Date: 23 April 2021

REQUEST FOR QUOTATION

RFQ Nº UNFPA/LKA/RFQ/21/04

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Media buying Organization for the launch and delivery of campaign on Intimate Partner Violence**

UNFPA requires the provision of media buying organization for the campaign launch and delivery on Intimate Partner Violence. This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform in Sri Lanka, or through an authorized representative.

1. **About UNFPA**

UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA’s strategic plan (2018-2022), focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](http://www.unfpa.org/about-us)

**Terms of Reference (ToR)**

**Background**

Violence against women and girls (VAW) is a grave human rights violation and a public health issue which is prevalent in every society and community. It highlights the deep rooted gender inequalities in societies and has serious implications on the individual, their families and society at large. As such UNFPA based on the recent evidence of the Women’s Wellbeing Survey is launching a multi – pronged communications campaign to create awareness and incite behavior change on this important issue at the national level.

The purpose of contracting a media buying institution / organization is to manage, coordinate and solicit proposals from mainstream and digital media institutions for the launch and delivery of the campaign on Intimate Partner Violence in Sri Lanka. The creative content, TVC’s and all media products will be produced and provided by UNFPA. The selected organization in consultation with UNFPA select the most cost effective, technically suitable and feasible media organizations that best convey the messages we need to the target groups.

**Objective of the campaign**

The overall objective of the communication campaign is aimed to create awareness on the need to change individual behaviour, social norms and attitudes and policy level action to increase resources for response and prevention of violence against women and girls. As such the organisation is tasked to gain the best competitive rates, times and platforms for effective communication of the message. Given the issue is a social issue that cuts across all social classes, communities and cultures the campaign intends to disrupt harmful behavior in relation to IPV.

Target group:

* Men who perpetrate violence against women and the women and girls who experience violence.
* The general public, wider communities / individuals who witness violence against women and girls.
* Politicians and key officials at the decision making level at line Ministries/ Institutions

The campaign needs to focus on all three target groups and incite individual behaviour change / actions that can be taken to minimize or interrupt the violence. This then will impact the attitudes and perceptions of the wider communities. It further needs to reflect the primary and secondary risk factors associated with violence against women and girls and encourage help seeking behaviour of women and girls to be removed from violent situations (and the children witnessing) and bystanders to stand up against violence and condone violent behaviour. The campaign needs to stimulate behaviour change through the evidence represented.

Additionally, the campaign needs to attempt at changing cultural norms that influence attitudes and behaviours of individuals and decision making bodies that can influence policy and legislative action to consider the issue as a serious concern with grave implications.

**Deliverables**

The Media buying organization will:

1. Develop and present a media buying strategy for ATL (excluding billboards) covering traditional (print media, radio and television) and digital media for the period between June – December 2021.
2. As part of the strategy, provide the list of the media institutions to be selected, and the related schedules present different options, for the selection of UNFPA which covers selected target audiences for Sinhala, Tamil and English media at the National level.
3. Ensure effective delivery of the chosen media outlets including contracting, paying and managing.
4. Constant monitoring of the campaign performance including managing the selected media for the campaign.
5. Summary report at the end of each quarter with relevant clippings specifying circulations/ coverage figures.

\*\* The strategy will be evaluated based on cumulative coverage of the selected audience with highest value for money \*\*

**II. Questions**

Questions or requests for further clarifications should be submitted in writing to the contact person below:

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Sharika Cooray and Upul Maanage* |
| Tel Nº: | *+94777576400 and +94774414653* |
| Email address of contact person: | [*cooray@unfpa.org*](mailto:cooray@unfpa.org) *and* [*maanage@unfpa.org*](mailto:maanage@unfpa.org) |

The deadline for submission of questions is ***Thursday, 29th April, 2021 at 10:00 am, Sri Lanka time***. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

Further clarifications can be obtained in a virtual pre-briefing session hosted by the UNFPA on 03 May 2020 at 11:30 am. Please register your interest to participate in the pre-briefing session on or before 01 May 2020 by following the link:  
<https://forms.gle/K6PhB8MgjtVZWEyV7>

Participation in the pre-briefing session is **not mandatory** to be eligible for submission of proposals. However, it is advised that participants may be better able to align their proposals with the requirements

1. **Content of quotations**

Quotations should be submitted in a single email whenever possible, depending on file size. Quotations must contain:

1. Technical proposal, in response to the requirements outlined in the TOR, with evidence submitted in accordance with the technical evaluation criteria. The Technical Bid must be submitted by electronic method of transmission at the email address indicated in the section IV.
2. Submission of examples of previous work in similar capacity.
3. Price quotation, to be submitted strictly in accordance with the price quotation form.

d) Language of the proposal – English.

e) **Separate Technical Proposal and Financial Proposal should be submitted in pdf format and** be signed by the bidding company’s relevant authority.

1. **Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated below no later than ***Monday, 10th May, 2021 at 4:00 pm, Sri Lanka Time****.*

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Geetha Fernando* |
| Email address of contact person: | [Lk-procurement@unfpa.org](mailto:Lk-procurement@unfpa.org) |

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: RFQ Nº UNFPA/LKA/RFQ/21/04 Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
* The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
* Any quotation submitted will be regarded as an offer by the bidder and does not  
  constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

1. **Overview of Evaluation Process**

Quotations will be evaluated based on the technical proposal and the total cost of the services (price quote).

| **Criteria** | **[A] Maximum Points** | **[B]**  **Points attained by Bidder** | **[C]**  **Weight (%)** | **[B] x [C] = [D]**  **Total Points** | |
| --- | --- | --- | --- | --- | --- |
| Technical approach, compliance of the requirements and level of understanding of the objectives of the campaign | 100 |  | 25% |  | |
| Work plan/time scales given in the proposal and its adequacy to meet the campaign objectives | 100 |  | 20% |  | |
| Specific professional experience and demonstrated expertise relevant to the campaign (CVs should be attached)  Composition of the team:  o   Team leader – 50  o   Team member – 30  o   Other team members - 20 | 100 |  | 20% |  | |
| Profile of the company, relevance to the campaign, experience of similar collaborative campaigns with any UN agencies | 100 |  | 20% |  | |
| Samples, evidence and reference letters of the similar campaigns/ media works targeting any of the three target groups with the focus of behavior change or impact on changing cultural norms | 100 |  | 15% |  | |
| *Grand Total All Criteria* | 500 |  | 100% |  |

The first page of the technical proposal should list out the table of content as follows:

**Technical proposal - Table of content**

**Description Page number**

01. Introduction to the Organization - Company profile 01

02. Composition of the team, distribution of tasks and their CVs addressing specific experiences and expertise relevant to the campaign

03. Objectives, technical approach, methodology and time frame

04. Details of the similar campaigns (please attach photos as annexures)

05. Annexures (Company business registration, recently audited accounts statement, etc..)

The following scoring scale will be used to ensure objective evaluation of the technical proposal:

|  |  |
| --- | --- |
| **Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted** | **Points**  **out of 100** |
| Significantly exceeds the requirements | 90 – 100 |
| Exceeds the requirements | 80 – 89 |
| Meets the requirements | 70 – 79 |
| Partially meets the requirements | 1 – 69 |
| Does not meet the requirements or no information provided to assess compliance with the requirements | 0 |

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

|  |  |  |
| --- | --- | --- |
| Financial score = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

|  |
| --- |
| Total score = 70% Technical score + 30% Financial score |

1. **Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis with duration of ***nine months*** to the Bidder(s) that obtain the lowest-priced technically acceptable offer.

1. **Right to Vary Requirements at Time of Award**

UNFPA reserves the right at the time of award of contract to increase or decrease, by up to 20%, the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

1. **Payment Terms**

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

1. [**Fraud and Corruption**](http://www.unfpa.org/about-procurement#FraudCorruption)

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA’s Policy regarding fraud and corruption is available here: [Fraud Policy](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required.  Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records.  Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](http://web2.unfpa.org/help/hotline.cfm).

1. **Zero Tolerance**

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](http://www.unfpa.org/about-procurement#ZeroTolerance).

1. **RFQ Protest**

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Country Office Ritsu Nacken, Representative at nacken@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

1. **Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).

PRICE Quotation Form

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/LKA/RFQ/21/04 |
| **Currency of quotation:** | LKR |
| **Delivery charges based on the following 2010 Incoterm:** | Choose an item. |
| **Validity of quotation:**  *(The quotation shall be valid for a period of at least 3 months after the submission deadline.)* |  |

* Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Example Price Schedule below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Quantity | Unit cost | No. of units | Total |
| 1. Develop media buying strategy | | | | | |
| 1.1 |  |  |  |  |  |
| 1.2 |  |  |  |  |  |
| 1.3 |  |  |  |  |  |
| 1.4 |  |  |  |  |  |
| 1.5 |  |  |  |  |  |
| (Insert more rows above this row as required) | | | | | |
| *Sub total* | | | | | LKR |
| 2. Cost of media buying for TVCs, radio slots, social media etc. | | | | | |
| 2.1 |  |  |  |  |  |
| 2.2 |  |  |  |  |  |
| 2.3 |  |  |  |  |  |
| 2.4 |  |  |  |  |  |
| 2.5 |  |  |  |  |  |
| (Insert more rows above this row as required) | | | | | |
| *Sub total* | | | | | LKR |
| **TOTAL (Subtotal 1+2)** | | | | | **LKR** |
| *VAT (8%) not exempt* | | | | | LKR |
| *NBT (1%) exempt* | | | | |  |
| ***Grand Total*** | | | | | LKR |

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/LKA/RFQ/21/04 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

|  |  |  |
| --- | --- | --- |
|  | Click here to enter a date. |  |
| Name and title | Date and place | |

**ANNEX I:**

**General Conditions of Contracts:**

**De Minimis Contracts**

This Request for Quotation is subject to UNFPA’s General Conditions of Contract: De Minimis Contracts, which are available in: [English,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)