Date: 28 July*, 2022*

REQUEST FOR QUOTATION

RFQ Nº UNFPA/LKA/RFQ/22/05

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Campaign to promote women’s helplines and encourage women and girls to seek support when faced with gender-based violence (GBV)- Colombo, Sri Lanka**

UNFPA requires the services of an institution/s to conduct a campaign to promote women’s helplines and encourage women and girls to seek support when faced with GBV.

The scope of work is detailed in Terms of Reference (Annex II).

This Request for Quotation is open to all legally-constituted local institutions that can provide the requested services and have the legal capacity to deliver in the country, or through an authorized representative.

1. **About UNFPA**

The United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person’s potential is fulfilled.

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)

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Ms. Dilshani Dias* |
| Tel Nº: | *+94770152424* |
| Email address of contact person: | *didias@unfpa.org* |

The **deadline for submission of questions is Wednesday, 03rd August 2022, 5:00 PM Sri Lanka time**. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

1. **Content of quotations**

Quotations should be submitted in a single email whenever possible, depending on file size. Partial quotations are allowed under this RFQ. UNFPA reserves the right to select and accept a part or parts of any quotation.

Quotations must contain:

1. Document 1 - Technical proposal, in response to the requirements outlined in the TORs (Annex II) and in accordance with the technical evaluation criteria set forth in Section V below.
2. Document2 - Price quotation, to be submitted strictly in accordance with the price quotation form.
3. Document3 – Company Profile, Copy of Business Registration, Copy of most recent Audited Accounts (as applicable).

All pages of the Document 1 and Document 2 of the quotation must be signed by the bidding company’s relevant authority and submitted in PDF format, A4 size.

To avoid any last minute technical difficulties, the bidders are requested to make the submissions well in advanced.

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 address indicated below no later than **Monday, 08th August 2022 at 4:00 PM Sri Lanka time***.*[[1]](#footnote-1)

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

Please note the following guidelines for electronic submissions to UNFPAs dedicated email address:

* The following reference must be included in the email subject line: RFQ NO UNFPA/LKA/RFQ/22/05 – Campaign to promote women’s helplines and encourage women and girls to seek support when faced with gender-based violence. 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 should 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.
* Should your offer require to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. In such instances, the Email subject should be as: RFQ NO UNFPA/LKA/RFQ/22/05 – **Campaign to promote women’s helplines and encourage women and girls to seek support when faced with GBV**.
* 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**

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

**Technical Evaluation**

Technical proposals will be evaluated based on their responsiveness to the TORs listed in Annex II and in accordance with the evaluation criteria below.

| **Criteria** | [A] Maximum Points | [B]  Points attained by Bidder | [C]  Weight (%) | [B] x [C] = [D]  Total Points | |
| --- | --- | --- | --- | --- | --- |
| Technical approach, methodology and level of understanding of the objectives of the project | 100 |  | 30% |  | |
| Work plan/time scales given in the proposal and its adequacy to meet the project objectives | 100 |  | 20% |  | |
| Professional experience of the staff that will be employed to the project proving demonstrated expertise in campaigning (CVs, etc.)  o   Team leader with 7 years’ experience – 50 points  o   Team members with 5 years’ experience – 30 points  o   Other team members (less than 5 years’ experience) – 20 points | 100 |  | 20% |  | |
| Specific experience and expertise relevant to the assignment, experience of collaboration with UN agencies | 100 |  | 15% |  | |
| Profile of the company, quality of the technical proposal (clarity, language, compliance with requirements etc.) | 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**

01. Introduction to the Organization – Company/institution profile

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

03. Objective of the proposal, technical approach to the proposal (methodology and time frame)

04. Details of the similar engagements/experiences (please attach photos as annexures)

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

The following scoring scale will be used to ensure objective evaluation:

|  |  |
| --- | --- |
| **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 to the Bidder(s) that obtain the highest total score.

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 Representative Mr. Kunle Adeniyi at [adeniyi@unfpa.org](mailto:adeniyi@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/22/05 |
| **Currency of quotation :** | LKR |
| **Delivery charges based on the following 2010 Incoterm:** | Choose an item. |
| **Validity of quotation:**  *(The quotation must 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: *[Delete after properly completing the Price Schedule]*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Number & Description of Staff by Level | Hourly Rate | Hours to be Committed | Total |
| 1. Professional Fees | | | | | |
|  |  |  |  |  |  |
| *Total Professional Fees* | | | | |  |
| 1. Out-of-Pocket expenses (if applicable) | | | | | |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | | | | |  |
| ***Total Contract Price***  *(Professional Fees + Out of Pocket Expenses)* | | | | |  |

*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/22/05 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)

**ANNEX II:**

**Terms of Reference**

**I - About UNFPA**

The United Nations Population Fund (UNFPA) is the United Nations Sexual and Reproductive Health agency. UNFPA’s goal is to achieve universal access to Sexual and Reproductive Health, realize Reproductive Rights, and reduce maternal mortality to accelerate progress on the agenda of the Programme of Action of the International Conference on Population and Development (ICPD), to improve the lives of women, adolescents and youth, enabled by population dynamics, human rights and gender equality.

Our mission is to “deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled”.

Fueling the efforts to achieve UNFPA’s goal and mission are the following three transformative results which strive to,

1. Zero Maternal deaths

2. Zero unmet need for family planning

3. Zero Gender-Based Violence and all harmful practices

These results act as guiding points for UNFPA to facilitate a world in which every girl, woman and young person has the opportunity to exercise their human rights and transform their future. To know more on UNFPA’s efforts towards achieving its vision, please visit: [UNFPA about us](http://www.unfpa.org/about-us)

The work of UNFPA is based on the premise that all human beings are entitled to equal rights and protections. As such, UNFPA works with a range of partners to:

* + - Raise awareness on the prevalence of sexual and gender-based violence and supporting women’s organizations and shelters to ensure services are accessible and running even in the midst of the pandemic
    - Strengthen public institutions to address sexual and gender-based violence
    - Strengthen gender-focused corporate culture at the workplace to address gender-based violence and uphold gender equality
    - Advocate for essential services for women and girls that support their safety, well-being and access to justice

In Sri Lanka, UNFPA chairs the National Forum against gender-based violence as one of the lead UN agencies working to further gender equality and women’s empowerment. During the current economic crisis there are concerning reports of an increase in gender-based violence. In response, UNFPA will promote women’s helplines and encourage more women and girls to reach out when faced with violence in their homes or communities. UNFPA is committed to ensure survivors of violence have the support and access to safe spaces to escape and recover from violence.

**II – Service Requirements/Terms of Reference (ToR)**

**Objectives and scope of the Services**

**Background Information – Gender focus**

During the current economic crisis, women and girls are especially vulnerable to gender-based violence and exploitation. During the current economic crisis there are concerning reports of an increase in gender-based violence. In response, UNFPA will promote women’s helplines and encourage more women and girls to reach out when faced with violence in their homes or communities. UNFPA is committed to ensure survivors of violence have the support and access to safe spaces to escape and recover from violence.

In this regard, UNFPA seeks to contract a prospective media agency/organization to produce content raising awareness on the increase of violence that women and girls face and encourage more survivors of gender-based violence to reach out for support. The selected agency should possess a comprehensive understanding of the sensitivities surrounding gender-based violence in Sri Lanka.

**Key Communication Objectives:**

The primary objective of the communications campaign is to raise awareness of available helplines for survivors of gender-based violence in Sri Lanka and encourage more women and girls to reach out for help.

The campaign should be multi-pronged, combining different techniques and tools to reach and achieve behavioural change from the target audiences on a national level.

The campaign should also reach a minimum of 12.6 million people (approximately 60% of the total population) in Sri Lanka and achieve a behavioural change from individuals on a national level.

**Specific Objectives:**

In consultation with UNFPA, the Contractor shall design and develop impactful messages for target audiences on different communication channels (Mainstream and Social Media) during a period of three months to,

* create increased awareness on the helplines available for survivors of gender-based violence
* raise awareness on risks of increased violence against women and girls during the crisis situation
* encourage more women and girls to reach out for help

**Target Audiences:**

1. Women and girls of reproductive age
2. Parents, educators and families
3. Government officials

The campaign will be focused on the above target groups and incite positive attitudinal change (individual) which would lead to a behavioral change/actions that can be taken to access support and protection services provided by Government and Civil Society Organizations related to gender-based violence.

***UNFPA is looking to recruit companies that will be best suited to complete the following for the communications campaign - content creation and media buying. Suppliers/Institutions/agencies/companies can submit partial quotations or full/complete quotation for the two components mentioned in this TOR.***

**Scope of Work:**

**Content Creation**

In consultation with UNFPA and other designated stakeholders, the selected agency will be responsible for devising comprehensive content to achieve the objectives mentioned above.

**Content Creation**

1. Conceptualize, script and produce 2 nos 30 sec animated commercials for TV and digital use with 3 language versions (Eng, Sin, Tamil)
2. Conceptualize, script and produce 2 nos 5 sec animated commercials for YouTube/Digital/Social media with 3 language versions (Eng, Sin, Tamil)
3. Conceptualize, script and produce 2 nos 30 sec commercials for Radio with 3 language versions (Eng, Sin, Tamil)
4. Conceptualize, script and produce 2 nos digital banners with links to landing page 3 language versions (Eng, Sin, Tamil) to be used on digital sites and TV

The selected agency should collaborate with UNFPA Sri Lanka Country Office when planning, designing and creating all content relevant to the media campaign. Please note that all content/material must be approved in writing by UNFPA Sri Lanka Country Office before publishing. Any content/material that has not received approval shall not be published on any communication platform. International agencies are welcome to bid, and they are required to have a local agent, preferably a partner advertising agency, operating actively in Sri Lanka who understands the local context and the sensitivities around gender-based violence. Furthermore, the agency should demonstrate experience in successfully planning, designing and executing similar media campaigns with zero or minimum negative impact to the client.

**Deliverables and Time Frame for Content Creation**

|  |  |  |
| --- | --- | --- |
| **Tasks** | **Expected date of completion** | **Payment terms and time frame** |
| 1. Concept/approach and draft scripts for all assets to be shared in 5 working days | 5 working days from start of contract | 20% |
| 1. Translated scripts to be shared for feedback | 18 working days from start of contract | 50% |
| 1. 1st draft of all assets to be shared for review |
| 1. 2nd draft of all assets to be shared for final review |
| 1. Final assets to be shared | 21 working days from start of contract | 30% |

**Duration of the assignment:**

The selected agencies will plan, design and develop a media campaign and its communication content according to the following timeline,

|  |  |
| --- | --- |
| Campaign conceptualization and concept development  (including the development of work plan, timeline and media planning/buying strategy) | 1 week |
| Development of creative content and assets  (including scripts development and relevant visual content) | 3 weeks |

**Media Buying, Analysis and Monitoring**

In consultation with the UNFPA Sri Lanka Country Office and other designated stakeholders, the selected agency will be responsible for,

1. Devise a comprehensive media plan to identify the optimal mix of media outlets to execute the pre-planned campaign **upto a maximum total budget of LKR 5,390,000/-** (including agency fees) including the identification of Key Performance Indicators to measure the success of the campaign.
2. Please ensure to provide details on the belts, time slots and total numbers expected from the suggested media plan.
3. Media buying and managing, to disseminate the messages, while maximizing the benefit of bulk buying, free value-added services/feature discussions/interviews etc., to increase the benefit to UNFPA Sri Lanka.
4. Effective dissemination (execution of the planned campaign) of developed content on relevant communication channels/platforms (Digital, Mass Media) suited for each target audience.
5. Planning, booking and buying digital media and mass media for period of one month when needed on the following channels (not limited to),
   1. Digital Media: YouTube, Google Display Network, Programmatic Digital Advertising, Popular Social Media Platforms such as Facebook, Instagram, Twitter and TikTok
   2. Broadcast Media: Spot advertising on TV and Radio
6. Coordinating between UNFPA and media institutions, related to value-added services (i.e. feature articles/interviews etc.)
7. Recognizing and Coordinating between key influencing figures (trilingual) and UNFPA to create authentic user-generated content to communicate the key messages of the campaign.
8. Content developed to be presented through the UNFPA websites.
9. Effective coordination between the campaign creators and the UNFPA Sri Lanka Country Office to revise any content as and when needed.
10. Clear identification of Key Performance indicators across all platforms and regular monitoring of the campaign to measure its effectiveness against the set KPIs.
11. Regular monitoring of the feedback and sentiments expressed by key audiences, and making necessary informed adjustments to the campaign
12. Effective mitigation/ management of negative feedback and backlash received from key audiences.

The selected agency should collaborate with UNFPA Sri Lanka Country Office when executing the media campaign. International agencies are welcome to bid, and they are required to have a local agent, preferably a partner advertising agency, operating actively in Sri Lanka who understands the local context and the sensitivities around gender-based violence.

Furthermore, the agency should demonstrate experience in successfully planning, designing and executing similar media campaigns with zero or minimum negative impact to the client.

Please note that all content/material must be approved in writing by the UNFPA Sri Lanka Country Office before publishing. Any content/material that has not received approval from either party shall not be published on any communication platform.

**Deliverables and Time Frame for Media Buying, Analysis and Monitoring**

|  |  |  |
| --- | --- | --- |
| **Tasks** | **Expected date of completion** | **Payment terms and time frame** |
| 1. Devise a comprehensive media plan upto the max available budget and schedule (digital media + mass media) | 1 week from start of contract | 20% |
| 1. Spot Advertising on TV, Radio, digital channels and engaging on TV/Radio shows | 3 weeks from start of contract | 50% |
| 1. Assessing the outcome of the campaign through a comprehensive report | 5 weeks from start of campaign | 30% |

**Duration of the assignment for Media Buying, Analysis and Monitoring:**

The selected agencies will plan, develop and implement the media campaign according to the following timeline,

|  |  |
| --- | --- |
| Media Planning  (including the development of work plan, timeline and media planning/buying strategy) | 1 week |
| Campaign implementation, including media planning and buying | 1 month |
| Analysis and Reporting of the campaign results | 1 week |

1. <http://www.timeanddate.com/worldclock/city.html?n=69> [↑](#footnote-ref-1)