**SCHEDULE OF REQUIREMENTS**

**Social media, indoor and outdoor campaign services for UN Agencies in Moldova**

**Location:**  Republic of Moldova

**Type of contract:** Long-term agreement

**Duration of the contract:** 3years with possibility of extension for additional 2 years

**Rationale:**

Communications is a key component of UN Agencies work and constitutes a means for ensuring visibility for successful UN Agencies initiatives, results and programmes as well as for raising awareness about key impact areas. Effective communications also contribute to mobilizing resources as donors would like to see value for money.

Yearly UN Agencies are conducting regular communication campaigns that need to be secured with quality social media, indoor and outdoor campaigns. Therefore, UN Agencies are looking to subcontract specialized local entities with adequate human and material resources to provide the respective services.

**Scope of Work:**

United Nations Agencies operating in Moldova will outsource the social media, indoor and outdoor campaign services required during the implementation of their programmes and are exploring the possibility of contracting social media, indoor and outdoor campaign companies on a recurrent basis as needs arise.

UN Women envisages entering long-term agreement (thereafter referred to as LTA) on behalf of UN Agencies in Moldova with the successful Proposer(s) for the provision of an estimated quantity of the specified services in support of UN Agencies operations. In the event of UN Women signing long term agreements on behalf of UN Agencies in Moldova, the following shall apply:

The agreements shall be valid for a period of 3 years from the date when both parties have signed the LTA with an option for a further extension of 24 months at the discretion of UN Women.

1. The LTA template as specified in Annex I shall be used for the establishment of the final agreement.
2. UN Agencies will not be committed to purchase any minimum quantity of the Services, and purchases will be made only if and when there is an actual requirement. UN Agencies shall not be liable for any cost in the event that no purchases are made under any resulting LTA.
3. UN Women, on behalf of UN Agencies in Moldova, intends to award more than one LTA to the responsive Proposers. During the validity of the LTAs, the LTA holders will be invited to quote for each specific requirement based on secondary bidding in order to ensure best value for money through effective competition based on those specific requirements.
4. The LTA holders must be able to provide quality and on-time services.
5. The confirmation of orders for specific requirements will be placed by issuing Purchase Orders prior to engaging the specific service. The General Conditions of LTA will be in force.
6. **Technical Specifications for Goods**

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| **Item No** | **Minimum Technical Requirements** | **Unit** | **Quantity Estimations for 3 Years** | **Delivery Lead Time, Days** |
| 1. | **Promotion of Video Spots**  Channel: Facebook, Instagram, stories  Reach: at least 1.5 million people per video  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. | Pc | 56 | 2 |
| 2. | **Promotion of Video Reportages, Human Stories and Other Videos**  Channel: Facebook, Instagram, stories  Reach: at least 50.000 people reached  Promotion timeframe: 15 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. | Pc | 160 | 2 |
| 3. | **Promotion of Video Events**  Channel: Facebook  Reach: at least 50.000 people reached  Promotion timeframe: 5 days per video  Price should include price per promotion, targeting, agency commission and other taxes, if any. | Pc | 82 | 2 |
| 4. | **Promotion of Posts, GIFs and Images**  Channels: Facebook, Instagram, stories  Reach: at least 50.000 people  Promotion timeframe: 5 days  Price should include price per promotion, creation and adaptation, targeting, agency commission and other taxes, if any. | Pc | 560 | 2 |
| 5. | **Promotion of Photos and Videos on Instagram**  Channel: Instagram  Reach: at least 80.000 people reached per 1 post  Promotion timeframe: 10 days  Price should include price per promotion, targeting, agency commission and other taxes, if any. | Pc | 110 | 2 |
| 6. | **YouTube Campaigns**  Channel: Youtube  Views: at least 500.000 visualizations per one video  Promotion timeframe: 15 days per video  Price should include price per promotion, adaptation, targeting, agency commission and other taxes, if any. | Pc | 49 | 2 |
| 7. | **Google Banners**  Channel: Google ads, 7 types of banners  Reach: at least 50.000 people reached  Promotion timeframe: 15 days  Content: to be developed by the company  Price should include price per promotion, creation and adaptation, targeting, agency commission and other taxes, if any. | Pc | 267 | 2 |
| 8. | **TV Campaigns**  Channel: including, but not limited to TV8, Jurnal TV, Pro TV, Moldova 1  Reach: split up to 40 minutes per channel (3-4 insertions per day)  Promotion timeframe: 14 days per video, 100% prime time  Video length: up to 40 seconds  Price should include price for placement, adaptation, agency commission and other taxes, if any. | Pc | 34 | 7 |
| 9. | **Radio Campaigns**  Channels: Hit FM, Kiss FM, Radio Plai, Jurnal FM and Novoe Radio  Media plan: up to 60 minutes (5-6 inserts per day)  Promotion timeframe: 14 days , 100% prime time  Spot length: up to 40 seconds  Price should include price for placement, creation, agency commission and other taxes, if any. | Pc | 32 | 7 |
| 10. | **Page Likes Campaigns**  Channels: Facebook  Promotion timeframe: 14 days  Price should include price per promotion, setting, agency commission and other taxes, if any. | Pc | 13 | 2 |
| 11. | **Online Webinars and Facebook Events Broadcasts**  Channels: Facebook, including 3 pages cross-posting, [www.privesc.eu](http://www.privesc.eu)  Event locations: online and offline with arranged professional studio with necessary audio and video equipment, and branding. Live broadcasting should be ensured by the use a professional platform allowing visual branding, nameplates, logos, etc. | Pc | 91 | 5 |
| 12. | **Promotion of Podcasts**  Channels: Facebook, Instagram  Reach: at least 70.000 people per podcast  Promotion timeframe: 15 days per podcast  Protagonists will be identified by the UN Agencies.  Price should include price per promotion on social media, targeting, agency commission and other taxes, if any. | Pc | 46 | 2 |
| 13. | **Digital Video Campaigns**  Channels: including, but not limited to Admixer/Audience Network (only TOP sites), videomatic: including, but not limited to [www.ivi.ru](http://www.ivi.ru), [www.megogo.ru](http://www.megogo.ru)  Positions: all-roll  Total reach: up to 800.000 views  Promotion timeframe: 14 days per video  Price should include price per promotion, adaptation, targeting, agency commission and other taxes, if any. | Pc | 33 | 2 |
| 14. | **Digital Photo/GIF Campaigns**  Channels: including but not limited to Admixer/Audience Network (desktop and mobile 970x250, 300x250, 300x600, 240x400), [www.ea.md](http://www.ea.md), [www.locals.md](http://www.locals.md), [www.agora.md](http://www.agora.md), [www.diez.md](http://www.diez.md) (desktop and mobile)  Positions: right banners, billboards  Content: Animated banners, photos or GIFs  Total reach: up to 1 million  Price should include price per promotion, creation and adaptation including resize of banners in the proper formats, targeting, agency commission and other taxes, if any. | Pc | 63 | 2 |
| 15. | **Indoor and Outdoor Promotion Campaigns**  Indoor and outdoor public awareness raising products with campaign messages in public places across the country - billboards, city lights, etc.  Promotion timeframe: 30 days  Content: to be designed and created by the company  Locations: up to 30 locations of the Republic of Moldova  Quantity: up to 15 billboards/ city lights per order  The company should propose a dissemination/placement plan that will contain the details on the geographical distribution and type of advertising spaces available. The priority should be given to shopping centers, airport, public transport stations, central squares/marketplaces, parks, pedestrian zones as well as the most popular national roads.  The price should cover a full-service package - placement, design, adaptations, printing, agency commissions, and other costs, if any. | Pc | 24 | 15 |

UN Agencies promotional campaigns should not be placed next to alcohol promotional campaigns.

Quantity estimations for 3 years are indicative. They do not bound UN Agencies to any purchases. Purchases will be made only if and when there is an actual requirement. Quantity estimations for 3 years are provided in order to help companies understand the potential volume of work and estimate prices based on it.

The precise number of social media, indoor and outdoor campaigns will be separately determined per each solicitation from a particular UN Agency.

Campaigns shall be set within the maximum number of delivery lead time days from the request date of the UN Agencies. Any issues that might appear (campaigns not approved by Facebook, Instagram and other social media platforms) should be timely communicated to the UN Agencies Communications team.

Campaigns must ensure good performance of the ads for website clicks, video views and posts engagement. The promotion should focus on target groups from the key regions: Chisinau, Cahul, Ungheni, Straseni and Falesti. General communication products should have country wide coverage.

**Management arrangements**

The selected company(ies) will work under overall guidance of the UN Agencies Communications Specialist and/ or Communications Associate. UN Agencies will provide the selected company(ies) all the necessary materials for a better understanding of the context and for the successful fulfilment of the task.

The contractor is expected to:

1. Receive a detailed brief from the UN Agencies.
2. Develop at least 1 media plan proposal.
3. Present it to the UN Agencies.
4. Receive feedback from the UN Agencies, address them in due time and edit the draft as per the UN Agencies final comments and suggestions.
5. Finalize the media plan and receive final approval from the UN Agencies.
6. Make all necessary arrangements for implementation of the media plan.
7. Implement the media plan within the agreed deadline limits.
8. Prepare and submit a final report in English.

**Branding Policy**

The contractor must comply with the branding policy of UN Agencies, including the specific requirements for logo, identity policies, etc. The respective guidelines will be shared with the winning company(ies) upon the placement of the order.

**Intellectual Property**

All information pertaining to this assignment (documentary, audio, digital, cyber, project documents, etc.) belonging to UN Agencies, which the company may come into contact with in the performance of its duties under this assignment shall remain the property of UN Agencies who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of the UN Agencies in line with the national and International Copyright Laws applicable.

The company(ies) must seek written permission to use any third party images, video and/ or audio material from the person or company that owns the rights before using it for the provision of the requested services, if needed.

**Duration of the Work**

The work under this contract will be provided on the ad hoc basis upon the need of the UN Agencies. The indicative timetable and deliverables will be communicated to and agreed with the selected company(ies) in advance of each upcoming assignment.

UN Agencies will require at least 2 days to review the outputs, provide comments, approve and certify acceptance of deliverables.

**Location of work**

The company will not be located in the UN Agencies Offices for the implementation of the assignment.

The company must ensure full access of UN Agencies staff or consultants to its premises if required to ensure that the production is finalized as per requested specifications.

The company must be in position to visit or send couriers to UN Agencies premises when and if required to present proposals and discuss any details.

**Travel and other logistic arrangements**

The company should envisage in the submitted financial offer all costs related to production of the products listed above, including but not limited to travel to different districts in the Republic of Moldova and other logistic arrangements. The company will also be responsible for all administrative issues associated with undertaking this assignment.

**COVID-19**

The company should ensure all the protective measures against COVID-19, including but not limited to the provision of Personal Protection Equipment for the personnel/protagonists involved.

**Performance evaluation**

Company’s performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, creativity, innovation, and quality of the products delivered.

**Financial arrangements**

Payment will be disbursed in one instalment upon submission and approval of all deliverables per each specific assignment, certified by the UN Agencies Communications Specialist, indicating that the services have been satisfactorily performed. Payment will be done based on actual number of delivered products.

REQUIREMENTS TO ORGANIZATIONS/ASSOCIATIONS:

* Be officially registered legal entity as per Republic of Moldova’s regulations with full capacity to act in the field relevant to this assignment.
* Have at least 2 years of stated experience in social media, indoor and outdoor campaigns.
* Provide copies of contracts for TV, radio and digital campaigns.
* Provide 3 recommendation letters proving ability to provide the requested services.
* Provide evidence of Liquidity. The ratio Average current assets / Current liabilities over the last 2 years must be equal or greater than 1.
* Previous positive experience of work with UN Agencies will be considered an asset.

**Portfolio**

The companies should provide a Portfolio presenting several social media, indoor and outdoor campaigns, including visual materials and results from past or on-going projects. The companies must provide evidence of authorship over respective campaigns by attaching a copy of the contract or bills.

**Organization Architecture/key staff**

The participating company must provide a thorough description of its employed human resources that will be used for the provision of the requested services. The description should contain names of employees, their degrees, level of experience and other relevant information.

The company must have at least a Task Manager employed with the minimum qualifications as listed below. It must attach to the proposal the CV that demonstrates Task Manager’s educational background and professional experience in this specific field.

1. Task Manager

University Degree in journalism, communication, public relations or social sciences. Two additional years of qualifying experience may be accepted in lieu of the University Degree.

* At least 3 years of experience in managing and promoting national campaigns on TV, radio and social media.
* Previous work experience with the public organizations, NGOs or UN on similar assignments will be considered an asset.

The Task Manager will be in charge of the coordination and administrative tasks of the assignment, as well as be responsible for contacting and informing UN Agencies Communications Specialist with regard to all aspects related to the execution of the contract. The Task Manager shall provide UN Agencies with frequent updates on the progress of the assignment and other relevant aspects of the work.

Other partners/ personnel shall be recruited/sub-contracted as needed to ensure completion of tasks and included in the proposal. During the lifetime of the contract the personnel may be replaced by the company with the personnel of the same or better qualification.

DOCUMENTS TO BE SUBMITED

1. Bid submission form;
2. Company`s Registration Certificate and Extract;
3. Company Profile with CV of the Task Manager and short description of the other team members;
4. Portfolio with examples of previous performed works;
5. 3 (three) recommendation letters;
6. Preferably audited balance sheets for the last 2 years;
7. Copies of contracts for TV, radio and digital campaigns;
8. Joint Venture Form, if applicable;
9. Technical Proposal;
10. Financial Proposal.