Date: 21 August 2020

REQUEST FOR QUOTATION

RFQ Nº UNFPA/LKA/RFQ/2020/08

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

# “Communications campaign to address Violence Against Women and Girls”

UNFPA requires the services of an organization / agency to design and the develop and deliver a communications campaign to address violence against women and girls at the national level.

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

**I About UNFPA**

The United Nations Population Fund (UNFPA) is the United Nations sexual and reproductive health agency. Our mission is to “deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled”. It is also the lead agency working on Sexual and Gender Based violence.

Aligning with UNFPA’s global transformative results 1. End Maternal death 2. End unmet need for family planning 3. End gender based violence and all harmful practices, the UNFPA will seek to strengthen services for SGBV. Responding to violence against women in development and humanitarian settings is a strategic priority for the Agency. UNFPA works in 135 countries to address violence against women, and in 2015 alone invested over $93 million in eliminating gender-based violence and harmful practices. The Fund also collects data to accurately document incidents of violence, and helps to develop, enforce and reform national laws and policies on gender-based violence.

UNFPA Vision – To achieve universal access to sexual and reproductive health, realize reproductive rights and reduce maternal mortality to accelerate the International Convention on Population Development Agenda to improve the lives of adolescents, youth and women by enabling population dynamics, gender equality and human rights please go to: [UNFPA about us](http://www.unfpa.org/about-us)

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

**Objectives and scope of the Services**

* Background information:

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. Violence against women and girls is part of wider issue of Sexual and Gender Based Violence (SGBV) which is sustained by and helps to sustain the unequal status of women and girls in society.[[1]](#footnote-1) It undermines the dignity, safety, health, social and economic wellbeing of the individuals who experience it with consequences to children, families and the communities. However, the issues are shrouded in stigma.

Evidence suggests that VAW highlights the societal values and cultures that place women and girls in a marginalized position in society. Existing social, cultural and customary practices re-enforce unequal power relations that undermine the reporting of VAW and, limit survivors’ access to services. It also leads to increased risks and complications such as STIs, HIV, unwanted pregnancies, trauma, and repeat offenses from perpetrators.

**Vision of the campaign:**

To ensure all Sri Lankan’s have zero tolerance towards Sexual and Gender Based Violence

**Key Objectives:**

UNFPA seeks to contract a prospective agency / organization to develop, design and deliver a communications 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. The campaign will reflect the new evidence and data from the National Women’s Well Being Survey conducted by the Department of Census and statistics. In doing so the campaign will be guided by the principles of human rights and the understanding that SGBV is a human rights violation rooted in, and contributing to, power imbalances between women and men***.***

The reach needs to be national and the campaign to be multi-pronged, combining different techniques and tools to reach and influence target audiences. The campaign needs to create awareness and also influence the behaviour of individuals.

**Specific Objectives:**

1. Develop appropriate messages for different channels of communication (Social and Mainstream Media) to conceive violence against women and girls as public issues that concerns and affects all sections of society.
2. Develop Innovative communication materials (shock tactic approaches) to create awareness on reversing the perceptions, societal and norms that contribute towards Violence against Women and girls and stimulate behavior change.
3. Innovative communication to build information on the rights of the survivor of violence for women and girls to seek support.
4. Communication to catalyze the effective implementation of legislation and funding allocation by government to address prevention and response to sexual and gender based violence.

**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 behavior 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 behavior of women and girls to be removed from violent situations (and the children witnessing) and bystanders to stand up against violence and condone violent behavior. The campaign needs to stimulate behavior change through the evidence represented. Additionally, the campaign needs to attempt at changing cultural norms that influence attitudes and behaviors of individuals and decision making bodies that can influence policy and legislative action to consider the issue as a serious concern with grave implications.

The selected agency will be responsible for the following:

**Scope of work:**

The selected agency will be responsible for the following key areas of work and need to reflect the most effective communication channels and messaging to target the above mentioned audiences. The proposal will also need to identify how the campaign will be monitored.

1.  Content creation and design {(all content is to be in English, Sinhala, Tamil (E, S, T)}

2. Print and publication

3. Media and Publicity (E, S, T)

4. Event management for the launch of the Prevalence Study on Violence Against Women and Girls & Press Conference to launch the Campaign

1. **Questions**

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

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

The deadline for submission of questions is August 31, 2020, 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 September 2020 at 9 am. Please register your interest to participate in the pre-briefing session on or before 01 September 2020 by following the link:

<https://forms.gle/P9tSGcvvUwwqpWZBA>

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.
2. Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company’s relevant authority and submitted in PDF format.

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 Wednesday, 09 September 2020, 4:00 pm, Sri Lanka Time*.*

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Geetha Fernando* |
| Email address of contact person: | *gfernando@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/2020/08 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).

The evaluation will be carried out in a two-step process by a pre-determined evaluation panel. Technical proposals will be evaluated for technical compliance prior to the comparison of price quotes 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 and level of understanding of the objectives of the project | 100 |  | 20% |  | |
| Work plan/time scales given in the proposal and its adequacy to meet the project objectives | 100 |  | 20% |  | |
| Specific professional experience and demonstrated expertise relevant to the assignment of the staff in developing content, managing campaigns and managing events (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 Project, experience of collaboration with UN agencies | 100 |  | 25% |  | |
| Quality of 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 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 assignment

03. Objective of the proposal and time frame

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

05. Technical approach to the proposal (methodology, timeline)

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

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 an year 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/2020/08 |
| **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 | Number & Description of Staff by Level | Unit cost | No. of units | Total |
| 1. Professional Fees/Production cost | | | | | |
|  |  |  |  |  |  |
| *Total Professional Fees* | | | | | LKR |
| 1. Out-of-Pocket expenses (if applicable) | | | | | |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | | | | | LKR |
| ***Total Contract Price***  *(Professional Fees + Out of Pocket Expenses)* | | | | | 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/2020/08 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)

1. [↑](#footnote-ref-1)