



**Date: 17 October, 2022**

**REQUEST FOR QUOTATION  
RFQ N° UNFPA/ALB/RFQ/2022/020**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“Prepare and support implementation of a public awareness campaign in Albania on gender-biased sex selection”**

UNFPA in Albania requires the services to **prepare and support implementation of a public awareness campaign on gender-biased sex selection** – the purpose of this campaign is to address gender-based violence and raise awareness against harmful practices in Albania, like gender-bias- sex selection.

This Request for Quotation is open to all legally-constituted providers 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](#)

**Objectives and scope of the Services**

**Background information:** This year, UNFPA is planning to organize an awareness campaign, which would include a photography exhibition and messages around gender-biased sex selection, which will go through to the 16 Days of Activism against Gender Based Violence in 2022 and continue in 2023.

In line with this work, UNFPA will contract a communication service provider to support a public awareness campaign to increase knowledge, evidence and impact through photography around the topic of [Gender - Biased Sex Selection](#)

**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><a href="mailto:gribo@unfpa.org">gribo@unfpa.org</a></i>

The deadline for submission of questions is **Wednesday, 26<sup>th</sup> of October, 2022**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.



## II. Content of quotations

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

- a) Technical proposal (no specific format required), 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.

## III. 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, 31<sup>st</sup> of October, 2022**

UNFPA department:	<i>UNFPA Albania CO procurement department</i>
Official Email address of UNFPA Albania:	<a href="mailto:procurement.alb@unfpa.org">procurement.alb@unfpa.org</a>

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/2022/020**  
**"Prepare and support implementation of a public awareness campaign in Albania on gender-biased sex selection"**

- 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 the Procurement Focal Point at: [gribo@unfpa.org](mailto: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.

## IV. 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 quotation. 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.

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

**V. 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 (6) six months to the Bidder(s) that obtain the highest total score.

**VI. 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.

**VII. 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.

**VIII. 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.

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, representative 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](#).

**IX. 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](#).

#### **X. 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](mailto: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](mailto:procurement@unfpa.org).

#### **XI. Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Focal Point at [gribo@unfpa.org](mailto: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

<b>Name of Bidder:</b>	UNFPA
<b>Date of the quotation:</b>	31/10/2022
<b>Request for quotation N°:</b>	<b>RFQ N° UNFPA/ALB/RFQ/2022/020</b>
<b>Currency of quotation :</b>	ALL
<b>Delivery charges based on the following 2010 Incoterm:</b>	Choose an item.
<b>Validity of quotation:</b> <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.

Item	Description	Number & Description of Staff by Level	Hourly Rate	Hours to be Committed	Total
<b>1. Activities/Professional Fees</b>					
1	One big outdoors launch event in Tirana within the period 25 November-10 December 2022 <b>Add rows as needed for details of costs.</b>				
	Phony				
	Screen				
	Stage				
2	Set up of outdoors exhibition for a max of 20 photos (provided by UNFPA); in collaboration with UNFPA and partners – by 25th November 2022, location Tirana. <b>Add rows as needed for details of costs.</b>				
3	Set up of outdoors exhibition for a max of 20 photos (provided by UNFPA); in collaboration with UNFPA and partners – March-November 2023, location 3 cities (TBC with UNFPA). <b>Add rows as needed for details of costs.</b>				
4	3 months Awareness campaign organisation using media channels and social media tools proposing innovative approaches to raise awareness around sex-biased sex selection, which includes social media campaign with posts on UNFPA social media account on				



	facebook, twitter, Instagram; any other visibility tools / ideas for maximum reach is welcomed. – December 2022-November 2023 <i>Add rows as needed for details of costs.</i>				
5	10 talk shows in the media/ tv channels / radio channels March-November 2023 <i>Add rows as needed for details of costs.</i>				
6	12 written articles in the press March-November 2023 <i>Add rows as needed for details of costs.</i>				
7	Production of 3 human stories (in videos and photos) related to the topic – March-November 2023 <i>Add rows as needed for details of costs.</i>				
8	One closing event – by November 2023 <i>Add rows as needed for details of costs.</i>				
9	A summary video for all the campaign by November 2023. (For wide use also in social media). <i>Add rows as needed for details of costs.</i>				
<b>Total Professional Fees</b>					ALL
<b>2. Out-of-Pocket expenses</b>					
<b>Total Out of Pocket Expenses</b>					ALL
<b>Total Contract Price</b> <i>(Professional Fees + Out of Pocket Expenses)</i>					ALL

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/ALB/RFQ/2022/020 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**

<b>TERMS OF REFERENCE:</b> Proposal for the implementation of a public awareness campaign on International Girl Child Day.	
<b>Hiring Offices:</b>	UNFPA Albania Country Office
<b>Context and Purpose of consultancy:</b>	<p>UNFPA - the United Nations Population Fund is the lead United Nations sexual and reproductive health agency for ensuring rights and choices of all. The strategic goal of UNFPA is to achieve the three transformative results: ending unmet need for family planning, ending maternal death, and ending violence and harmful practices against women and girls. In pursuing its goal, UNFPA has been guided by the International Conference on Population and Development (ICPD) Programme of Action (1994), the Millennium Development Goals (2000) and the 2030 Agenda for Sustainable Development (2015).</p> <p>For more than 30 years in Albania, UNFPA has advocated for women and girls, promoting legal and policy reforms and gender-sensitive data collection, and supporting initiatives that improve women's and girls' health and expand their choices in life. The UNFPA office in Albania has been actively working to promote reproductive health and rights, supporting youth-oriented policies and programs, programs promoting gender equality, girls' and women's empowerment, and activities targeting population dynamics and trends.</p> <p>UNFPA has been at the forefront in organizing violence prevention and educational activities in Albania. Awareness campaigns have been held throughout the year, since 2015, including commemoration of international days like the International Day of the Girl Child and the 16 Days of Activism against GBV, starting from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.</p> <p>UNFPA is focused on addressing gender-based violence and ending harmful practices, like gender-biased sex selectin among others, working as an agency and also under UN Joint Programmes, in partnership with Albanian Government and other donors like the Government of Sweden, Government of Netherlands etc.</p> <p>This campaign will contribute towards changing attitudes, behaviors and beliefs that normalize and tolerate violence against girls and women; preventing harmful practices of gender-based violence like sex-biased sex selectin or child marriages; and informing the wider public, and especially violence survivors, about the resources available to tackle the problem.</p> <p>This year, UNFPA is planning to organize a joint campaign with Mother and Child Hospital Foundation and FiBank Albania, which will culminate on the 16 Days of Activism against Gender Based Violence.</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 impact through photography around the topic of <a href="#">Gender-biased sex selection</a>.</p>



	<p>The contractor will work in close cooperation with UNFPA Albania respective staff and, at different stages of this intervention, with partner experts during November 2022 - November 2023.</p>
<p><b>Scope of work:        (Description of services, activities, or outputs)</b></p>	<p>Under the overall supervision of UNFPA Advocacy &amp; Communication Analyst, the contractor will perform the following activities during November 2022--November 2023.</p> <p>The overall objective is to raise awareness around gender-based violence and harmful practices like gender-biased sex selection through photography.</p> <p>In order to achieve the scope of this assignment, the contractor will have to fulfill <b>the following main tasks</b>:</p> <p><b>Task 1:</b> Familiarize with UNFPA, read through published reports and understand the core concepts of gender-biased sex selection, as provided by UNFPA.</p> <p><b>Task 2:</b> Propose a plan of activities under the campaign, with respective description, including minimum: organisation of an outdoor exhibition in Tirana, and in 3 other cities, organisation of one main launch event and one closing event; development and implementation of a 3 – month social media campaign with posts on UNFPA social media account on facebook, twitter, Instagram; development and production of at least 3 human stories (video and photos); development of at least 10 talk shows in the media / tv channels / radio channels; at least 12 written articles in the press; any other visibility tools / ideas for maximum reach is welcomed. This plan should also include methodologies to be used, timeframes and corresponding team members responsible for each activity.</p> <p><b>Task 3:</b> Identify and engage relevant experts, as a minimum</p> <ul style="list-style-type: none"> <li>• Team Leader and skilled and experienced videographer, video-editor, photographer and graphic designer dedicated for the campaign, and ensure integration of all elements into the campaign and coordinate among different activities and parties.</li> </ul> <p><b>Task 4:</b> Follow-up on the development of visibility campaign related materials and implementation of all specific activities, including promotion and messages.</p> <p><b>Task 5:</b> Coordinate with UNFPA on photos, quotes and any other promotional materials during campaign activities and provide short summary updates.</p> <p><b>Task 6:</b> Engage media and assist in drafting campaign content for social media and web (photos of exhibition, quotes etc.) throughout the campaign.</p> <p><b>Task 7:</b> Produce a final report incorporating and submitting all produced materials, art work, photos, social media posters etc.</p>
<p><b>Duration and working schedule:</b></p>	<p>The activities under this assignment will commence in <b>November 2022</b> and conclude by <b>30 November 2023</b>. <i>The successful provision of envisaged deliverables approved by UNFPA will be the only criteria for the Contractor's work being considered completed and eligible for payment/s.</i></p>
<p><b>Place where services are to be delivered:</b></p>	<p>Tirana, Albania and 3 other cities of Albania (TBC)</p>
<p><b>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</b></p>	<p>As a minimum, the company is expected to provide the following deliverables:</p> <p><b>Deliverable 1.</b> Proposed Workplan; by 20<sup>th</sup> of November 2022</p> <p><b>Deliverable 2.</b> Set up of outdoor exhibition in collaboration with UNFPA and partners; by 25th November 2022</p> <p><b>Deliverable 3.</b> One big event in Tirana; within 25 November - 10 December 2022</p>

	<p><b>Deliverable 4.</b> Awareness campaign organisation using media channels and social media tools proposing innovative approaches to raise awareness around sex-biased sex selection; December 2022 – November 2023</p> <p><b>Deliverable 5.</b> Set up of the exhibition and respective promotion in 3 other cities; March – November 2023</p> <p><b>Deliverable 6.</b> At least 10 talk shows in the media / tv channels / radio channels; January-November 2023</p> <p><b>Deliverable 7.</b> At least 12 written articles in the press; January - November 2023</p> <p><b>Deliverable 8.</b> Production of at least one summary video for all the campaign; by November 2023</p> <p><b>Deliverable 9.</b> Production of at least 3 human stories (in videos and photos) related to the topic; March-November 2023</p> <p><b>Deliverable 10.</b> One closing event; by November 2023</p>
<p><b>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</b></p>	<p>Format of the reporting would be agreed with UNFPA.</p>
<p><b>Supervisory arrangements:</b></p>	<p>The company will work under direct supervision and in cooperation with the UNFPA Albania Advocacy &amp; Communication Analyst</p>
<p><b>Expected travel:</b></p>	<p>In 3 other cities other than Tirana, to be confirmed.</p>
<p><b>Required expertise, qualifications and competencies, including language requirements:</b></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"> <li>• At least 5 years of proven experience in conducting communication work, including public awareness campaigns.</li> <li>• Demonstrated capacities and experience in campaign management, production of multimedia events and materials, digital communication assets and production of promotional materials.</li> <li>• Previous experience in similar assignments covered by the campaign (gender equality, art and culture event management) is required.</li> <li>• Previous proven experience in preparing promotional materials with human rights focus especially on gender equality would be an asset.</li> <li>• Skilled and experienced videographer, video-editor, photographer and graphic designer dedicated for the social media campaign.</li> <li>• Experienced team dedicated to this task.</li> <li>• Previous experience with comparable organizations (donor agencies, international and intergovernmental organizations, campaigns and art work) is an asset.</li> </ul>
<p><b>Documents to be Submitted:</b></p>	<ul style="list-style-type: none"> <li>• Duly Accomplished Forms;       <ol style="list-style-type: none"> <li>a) Technical proposal, in response to the requirements outlined in the service requirements (no specific format).</li> <li>b) Price quotation, to be submitted strictly in accordance with the price quotation form (Annex 1)</li> </ol> </li> <li>• CV of company and portfolio of works, with links to previous similar works/experiences;</li> <li>• CVs of key personnel, including Team Leader, consultants, subcontractors, experts, trainers;</li> <li>• Copy of QKB extract;</li> </ul>

	<ul style="list-style-type: none"> <li>• 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;</li> <li>• References from previous or current contractors on similar tasks.</li> </ul>
<p><b>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</b></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><b>Other relevant information or special conditions, if any:</b></p>	<p><b>Basis of payment</b> – The payment will be made by UNFPA Albania based on successful deliverables, in three instalments:</p> <ol style="list-style-type: none"> <li><b>1. First instalment</b>, 25% of total amount, will be paid upon completion of <u>Deliverables 1, 2 and 3</u>, and certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverables. – by 10 December 2022</li> <li><b>2. Second instalment</b> 50% of total amount, will be paid by UNFPA, upon completion of <u>Deliverables 4, 5, 6 and 7</u> upon certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverables. – by April 2023</li> <li><b>3. Third / final instalment</b> 25% of total amount, will be paid by UNFPA, upon completion of <u>Deliverables 8, 9 and 10</u> upon certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverables. – by end November 2023</li> </ol> <p><b>Premises for signing the Contract with IC:</b>        Before signing the Contracts with UNFPA, the company is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:</p> <ul style="list-style-type: none"> <li>▪ Protection from Sexual Exploitation and Sexual Abuse <a href="https://extranet.unfpa.org/Apps/PSEA2017/">https://extranet.unfpa.org/Apps/PSEA2017/</a></li> <li>▪ Fraud and Corruption Awareness and Prevention <a href="https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html">https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html</a></li> </ul>



United Nations Population Fund  
Albania Country Office  
"Skenderbej" Str. Gurten Center, Second Floor Tirana  
Email: [procurement.alb@unfpa.org](mailto: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](#)