



Date: April, 15th, 2022

REQUEST FOR QUOTATION RFQ N° UNFPA/ALB/RFQ/2022/005

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

"Prepare and support the implementation of a public awareness campaign on gender responsive family friendly policies and workplaces"

UNFPA requires the services to Prepare **and support the implementation of a public awareness campaign on gender responsive family friendly policies and workplaces** – the purpose of this campaign is to tackle the gender stereotypes related to the gender roles women and men shall play in daily work and life so that they have equal opportunities to fulfil their career, family and fertility aspirations.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform in the country, or through an authorized representative as specified in the Terms of Reference, **Annex II**.

I.About UNFPA

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](#)

Service Requirements/Terms of Reference (ToR) Annex II

Objectives and scope of the Services

Background information: UNFPA is implementing the Regional Project Expanding Choices: Gender-Responsive Family Policies in the Western Balkans and Moldova, in 2020-2022 that aims to expand choices for women so that they can fulfil their career, family and fertility aspirations. The overall goal of the project is for both women and men and children to benefit from gender-responsive family policies and initiatives that are offered by private sector companies and promoted by the government. To achieve this, among other objectives, the project will conduct a public policy scan and analyse legal, economic and social data to understand (i) the Albanian governmental and private business environment for family friendly policies, (ii) the potential and entry points for improving and implementing such policies, and (iii) the institutional, cultural and behavioural changes that are needed to support more family friendly policies and actions. The findings will be used for public advocacy and awareness campaigns to increase knowledge, evidence and tools to support family friendly policies.



II. Questions

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

Name of contact person at UNFPA:	<i>Albana Gribo</i>
Tel N°:	355-4-45-00-015/16/17
Fax N°:	+355 4 45 00 018
Email address of contact person:	<i>gribo@unfpa.org</i>

The deadline for submission of questions is **Thursday, 28 April, 2022** Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. Content of quotations

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

- a. Technical proposal, in response to the requirements outlined in the service requirements / TORs (Annex II).
- b. Price quotation, to be submitted strictly in accordance with the price quotation form (Annex I).

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

IV. 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: **3rd of May, 2022 at 05:00 pm hrs.**

UNFPA department:	<i>UNFPA Albania CO procurement department</i>
Official Email address of UNFPA Albania:	procurement.alb@unfpa.org

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

- The following reference must be included in the email subject line: **RFQ N° UNFPA/ALB/RFQ/2022/005; "Prepare and support the implementation of a public awareness campaign on gender responsive family friendly policies and workplaces"**. 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.
- When submitting electronic offers, Bidders will receive an auto-reply email acknowledging receipt of the email. Should you 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. The financial offer has to be a password protected document, and the password shall be requested at a second phase by the procurement team **only** if the



bidder meets the minimum technical score. If you do not receive any reply for the first email from UNFPA's email system, please inform **Albana Gribo**, Procurement Focal Point at: gribo@unfpa.org

- 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.

V. 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 service requirements /TORs listed in Section 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		20%	
Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		15%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.)	100		20%	
Specific experience and expertise and understanding of concepts relevant to the assignment	100		25%	
Profile of the company, financial capability and relevance to the Project.	100		20%	
<i>Grand Total All Criteria</i>	500		100%	

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 specific formula indicated below. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

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.

$$\text{Total score} = [70\%] \text{ Technical score} + [30\%] \text{ Financial score}$$

VI. 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 (15) fifteen months to the Bidder(s) that obtain the highest total score.

VII. 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.

VIII. 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.

IX. Fraud and Corruption

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](#). Submission of a proposal implies that the Bidder is aware of this policy.



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](#).

X. 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](#).

XI. 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 Office Manuela Bello at the email address bello@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.

XII. Disclaimer

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



Annex I. PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/ALB/RFQ/2022/005
Currency of quotation :	ALL
Delivery charges based on the following 2010 Incoterm:	Choose an item.
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.
- If needed, kindly detail as appropriate for the Specified Items in the table below.

Item	Description	Number of Units	Days	Rate per unit	Total
1. Promote visibility of family friendly policies through commemoration of two international days					
1.1	Father's Day 19 th June - outdoor event preferably by a playground open space accessible by public at large, aiming at highest media, social media and public outreach.	1	7		
1.2	Child Girl social media campaign (detail elements of the campaign including social media, traditional media, portals, influencer, outreach etc.)	1	7		
<i>Total Fees</i>					ALL
2. Promote family friendly workplaces practices and models					
2.1	Video production	2			
2.2	Trainer		4		
2.3	Coaching and capacity building		20		
<i>Total Fees</i>					ALL
3. Support UNFPA Office communication					
3.1	Develop human stories (written stories, or photo stories)	4			
3.2	info graphs and social media posts	20			
<i>Total Expenses</i>					ALL
Total Contract Price <i>(Professional Fees + Deliverables Expenses)</i>					ALL

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/ALB/RFQ/2022/005 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 II:

TERMS OF REFERENCE

TERMS OF REFERENCE:	
Effective Communication on Family Friendly Policies and Workplaces	
Hiring Office:	UNFPA Albania Country Office
Context and Purpose of consultancy:	<p>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 expands the possibilities for women and youth to lead healthy and productive lives. The interest of UNFPA in private sector work environment and culture is determined by the limited opportunities for women to realize both their career aspirations and have the number of children they want.</p> <p>The majority of women in Albania face a critical decision between choosing a career and having a family. Due to factors, such as limited parental leave, lack of flexible working conditions, inaccessible childcare services and opportunities, and male biases in human resources practices within companies, many women are unable to realize both their career and family aspirations.</p> <p>It is against this backdrop that UNFPA is implementing the Regional Project Expanding Choices: Gender-Responsive Family Policies in the Western Balkans and Moldova, in 2020-2022 that aims to expand choices for women so that they can fulfil their career, family and fertility aspirations. The overall goal of the project is for both women, men and children to benefit from gender-responsive family policies and initiatives that are offered by private sector companies and promoted by the government. To achieve this, among other objectives, the project will conduct a public policy scan and analyse legal, economic and social data to understand (i) the Albanian governmental and private business environment for family friendly policies, (ii) the potential and entry points for improving and implementing such policies, and (iii) the institutional, cultural and behavioral changes that are needed to support more family friendly policies and actions. The findings will be used for public advocacy and awareness campaigns to increase knowledge, evidence and tools to support family friendly policies.</p> <p>As per the project objectives, UNFPA Albania has already conducted and published the public policy scan. The ‘Analysis of gender responsive Family Friendly Policies in Albania’ provides an overall panorama on the policies and data that informs the government and the public on how friendly towards families is the general environment, what are some positive policies and what areas need to be improved.</p> <p>UNFPA Albania has also identified seven Champion Companies through a rigorous process. These companies were selected and identified as Champion Companies (CC) thanks to a number of policies and actions that they have already undertaken towards family friendly workplaces. These CCs will be the main UNFPA partners in further increasing capacities and improving the policies and challenging stereotypes for further building best cases for family friendly workplaces in Albania.</p> <p>As per the project objective (iii), an important component is the effective communication on family friendly policies, and the promotion of the best cases that the Champion Companies have and will have for creating better family friendly workplaces. This will aim to break stereotypes on gender roles and promote family friendly policies as a healthy and prosperous approach, not only for the companies and government, but also for the society as a whole.</p>



	<p>In line with this work, UNFPA will contract a communication service company to support a public awareness campaign to increase knowledge, evidence and tools for family friendly policies, but also to promote Champion Companies best practices, to influence and attract more companies that integrate such policies and improve working environment for the employees and the business.</p> <p>The service company will work in close cooperation with UNFPA Albania Country Office and, at different stages of this intervention, with the seven Champion Companies and other partners of the project during May-December 2022.</p>
<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>This work will be conducted during May - December 2022.</p> <p>The overall objective of the campaign "Expanding Choices" is to promote the outcomes and achievements of the UNFPA Albania interventions within the regional project "Expanding Choices: Gender-Responsive Family Policies for the Private Sector in the Western Balkans and Moldova".</p> <p>In order to achieve the scope of this assignment, the service provider will have to fulfill three major undertakings with specific actions to be accomplished:</p> <p>1. Promote visibility of family friendly policies through commemoration of two international days – the purpose of these commemoration is to tackle gender stereotypes related to the gender roles women and men shall play in daily work and life so that they have equal opportunities to fulfil their career, family and fertility aspirations.</p> <ol style="list-style-type: none"> a. Familiarize with UNFPA project goals and workplan, read through published reports and participate in trainings and different events to understand the core concepts advocated by UNFPA on family friendly policies and workplaces. b. Prepare a communication plan ensuring wide distribution and relevant outreach as per the identified actions for at least two topics for 7 days each on: (i) gender roles, (ii) family friendly policies and workplaces and (iii) work-life balance. More specifically, the campaign will be organized at least around two international days: <ul style="list-style-type: none"> * Father's Day on 19th June – an outdoor full day event promoting men engagement in family life and social media and media coverage and outreach, * Child Girl Day on 11 October primary social social media campaign. c. Based on the above develop a thorough public awareness campaign identifying relevant media channels and tools proposing innovative approaches to tackle gender stereotypes and promote family friendly policies and workplaces. d. Identify indicators to measure the impact of the public awareness campaign. <p><i>Note: The Campaign and Communication Plan will be closely discussed and agreed with UNFPA responsible staff for project implementation.</i> <i>Note ii: All communication work under this assignment will follow the already agreed and prepared project guidelines on communication.</i></p> <p>2. Promote the family friendly workplaces practices and models</p> <ol style="list-style-type: none"> e. Establish strong relationships with the seven CCs that are partner of UNFPA to build a network for stronger advocacy and potential engagement of other companies.



- f. Create two videos with the Women Economic Chamber and all new CCs that will join the project during this year.
- g. Ensure wide distribution and outreach of these stories utilizing strategic media channels in collaboration with the CCs.
- h. Provide coaching and/or capacity building training for all Champion Companies in advocacy and communication based on their needs and capacities to further promote the family friendly workplaces and policies campaign.
- i. Integrate this work with the overall public awareness campaign.

3. Support to UNFPA office in coordinating all communication work related to the project and final products delivery

- j. The company shall dedicate at least one person to support the implementation of all the communications work under the project including use of social media and traditional media and other innovative approaches.
- k. Support the country office in providing inputs/materials, design to adapt local and regional level campaigns for different social media channels.
- l. Prepare 4 human stories (every two months) to be integrated in the UNFPA website and shared in different social media. Human stories can be suitable for website and/or social media use (foto stories, video stories, written narratives or any other innovative formats)
- m. Support monitoring of indicators through submission of quarterly interim quick simple reports of outreach & media links and mentions of UNFPA, which will be later integrated into a final report that shall capture all the products, as well as the outreach and potential impact of the public awareness campaign on family friendly policies and workplaces together with the identified challenges and lessons learned for future interventions.

As a minimum, the company is expected to provide the following deliverables:

Deliverables for public advocacy and awareness strategy on family friendly policies and workplaces	Timeline
<p>1. Prepare and support the implementation of a public awareness campaign on gender sensitive family friendly policies and workplaces – the purpose of this campaign is to tackle the gender stereotypes related to the gender roles women and men shall play in daily work and life so that they have equal opportunities to fulfil their career, family and fertility aspirations.</p> <ul style="list-style-type: none"> a. Familiarize with UNFPA project goals and workplan, read through published reports and participate in trainings and different events to understand the core concepts advocated by UNFPA on family friendly policies and workplaces. b. Prepare a communication plan ensuring wide distribution and relevant outreach as per the identified actions for at least 	<p>May – November 2022</p>

	<p>three topics for 10 days each on: (i) gender roles, (ii) family friendly policies and workplaces and (iii) work-life balance. More specifically, the campaign will be organized around three international days:</p> <ol style="list-style-type: none"> 1. Father's Day on 19th June – an outdoor full day event promoting men engagement in family life and social media and media coverage and outreach, 2. Child Girl Day on 11 October primary social social media campaign. <p>c. Based on the above develop a thorough public awareness campaign identifying relevant media channels and tools proposing innovative approaches to tackle gender stereotypes and promote family friendly policies and workplaces.</p> <p>d. Identify indicators to measure the impact of the public awareness campaign.</p> <p><i>Note: the campaign and communication plan will be closely discussed and agreed with UNFPA responsible staff for project implementation and advocacy</i></p>	
	<p>2. Promote the family friendly workplaces practices and models</p> <ol style="list-style-type: none"> a. Establish strong relationships with the seven CCs that are partner of UNFPA to build a network for stronger advocacy and potential engagement of other companies. b. Create two videos with the Women Economic Chamber and all new CCs that will join the project during this year. c. Ensure wide distribution and outreach of these stories utilizing strategic media channels in collaboration with the CCs. d. Provide coaching and/or capacity building training for all Champion Companies in advocacy and communication based on their needs and capacities to further promote the family friendly workplaces and policies campaign. e. Integrate this work with the overall public awareness campaign. 	<p>June – October 2022</p>



	<p>3. Support to UNFPA office in coordinating all communication work related to the project and final products delivery</p> <ol style="list-style-type: none"> a. The company shall dedicate at least one person to support the implementation of all the communications work under the project including use of social media and traditional media and other innovative approaches. b. Support the country office in providing inputs/materials, design to adapt local and regional level campaigns for different social media channels. c. Prepare 4 human stories (every two months) to be integrated in the UNFPA website and shared in different social media. Human stories can be suitable for website and/or social media use (foto stories, video stories, written narratives or any other innovative formats) d. Support monitoring of indicators through submission of quarterly interim quick simple reports of outreach & media links and mentions of UNFPA, which will be later integrated into a final report that shall capture all the products, as well as the outreach and potential impact of the public awareness campaign on family friendly policies and workplaces together with the identified challenges and lessons learned for future interventions. 	<p>May-December 2022</p>
<p>Duration and working schedule:</p>	<p>The activities under this assignment will commence on May 2022 and conclude by 20 December 2022. <i>The successful provision of envisaged deliverables approved by UNFPA will be the only criteria for the Service Contract holder's work being considered completed and eligible for payment/s.</i></p>	
<p>Place where services are to be delivered:</p>	<p>Albania based, mainly in Tirana, but including Korca, Lushnja and Lezha.</p>	
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>As per the above-mentioned timeline of the deliverables.</p>	
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>Format of the reporting would be agreed with UNFPA Project Officer on gender-responsive family policies and UNFPA Population Development and Gender Programme Analyst.</p>	
<p>Supervisory arrangements:</p>	<p>The company will work under direct supervision and in cooperation with the UNFPA Albania</p> <ul style="list-style-type: none"> - Project Officer on gender-responsive family policies, - Advocacy & Communication Analyst, and - The Programme Analyst on Population & Development. 	
<p>Expected travel:</p>	<p>One or two travels are expected to regions while preparing the promotional videos or trainings.</p>	



<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p>The UNFPA Albania Country Office is looking for a national company which has the following competencies and qualifications:</p> <ul style="list-style-type: none"> • At least 10 years of proven experience in conducting communication work, including public campaigns. • Demonstrated capacities and experience in campaign management, production of multimedia events and materials, digital communication assets and production of promotional materials. • Proven workshop facilitation skills, leadership development knowledge and coaching skills. • Previous experience and strong supporter of the topics covered by the campaign (gender equality, private business, women economic empowerment, family friendly policies) is required. • Previous proven experience in preparing promotional videos with human rights focus especially on women’s empowerment would be an asset. • Skilled and experienced writers, proof-readers and editors, both in English and local language/s needed for this task. • Skilled and experienced videographers, video-editors, photographers and graphic designers dedicated for this task. • Experienced team dedicated to this task (CVs of key personnel, including consultants and subcontractors and of the Team Leader to be submitted in the application). • Quantifiable services offered pro bono will be taken into account during the selection process. • Previous experience with comparable organizations (donor agencies, grant making agencies, international and intergovernmental organizations) is an asset.
<p>Documents to be Submitted:</p>	<ul style="list-style-type: none"> • Duly Accomplished Forms; a) Technical proposal, which shall explain the methodology/approach and how the company will implement the proposed concept in response to the requirements outlined in the service requirements (no specific format). b) Price quotation, to be submitted strictly in accordance with the price quotation form separately from the technical proposal (Annex 1); • CV of company and portfolio of works; • CVs of the dedicated staff to this project; • Copy of QKR extract; • The companies must submit the balance sheets for the last three years with the respective annexes; • The companies must submit copy of certification that they have not pending unpaid obligations to tax authorities, such as social security taxes, not paid VAT or other obligations; • Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>UNFPA will provide the Company with the necessary information and materials for the fulfilment of tasks and will closely support the work during its implementation.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>Basis of payment: Payment will be made in three instalments upon satisfactory approval of UNFPA Albania Country Office:</p> <ol style="list-style-type: none"> 1. First instalment of 50% upon satisfactory delivery of the no. 1 point (1 and 2) and no. 2 and 2 stories from point c deliverables. 2. Second instalment of 50% upon satisfactory delivery of all the deliverables and clearance of the final report from UNFPA. <p>Premises for signing the Contract with IC:</p>



	<p>Before signing the Contract with UNFPA, the service provider's staff working for this project, is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:</p> <ul style="list-style-type: none">▪ Protection from Sexual Exploitation and Sexual Abuse https://extranet.unfpa.org/Apps/PSEA2017/▪ Fraud and Corruption Awareness and Prevention https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html
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United Nations Population Fund
Albania Country Office
“Skenderbej” Str. Gurten Center, Second Floor Tirana
Email: procurement.alb@unfpa.org
Website: <https://albania.unfpa.org>

ANNEX III:

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](#), [Spanish](#) and [French](#)