:

- Section 1. Documents to be...
- Section 2. Annex 1 - Sched...
- Section 3. Bidder Declaration
- Section 4. Annex 3 - Finan...

2.1 Section 1. Section 2 RFQ Instructions and Data sheet

1. Introduction

Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement (<https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d&Menu=BusinessUnit>) and with the provisions in the General Instructions to Bidders included in the document herewith attached.

Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ.

UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or cancellation of the tender in the online portal.

2. General Instructions

Please read and follow the general instructions to Bidders included in the General Instructions document herewith attached.



3. Special Instructions

Please read and follow the specific instructions included in Specific Instructions document herewith attached.

4. General Conditions of Contract

Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to one of the General Conditions of Contract below as applicable in each case specified in the Requirements section.

Applicable GTC:

General Terms and Conditions / Special Conditions for Contract:

[https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Considerations%20of%20Contracting_UNDP%20GTCs%20for%20Contracts%20\(Goods%20and-or%20Services\)%20-%20Sept%202017.pdf&action=default](https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Considerations%20of%20Contracting_UNDP%20GTCs%20for%20Contracts%20(Goods%20and-or%20Services)%20-%20Sept%202017.pdf&action=default)

Applicable Terms and Conditions and other provisions are available at UNDP/How-we-buy:

<https://www.undp.org/procurement/business/how-we-buy>

2.2 Section 2. Documents to be submitted

*1. Annex 2: Quotation Submission Form

Have you uploaded Annex 2: Quotation Submission Form duly completed and signed?

*2. Annex 3: Technical and Financial Offer

Have you uploaded Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Terms of References in Annex 1, detailing the experience of the company? You can upload attachments for more comprehensive description of your technical offer, in addition to Annex 3.

*3. Company Profile

Please attach the company profile, including detailed relevant high portfolio/compelling samples of complex online and offline communication and awareness raising campaigns (at least 3 examples per Lot) within the last 5 years

*4. Registration Certificate

Have you provided a copy of your company registration certificates?

*5. List of relevant projects

Have you provided a list of recent projects and their value, indicating client's contact details who may be contracted for further information on those contracts, as per Annex 2 (as per below)?

- Name of previous contracts



- Client and Reference Contact Details including e-mail
- Contract value
- Period of activity
- Types of activities undertaken

Copies of provided relevant projects/contracts might be requested.

***6. Statement of Satisfactory Performance**

Have you provided the Statements of Satisfactory Performance (Certificates) from the top 2 clients in terms of Contract value in similar field within the last 5 years?

***7. CVs and Key Personnel**

Have you uploaded the completed and signed CVs for the Personnel proposed for this assignment?

2.3 Section 3. Annex 1: Schedule of Requirements

***1. Compliance with technical requirements**

Please confirm whether you comply with the evaluation criteria listed in Section 2: Special Instructions and technical requirements listed in Annex 1: Schedule of Requirements. If you can not comply or comply with deviations, please indicate counter-offer in the comments.
Please upload documents related to your technical offer if different than the filled in Annex 3: Technical and Financial Offer form.

| |
|---|
| Delivery Lead Time |
| Validity of Quotation (90 days) |
| Payment terms |
| Samples of complex online and offline communication and awareness raising campaigns (at least 3 examples) |

2.4 Section 4. Bidder Declaration

***1. Requirements and Terms and Conditions**



Requirements and Terms and Conditions: I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.

***2. Capacity and capability**

I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.

***3. Ethics**

Ethics: In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.

***4. Code of Conduct**

I/We confirm to undertake not to engage in proscribed practices, , or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct : <https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct> and acknowledge that it provides the minimum standards expected of suppliers to the UN.

***5. Conflict of Interest**

I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.

***6. Prohibitions and Sanctions**

I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.

***7. Bankruptcy**

I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.

***8. Offer Validity Period**

I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.

***9. Acceptance of contract**



I/We understand and recognize that you are not bound to accept any Quotation you receive, and we certify that the goods offered in our Quotation are new and unused.

***10. Signatory person**

I/We hereby confirm that this offer in the system is submitted by an authorized person from the company and it warrants and agrees that he/she been authorized by the Organization/s to make this declaration on its/their behalf.

2.5 Section 5. Annex 3 - Financial Offer

1. Financial Offer

Please provide detailed pricing directly in the system per each line, unless otherwise instructed by UNDP. By submitting the financial offer in the system, your company confirms acceptance of all the terms indicated in this RFQ document.



3 Lines

Instructions

Please fill in this form and select the Lot you intend to bid for, in accordance with the lines below. Additionally, please supplement this online form with the duly filled in, signed and stamped Annex 3: Technical and Financial Offer attached herewith.

Prices below shall be quoted in USD, VAT excluded. In case of contract award to a local company, payments will be made in Moldovan Leu based on UN Operational Rate of Exchange on the day of payment: <https://treasury.un.org/operationalrates/OperationalRates.php>

UNDP shall not be kept liable for any fluctuations of the exchange market during contract implementation, the Contractor being legally responsible to register any loss/gain of currency exchange resulting from payments against the Contract in accordance with the national legislation.

3.1 Line Information

| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|--|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 1-Lot 1: Developing and implementation of a social media campaign to mark the 75th Anniversary of the Universal Declaration of Human Rights | | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|---|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 2-Lot 2: Developing and implementation of a national-wide awareness raising campaign to enhance understanding of the benefits of biomass energy use | | | | | | | |
| 1.1-Deliverable 1: Adapted slogan in Romanian, tailoring English global messages | 80161507 | | | | | | |
| 1.2-Deliverable 2: Cover page Facebook for in Romanian and for Twitter in English | 80161507 | | | | | | |
| 1.3-Deliverable 3: Packshot bumper/generic (in English and Romanian, as separate versions): motion short video segment to include key visual of the campaign, slogan and branding | 80161507 | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|---|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 1.4-Deliverable 4: 15 video testimonials with ambiance + photos from personal archive. People to be either suggested by UNDP, or inquired by the selected company. | 80161507 | | | | | | |
| 1.5-Deliverable 5: Video collage with some quotes from interviewed people: 10 December (Human Rights Day) Specifications for video collage: • In Romanian 2-3 minutes • In English 2 minutes 20 seconds | 80161507 | | | | | | |
| 1.6-Deliverable 6: Clean video collage for undp.org/moldova homepage: 30-40 seconds Samples here: https://vimeo.com/undpmoldova | 80161507 | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|--|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 1.7-Deliverable 7:15 quote cards (professional photos of interviewed persons + extracted quotes) Specifications for quote cards: • Square in Romanian • Landscape in English | 80161507 | | | | | | |
| 1.8-Deliverable 8: Social media sponsoring of all assets | 80161507 | | | | | | |
| 2.1-Deliverable 1: 3 videos stories of the people that uses biomass for heating, including former UNDP's projects beneficiaries. In Romanian 2-3 minutes; In English 2 minutes 20 seconds; Vertical for Instagram story & Tik Tok | 80161507 | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|--|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 2.2-Deliverable 2:3 animated graphic videos: how to safely use a solid biomass thermal plant; benefits of biomass, tips; and to promote the grant progr. launched by UNDP. 2D, Prof. voice over, Ro-2-3 minutes; Eng with subtitles 2min20s | 80161507 | | | | | | |
| 2.3-Deliverable 3: 5 video reportages: grants awarding ceremony, summer camps on energy efficiency, workshops on energy efficiency for pupils, and 2 field visits. RO 2-3 minutes; ENG 2 min20 s; Vertical for Instagram story & Tik Tok | 80161507 | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|--|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 2.4-Deliverable 4: 2 written interviews (1 on technical aspects and 1 with representatives of UNDP o/and donor) to talk about biomass as a source of heating. Up to 10 photos to illustrate each interview. | 80161507 | | | | | | |
| 2.5-Deliverable 5: Social media graphic designs •2 infographics on biomass advantages •2 infographics with results of grants competition •10 illustrations for social media for each infographic (slides of the infographic, separately) | 80161507 | | | | | | |
| 2.6-Deliverable 6: 5 quote cards of beneficiaries (professional photos of beneficiaries + extracted quotes) Specifications for quote cards: • Square in Romanian • Landscape in English | 80161507 | | | | | | |



| Line | Category Name | Item | UOM | Estimated Quantity | Unit Price | Total Price | Additional Attributes |
|--|---------------|------|-----|--------------------|------------|-------------|-----------------------|
| 2.7-Deliverable 7:12 sets of photos: grants awarding ceremony, summer camps on energy efficiency, workshops on energy efficiency for pupils, workshops on energy efficiency for local authorities, field visits, and UNDP's beneficiaries. | 80161507 | | | | | | |
| 2.8-Deliverable 8: Social media sponsoring of all assets | 80161507 | | | | | | |