



World Health
Organization

Request for Quotation

Title of Requirement: Awareness Campaign - Emergency literacy
saves lives: building prepared communities

RFQ Reference No	2026/EURO/MDA/002
WHO Office:	EURO/MDA
Issued On:	Monday, May 4, 2026
Closing date:	Wednesday, May 20, 2026
Closing Time:	5:00 PM
Time Zone:	Coordinated Universal Time (UTC)

Section 1: Cover Letter

Dear Bidder

The World Health Organization, hereinafter referred to as WHO, kindly requests your quotation for the provision of goods, works and/or services as detailed in Annex 3 -Terms of Reference of this RFQ.

This Request for Quotation comprises the following documents:

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When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that vendors quotations must be submitted using returnable forms in Section 3 by the method and by the date and time indicated. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Please prepare your proposal in accordance with the requirements and procedures outlined in this RFQ and submit it no later than Wednesday, May 20, 2026

All WHO vendors are required to comply with the [United Nations Supplier Code of Conduct](#). We encourage all bidders to [join the United Nations Global Compact](#) and [support the Women's Empowerment Principles](#) (WEP).

Thank you and we look forward to receiving your quotations.

Section 2: RFQ Instructions and Data Sheet

<p>1. About WHO</p>	<p>The World Health Organization (WHO) was established in 1948 as a specialized agency of the United Nations. The objective of WHO (www.who.int) is the attainment by all peoples of the highest possible level of health. "Health", as defined in the WHO Constitution, is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. WHO's main function is to act as the directing and coordinating authority on international health work.</p> <p>The World Health Organization (WHO) is dependent on the budgetary and extrabudgetary contributions it receives for the implementation of its activities. Bidders are therefore requested to quote the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.</p>
<p>2. Deadline for the Submission of Quotation</p>	<p>Closing Date: 5/20/2026 Closing Time 5:00 PM Time Zone: Coordinated Universal Time (UTC) If any doubt exists as to the time zone in which the quotation should be submitted, refer to the Time and Date website.</p>
<p>3. Method of Submission</p>	<p>Quotations must be submitted as follows:</p> <p><input type="checkbox"/> E-tendering (In-Tend) linked to UNGM. <input checked="" type="checkbox"/> Email: euromdabids@who.int <input type="checkbox"/> Other Click or tap here to enter text.</p>
<p>4. Cost of preparation of quotation</p>	<p>WHO shall not be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</p>
<p>5. Eligible bidders</p>	<p>Bidders shall have the legal capacity to enter into a binding contract with WHO. All WHO suppliers must abide to the UN Supplier Code of Conduct, which is available at the following link: UN Supplier Code of Conduct</p> <p>In addition, bidders shall submit a signed Self Declaration form, included in this ITB. Bidders will be excluded if:</p> <ul style="list-style-type: none"> • They are bankrupt, undergoing court administration, have suspended business, are under creditor arrangements, or in similar situations under national law. • They or individuals with decision-making power have been found guilty of fraud, corruption, involvement in criminal organizations, money laundering, terrorism-related offenses, child labor, or human trafficking. • They or such individuals have been found guilty of financial irregularities. • They misrepresent or fail to provide required information under this ITB or during evaluation. • They have a conflict of interest, as determined solely by WHO. This includes associations with firms involved in preparing specifications for this procurement or any other conflicting situation. • They appear on sanction or ineligibility lists, including the UN Security Council, UN Ineligibility List, World Bank's non-responsible vendors list, or World Bank ineligible firms and individuals list. <p>WHO may decide to exclude bidders for other reasons.</p>
<p>6. Conflict of Interest</p>	<p>WHO encourages every prospective Supplier to avoid and prevent conflicts of interest, by disclosing to WHO if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.</p>
<p>7. General Terms and conditions of Contract</p>	<p>Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the WHO General Terms and conditions of the contract, which are available on the WHO Website Prospective Suppliers are required to read the General Terms</p>

	and Conditions of Contract prior to submitting an offer. By submitting an offer, prospective Suppliers confirm that they have accessed, read, understood and accepted the WHO General Terms and Conditions of Contract/ Purchase Order. If for one reason or the other, the bidder has not accessed these terms and conditions, please contact us at procurement@who.int . The hard copy of the Terms and conditions will be sent to you by email.
8. Currency	Prices may be quoted in USD, MDL, EURO. However, if prices from bidders are in different currencies, then for the purposes of comparison of all proposals, WHO will convert the currency quoted in the bid to USD, in accordance with the UN Operational Rate of Exchange on the closing date for bid submission
9. Language of quotation and documentation	All bids, information, documents and correspondence exchanged between WHO and the bidders in relation to this bid process shall be in English. The vendors can however provide response to this RFQ (catalogues, operating manuals, reference letters etc) using the local language Romanian acceptable at eurowhomda@who.int .
10. Documents to be submitted	Bidders shall include the following documents in their quotation: Form A : Technical Offer duly completed and signed. Form B : Financial Offer duly completed and signed. Form C : Self Declaration Form.
11. Quotation validity period	Quotations shall remain valid for 60 days from the deadline for the Submission of Quotation.
12. Payment Terms	100% within 30 days after receipt of goods, or services upon receipt of invoice as well as receipt and acceptance of goods or services, or upon receipt of required shipping documentation, depending on the Incoterm used.
13. Clarifications	Requests for clarification from bidders will not be accepted any later than 8 days before the submission deadline. Responses to request for clarification will be communicated via email by 13 May 2026.
14. Evaluation method	<input checked="" type="checkbox"/> The contract will be awarded to the lowest priced, most technically acceptable offer. <input type="checkbox"/> Other Click or tap here to enter text.
15. Publication of Contract Award	WHO may publish the contract award on United Nations Global Marketplace , with the RFQ Reference number and information of the awarded Bidder company name, contract amount or LTA and the date of the contract.
16. Policies and procedures	WHO publishes on its contract awards webpage the list of contracts for acquired goods and services of a value of USD 25 000 or more. This information is published with due observance of the requirements of confidentiality and security. Further procurement data about WHO can be obtained through WHO's Procurement Report or at UNGM's Annual Statistical Report on UN Procurement .

Section 3: Terms of reference

TERMS OF REFERENCE

Design and implement the Awareness Campaign - Emergency literacy saves lives: building prepared communities

1. Background

Currently, the population of the Republic of Moldova stands at 2.53 million (NBS 2023). Half of the population is between 30 and 70 years old, while life expectancy at birth by sex in 2022 was 67,1 years for men and 75,7 years for women, increasing by 2,0 years for men and 2,8 years for women, respectively, compared to 2020. There were 598.3 thousand people aged 60 and over at the beginning of 2023, 23.8% of the total population of usual residents. Of the total number of elderly people, 359.7 thousand people were women (or 60.1%), every third person was aged 60-64 (32.6%), and 60.1 thousand people (or 10.0%) constituted people aged over 80.

Premature mortality rates in Moldova (456 per 100,000 population in 2019) remain nearly 50 percent higher than in ECA. NCDs are the major burden of morbidity and premature mortality driven by cardiovascular diseases (CVDs), which caused 57 percent of all deaths and 37 percent of deaths before age 70 in 2019. In particular, the premature mortality rate among people aged between 30 and 69 years from CVDs, cancer, diabetes, and chronic respiratory diseases was 24.1 in 2019, well above the average of 16.4 for the World Health Organization (WHO) European Region. Circulatory system diseases, cancers, diabetes, and respiratory diseases are also responsible for approximately four out of 10 primary disabilities.

The Emergency Care System (ECS) and primary health care service are the first points of contact with the health system for many patients in the Republic of Moldova. The ECS delivers medical services through community-level bystander aid, pre-hospital services, and hospital emergency departments. While certain progress has been made to reinforce prehospital and hospital-based emergency care in recent years with the tremendous support of international partners and donors, there are still major areas for improvement in system governance, delivery of quality, timely, and safe care, the inclusion of the community level services, rationalizing financial mechanisms and allocation of resources, improving information management function of the system to ensure data-driven system governance. Further work must be done to rationalize and strengthen preparedness and response to medical and public health emergencies. The COVID-19 pandemic and the ongoing refugee crisis emphasized the importance of adequate emergency preparedness to deal with the increased flow of patients, including those seriously ill.

The Government of the Republic of Moldova has committed to strengthening the Emergency Care System further. A major focus is on promoting integrated approaches in service provision and improving the quality and timeliness of care. The WHO and Swiss Government, in the frame of the Strengthening the Emergency Care System in the Republic of Moldova, intends to respond to the request of the Ministry of Health to support the strengthening of national capacities to respond adequately and promptly to the challenges arising from public health emergencies and humanitarian crises.

The vision of the project is for Moldova to achieve its 2030 UHC and health-related SDG targets and for its people to enjoy greater health and well-being. Following this vision, the overall goal

of the project is: People at risk or with urgent, life-threatening conditions have increased chances of survival in situations of medical emergencies and public health crises.

Three outcomes are defined to achieve Project's goal: **Outcome 1:** Moldovan health authorities create favorable conditions for developing a responsive and efficient emergency health care system capable of providing effective and timely life-saving medical services to critically ill patients at all levels of care and responding adequately and promptly to challenges arising from public health emergencies and humanitarian crises.

Outcome 2: Healthcare providers (including at pre-hospital and hospital levels) from the network of dedicated health facilities ensure equitable access to early, quality, and safe emergency care for acutely ill people.

Outcome 3: People across Moldova (including professionals outside of the healthcare system, the general population, and refugees) have increased awareness and literacy to act adequately in emergencies and know how and when to ask for and use appropriate emergency services.

As planned under Outcome 3, an awareness campaign is planned to be designed and implemented to achieve the following objectives: **1)** to increase awareness and emergency literacy (ensure people understand what constitutes an emergency; clarify/inform when and how to contact emergency service (112); **2)** to promote knowledge of basic first aid and crisis respond; and **3)** to promote responsible use of services, building trust and confidence; **4)** Disseminate multilingual, culturally sensitive materials for refugees.

The main 3 target audiences are professionals from non-healthcare sectors (specialists from internal affairs field, teachers/schools, transport workers/transport hubs, local public authorities/councils, etc.), general population (urban and rural), refugees and displaced persons.

A qualified and specialized company with respective portfolio will be hired to perform demanded work.

2. Deliverables

To develop the campaign concept, brand book, messages, communication tools and products and social media and media plans, in line with priorities of the "Strengthening the Emergency Care System in the Republic of Moldova" Project (Output 3), and national healthcare system priorities, and implement the campaign for the period of 2026-2027.

The purpose of the campaign is to increase awareness and literacy around emergency response, empower population groups to act appropriately during emergencies and to promote responsible use of emergency services.

The campaign will also address misuse of emergency services (non-urgent calls, overuse of ambulances, respect for resources, importance of using primary care for non-urgent conditions, and confidence in ambulance and hospital emergency teams), while building trust in the system. Key lifesaving messages will be simplified and promoted to the general population and non-healthcare professionals in accessible, non-technical formats.

Objective 1: Conduct appropriate research and needs assessment, to identify knowledge gaps, best practices in raising awareness and communication, current misconceptions about emergencies and barriers to calling 112, relevant actions etc. by 3 June 2026.

Objective 2: Develop campaign’s concept, communication plan, main messaging per target groups and tools by 17 June 2026.

Objective 3: Develop information materials in both languages Romanian and Russian (social media visuals/explainers, flyer/first-aid leaflet, pocket cards, infographics, following these directions: “What is an Emergency” and “How to Call 112”, etc.): 4 visuals per target audience; 1 flyer/first aid-leaflet in Romanian and Russian languages, and 3 informative pocket cards for general population by 10 July 2026.

Objective 4: Develop First aid micro-learning modules (a series of 5 infographics with instructions/text with at least 12-15 pictograms) in both languages Romanian and Russian by 17 July 2026.

Objective 5: Develop social media plan, including texts for posts and visuals, and ads – by 17 July 2026.

Objective 6: Develop audio and video products: 2 audio spots, 2 video spots (up to 1 min), 2 animated graphics, 1 social media quiz, with necessary voices & subtitles in Russian, and Ukrainian languages as appropriate by 1 August 2026.

Objective 7: Develop a distribution plan for audio & video airing/broadcasting specifically on Radio Moldova and Moldova 1 TV for October-December 2026.

Objective 8: Establish and maintain media relations to promote campaign and its products by 10 December 2026.

Deliverables (mostly in 2 languages: Romanian and Russian):

Deliverable 1: 1 campaign concept/outline, branding and messages per target groups, implementation/action plan, including social media plan.

Deliverable 2: At least 12 visuals.

Deliverable 3: 5 infographics.

Deliverable 4: 1 flyer/first aid-leaflet.

Deliverable 5: 2 pocket cards.

Deliverable 6: 2 audio spots.

Deliverable 7: 2 video spots.

Deliverable 8: 2 animated graphics.

Deliverable 9: 1 social media quiz.

Deliverable 10: Airing plan for audio spot.

Deliverable 11: Broadcasting plan for video spot.

3. Contract duration

27 May 2026 - 11 December 2026.

4. Requirements

Qualifications:

- Proven track record in designing and delivering communication training programs, preferably in the healthcare or public health sector.

- Experience working with medical professionals, hospitals, or health institutions.
- Familiarity with cancer care communication challenges, including patient-centered communication and sensitive information handling.
- Demonstrated expertise in health communication strategies, including interpersonal communication, public awareness, and patient education.
- Ability to develop customized training packages, including curricula, materials, and evaluation tools.
- Capacity to deliver interactive and practical training sessions, using role-play, case studies, and simulations.
- Access to a team of qualified trainers with backgrounds in communication, psychology, public health, or medical education.
- Trainers should have experience in adult learning methodologies and be skilled in facilitating workshops for healthcare professionals.
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5. Technical coordination & reporting

Responsible officer: Mrs Rodica Munteanu

6. Location

Chişinău

7. Deliverables and planned payments

No.	Deliverable	Delivery date	Percentage/Amount*
1	Countersigned contract		
2	<i>Deliverables 1-5</i>	<i>20 July 2026</i>	
3	<i>Deliverables 6-9</i>	<i>20 August 2026</i>	
4	<i>Deliverables 10-11</i>	<i>20 November 2026</i>	
	Satisfactory completion of work and signed Financial statement	<i>11 December 2026</i>	

*WHO's standard payment term is within 30 days upon invoice after the satisfactory completion of work. Any advance payment is exceptional and, if applicable, justification must be provided in AR.

8. Budget breakdown

nr	Type of materials	Quantities	Unit cost USD	Total, USD
Package 1, Deliverables 1-5				
1	Develop 1 campaign concept/outline, branding and messages per target groups, implementation/action plan, including social media plan	1 item		
2	Develop content and design for social media/web visuals (original design) for target audiences, Romanian language	12 items		
3	Translate into Russian language and adjust design for social media/web visuals	12 items		
4	Translate into Ukrainian language and adjust design for social media/web visuals	12 items		
5	Develop content and design for 5 thematic infographics for social media/web in Romanian language	5 items		
6	Translate into Russian language and adjust design for 5 thematic infographics for social media/web	5 items		
7	Translate into Ukrainian language and adjust design for 5 thematic infographics for social media/web	5 items		
8	Develop content and design for first aid leaflet in Romanian language (A5 format)	1 item		
9	Translate into Russian language and adjust design for first aid leaflet	1 item		
10	Translate into Ukrainian language and adjust design for first aid leaflet	1 item		
11	Printing of first aid leaflet, Romanian version Technical specifications: A5 format, 4+4, matte paper, 130 g/m	10000 copies		
12	Printing of first aid leaflet, Russian version Technical specifications: A5 format, 4+4, matte paper, 130 g/m	5000 copies		

13	Printing of first aid leaflet, Ukrainian version Technical specifications: A5 format, 4+4, matte paper, 130 g/m	1000 copies		
14	Develop content and design for 2 thematic pocket cards in Romanian language (8 x 16 cm)	2 items		
15	Translate into Russian language and adjust design for 2 thematic pocket cards (8 x 16 cm)	2 items		
16	Translate into Ukrainian language and adjust design for 2 thematic pocket cards (8 x 16 cm)	2 items		
17	Printing of pocket card (double-sided), Romanian version Technical specifications: 8x16 cm size, 4+4, 200-250 g/m, matte paper/carton, rounded corners	1000 copies		
18	Printing of pocket card (double-sided), Russian version Technical specifications: 8x16 cm size, 4+4, 200-250 g/m, matte paper/carton, rounded corners	500 copies		
19	Printing of pocket card (double-sided), Ukrainian version Technical specifications: 8x16 cm size, 4+4, 200-250 g/m, matte paper/carton, rounded corners	300 copies		
Package 2, Deliverables 6-9				
1	Development of thematic audio spot in Romanian language, 30-40 seconds	1 audio spot		
2	Development of thematic audio spot in Russian language, 30-40 seconds	1 audio spot		
3	Development of video thematic spot 1 in Romanian language up to 1 minute (and emerged versions with subtitles in Romanian and Ukrainian)	1 video spot		
4	Development of video thematic spot 2 in Romanian language up to 1 minute (and emerged versions with subtitles in Romanian and Ukrainian)	1 video spot		
5	Development of videographic 1 in Romanian language up to 1 minute (and emerged versions with subtitles in Russian and Ukrainian)	1 videographic		
6	Development of videographic 2 in Romanian language up to 1 minute (and emerged versions with subtitles in Russian and Ukrainian)	1 videographic		
Package 3, Deliverables 10-11				
1	Distribution plan for 1 audio spot on Radio Moldova (3 months)	3 months		

2	Distribution plan for 1 video spot on Moldova 1 TV (3 months)	3 months		
	<i>SUBTOTAL</i>			

	Name	Title	Date	Signature
TOR drafted by	Rodica Munteanu	Communication Officer	1 May 2026	
TOR approved by	Dr Miljana Grbic	WCO	1 May 2026	

Section 4: Returnable Forms

Form A: Technical Offer

[TO PROCUREMENT ACTOR (Initiator or Expert): Include technical form here for which the Vendors will need to fill to meet the requirements in the TOR. This form governs the format in which the bidders need to provide their technical and financial offer. Delete this paragraph before finalizing.]

Item Description	Detail			
Legal name of bidder	Click or tap here to enter text.			
Legal Address, City, Country	Click or tap here to enter text.			
Website	Click or tap here to enter text.			
Year of Registration	Click or tap here to enter text.			
Legal structure	Choose an item.			
Please indicate previous relevant experience: 3 contracts				
Name of previous contracts	Client & Reference Contact Details	Contract Value	Period of activity	Types of activities undertaken

Form B: Financial offer

TO PROCUREMENT ACTOR: Fill the list of items in the description in the table below. You can adapt it or if you have a different format, you can use it here by cutting and pasting it. Their unit of measurement (UOM) and Quantity (Qty). Bidders will fill, the unit prices, total price, other prices and final price. They will also fill the compliance form below the prices. Delete this paragraph before finalizing.]

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

Currency of the Quotation: Click or tap here to enter text.					
INCOTERMS (if applicable): Click or tap here to enter text.					
Item No	Description	UOM	Qty	Unit price	Total price
1.	Click or tap here to enter text.				
2.	Click or tap here to enter text.				
3.	Click or tap here to enter text.				
4.	Click or tap here to enter text.				
5.	Click or tap here to enter text.				
Total Price					
Other Prices (e.g. Transportation, insurance, installation, Training - please specify which applies)					
Total Final and All-inclusive Price					

Compliance with Requirements

	Bidder to also fill the form below in addition to above prices		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter proposal
Minimum Technical Specifications	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Delivery Term (INCOTERMS)	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Delivery Lead Time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Warranty and After-Sales Requirements	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of Quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Other requirements [pls. specify]	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

Form C: Self Declaration Form

COMPANY (the “Company”) hereby declares to the World Health Organization (WHO) that:

- a) it is not bankrupt or being wound up, having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning the foregoing matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- b) it is solvent and, in a position, to continue doing business for the period stipulated in the contract after contract signature, if awarded a contract by WHO.
- c) it or persons having powers of representation, decision making or control over the Company have not been convicted of an offence concerning their professional conduct by a final judgment.
- d) it or persons having powers of representation, decision making or control over the Company have not been the subject of a final judgment or of a final administrative decision for fraud, corruption, involvement in a criminal organization, money laundering, terrorist-related offences, child labour, human trafficking or any other illegal activity.
- e) it is in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the national legislation or regulations of the country in which the Company is established.
- f) it is not subject to an administrative penalty for misrepresenting any information required as a condition of participation in a procurement procedure or failing to supply such information.
- g) it has declared to WHO any circumstances that could give rise to a conflict of interest or potential conflict of interest in relation to the current procurement action.
- h) it has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any direct or indirect benefit (financial or otherwise) arising from a procurement contract or the award thereof.
- i) It adheres to the UN Supplier Code of Conduct.
- j) it has zero tolerance for sexual misconduct (an all-inclusive term which includes sexual exploitation, sexual abuse, sexual harassment, and all forms of prohibited sexual behaviour), harassment and other types of abusive conduct and has appropriate procedures in place to prevent and respond to sexual misconduct, harassment and other types of abusive conduct

The Company understands that a false statement or failure to disclose any relevant information which may impact upon WHO’s decision to award a contract may result in the disqualification of the Company from the bidding exercise and/or the withdrawal of any proposal of a contract with WHO. Furthermore, in case a contract has already been awarded, WHO shall be entitled to rescind the contract with immediate effect, in addition to any other remedies which WHO may have by contract or by law.

(Please fill the details below)

Company Name:	
Mailing Address:	
Name and Title of duly authorized representative:	
Signature:	
Date:	