

AMENDMENT to UN Tender 25/03097

UNDP Moldova | Tender: REQUEST FOR QUOTATION: Communication campaign
with a focus on combating undeclared work and OSH

AMENDMENT NO. 1

Date: 06.08.2025

Dear Sir/Madam,

1. ILO Moldova kindly requests potential suppliers to use the table below when submitting their financial offers.
2. Additionally, please submit the full description of your technical approach, based on the specified requests, detailing all **three scenarios** outlined in the original Terms of Reference (ToR) and the timeline, end date to be considered **31 of October 2025**.

Nr.	Description	Unit	Quantity	Campaign Indicators	Unit Price (MDL) (No VAT included)	Total (MDL) (No VAT included)
1.	Development of the campaign message and visual concepts (3 concepts)	Package (message and visual concepts)	1	(to be reflected)	[insert price]	[insert total]
2.	PR campaign (compiled as 1 campaign video spot covering general objectives of the campaign, agriculture and trade, messages of MLSP/SLI/CNPM and CNSM)	PR Campaign Video Spot (between 30 seconds-2 minutes)	1	(to be reflected)	[insert price]	[insert total]
3.	Radio campaign (radio spot elaborated and placed on the main radio stations covering the target groups) for 1 month	Radio spot and radio campaign	2	(to be reflected)	[insert price]	[insert total]

4.	The TV placement spot elaborated as part of PR campaign, for 1 month	Placement of PR campaign spot	1	(to be reflected)	[insert price]	[insert total]
5.	Google Display Network campaign to promote Lucrez legal - 2 weeks (1 week in September and 1 week in October)	GDN campaign	1	(to be reflected)	[insert price]	[insert total]
6.	YouTube ads - campaign videos for each target group, including featuring messages from employees and employers according to target groups.	Ads	3	(to be reflected)	[insert price]	[insert total]
7.	Social media campaign: 15 social media posts (texts and visuals), including at least 3 infographics comparing the consequences of declared vs undeclared employment, considering the national context and European practices	social media post	15 social media posts At least 3 infographics	(to be reflected)	[insert price]	[insert total]
8.	Meta Ads-promoting videos	ADs	3	(to be reflected)	[insert price]	[insert total]
9.	Flyers (printing and distribution)	flyers	1500 per sector (agriculture, construction and trade) total 4500 flyers reflecting the effects of undeclared work and importance of Occupational	(to be reflected)	[insert price]	[insert total]

			Safety and Health (OSH)			
10.	At least one on-site information session during working hours for each sector, about the consequences of undeclared work and importance of OSH	On site information sessions (agriculture, construction, trade)	3	(to be reflected)	[insert price]	[insert total]
11.	Campaign Management (including developing the campaign communication plan, rapid assessments, meetings with all stakeholders and final report of the campaign)	month	3	(to be reflected)	[insert price]	[insert total]