



Date: August 29<sup>th</sup>, 2023

## REQUEST FOR QUOTATION RFQ N° UNFPA/ALB/RFQ/2023/017

### **"Proposal to develop and broadcast a series of analysis and television talk shows on demographic trends and demographic resilience in Albania."**

UNFPA will contract an entity to **develop and broadcast a series of analysis and television talk shows on demographic trends and demographic resilience in Albania**. Today, there is a growing number of countries that not only witness a deceleration and stagnation of population growth but also see a decline in population numbers at national levels. There currently are more than 30 countries that are expected to have a negative population growth rate over the coming five years, according to the latest estimates and projections of the UN's Population Division. These countries can be found on all continents, but they are concentrated in Central and Eastern Europe, Southern Europe, and East Asia, where fertility levels have fallen the most. Population decline is not new in the history of humankind, but the reasons for population decline are different.

Furthermore, in the countries that have emerged as hotspots of population decline – notably in Eastern Europe, including Albania – it is accelerated by high outmigration, especially of younger people of reproductive age

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 childbirth 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:** The diverse demographic realities have caused anxieties about their social and economic implications and encouraged diverse and diverting policy responses. Whereas the development literature has long focused on the challenges associated with rapid population growth – notably the ambition to foster economic development, create jobs, raise productivity, and expand access to education and other essential services -- more recent literature has begun to focus on the challenge of population ageing.



These anxieties are fueled by narratives of the negative implication of population ageing for pensions and healthcare and arguing that population ageing might result in skills shortages or outright labor shortages and that population ageing will undermine innovation and productivity growth and thereby result in a slowdown of economic activity with potentially devastating social consequences.

Against this background, a growing number of countries around the world are turning to UNFPA, the go-to agency of the UN on population matters with requests for assistance. The overarching goal of demographic resilience is that societies can weather and thrive amidst demographic change, which is critically dependent on the capacity of governments to understand, plan for, and shape demographic change.

In response to growing concerns about demographic change, UNFPA EECA region has developed the Demographic Resilience Programme. Based on this, the UNFPA Albania Country Office is planning to organize a series of public debates on a national TV station, which would include experts, demographers, government officials, and other stakeholders.

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

The deadline for submission of questions is **Monday, 11<sup>th</sup> of September 2023**. 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: **September 14<sup>th</sup>, 2023 at 05:00 pm hrs.**

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/2023/017; "Proposal to develop and broadcast a series of analysis and television talk shows on demographic trends and demographic resilience in Albania"**. 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](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.

## 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 prices 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 (10) ten 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.

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](#).

#### 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](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).

## **XII. Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer 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>	
<b>Date of the quotation:</b>	Click here to enter a date.
<b>Request for quotation N°:</b>	UNFPA/ALB/RFQ/2023/017
<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.
- If needed, kindly detail as appropriate for the Specified Items in the table below.

Item	Description	Number of Units	Days	Rate per unit	Total
<b>1. Deliverable 1</b>					
1.1	Submit Inception report to include the workplan, a full TV season that includes TV shows, articles in Albanian and English and quality documentary/video broadcasts, aiming at an outreach of at least 1 million people - by October 2023 (details on the number of the deliverables in below).	1			
<i>Total</i>					ALL
<b>2. Deliverable 2</b>					
2.1	Produce at least 9 short documentaries / videos with interviews / inserts / human stories to be used during the debates - by December 2023.	1			
<i>Total</i>					ALL
<b>3. Deliverable 3.</b>					
3.1	Organize and broadcast a series of at least 9 branded debates / talk shows in a television channel - by May 2024.	1			
<b>4. Deliverable 4.</b>					
4.1	Organize a promotional campaign using at least 150 shorts from documentaries / videos and talk shows series on the social media and youtube of the respective TV channel throughout the TV season - by May 2024				
<b>5. Deliverable 5.</b>					



5.1	Organize and publish at least 9 articles in Albanian and English language in the official portal of the TV channel and, 9 articles in three other online media for a broader outreach – by July 2024				
<i>Total</i>					ALL
<b>Total Contract Price</b> <i>(Deliverables Expenses 1-5)</i>					ALL

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/ALB/RFQ/2023/017 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>Hiring Offices:</b>	UNFPA Albania Country Office
<b>Context and Purpose of consultancy:</b>	<p>The world population has just reached the 8 billion mark and it will continue to grow for decades to come. However, the global trend masks the greatest demographic diversity that the world has ever seen. While some of the least developed countries continue to be at a relatively early stage of the demographic transition, characterized by high fertility and high population growth, some of the more developed countries are at a more advanced stage of the demographic transition, characterized by low fertility and slow, or even negative, population growth.</p> <p>Today, there is a growing number of countries that not only witness a deceleration and stagnation of population growth, but see a decline in population numbers at national levels. There currently are more than 30 countries that are expected to a negative population growth rate over the coming five years, according to the latest estimates and projections of the UN's Population Division. These countries can be found in all continents, but they are concentrated in Central and Eastern Europe, Southern Europe and East Asia, where fertility levels have fallen the most. Population decline is not new in the history of humankind, but the reasons for population decline are different.</p> <p>Furthermore, in the countries that have emerged as hotspots of population decline – notably in Eastern Europe, including Albania – it is accelerated by high outmigration, especially of younger people of reproductive age.</p> <p>The diverse demographic realities have caused anxieties about their social and economic implications, and encouraged diverse and diverting policy responses. Whereas the development literature has long focused on the challenges associated with rapid population growth – notably the ambition to foster economic development, create jobs, raise productivity, and expand access to education and other essential services -- more recent literature has begun to focus on the challenge of population ageing.</p> <p>These anxieties are fueled by narratives of negative implication of population ageing for pensions and healthcare, and arguing that population ageing might result in skills shortages or outright labor shortages, and that population ageing will undermine innovation and productivity growth and thereby result in a slowdown of economic activity with potentially devastating social consequences.</p> <p>Against this background, a growing number of countries around the world are turning to UNFPA, the go-to agency of the UN on population matters with requests for assistance.</p> <p>The overarching goal of demographic resilience is that societies can weather and thrive amidst demographic change, which is critically dependent on the capacity of governments to understand, plan for and shape demographic change.</p> <p>It is essential that policy makers know how many people live within their jurisdiction, how old they are and where they reside, and how population numbers, the age structure and the spatial distribution of the population are changing. Without this</p>



	<p>“demographic intelligence” they cannot understand the changing needs of their population, and the ambition to ensure evidence-based and people-centered policies will be a matter of chance rather than principle. Furthermore, if governments set out to manage demographic futures they must understand the factors that influence fertility, life expectancy and migration – these are generally rooted in the social and economic realities of societies – and they must be prepared to address these factors through a comprehensive set of measures.</p> <p>Building demographically resilient societies is at its core about a commitment to systematically consider the evidence base, as well as a commitment to pursue rights-based policy responses in an effort to manage demographic futures. Without either, efforts to influence demographic trends such as fertility, life expectancy or migration will not be successful, and might undermine respect for fundamental human rights.</p> <p>The efforts to build demographic resilient societies will help to ensure better governance and more inclusive economies and are intrinsically linked to the broader effort to promote sustainable development. Without the systematic consideration of population data and projections, countries will not be able to ensure evidence-based and people-centered policies</p> <p>In response to growing concerns about demographic change, UNFPA EECA region has developed the Demographic Resilience Programme. Based on this, the UNFPA Albania Country Office is planning to organize a series of public debates on a national TV station, which would include experts, demographers, government officials, and other stakeholders.</p> <p>UNFPA will contract an entity to <b>develop and broadcast a series of analysis and television talk shows on demographic trends and demographic resilience in Albania</b> (find here more on <a href="#">Decade of Demographic Resilience</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 September 2023-June 2024.</p>
<p><b>Scope of work:</b>  <b>(Description of services, activities, or outputs)</b></p>	<p>Under the overall supervision of UNFPA Albania Gender &amp; PD Programme Analyst and Advocacy &amp; Communication Analyst, the contractor will perform the following activities during October 2023-July 2024.</p> <p>The overall objective is to raise awareness around demographic resilience and what it entails for Albania, discuss and analyze the context, trends and challenges in the country, bring forward ideas for solutions and best way forward through a series of minimum 10 episodes – dedicated debates / talk shows on a national television channel, which include interviews, human stories, inserts and other visual elements of a public debate. All content, messages and experts to participate in the series will be responsibility of UNFPA.</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 demographic resilience, as provided by UNFPA.</p>



	<p><b>Task 2:</b> Propose a plan of activities to produce the episodes, with respective description, including minimum: at least ten short inserts / documentaries; ten talk shows / debates; participation of experts, specialists, officials by the topic; broadcasting of the series in a national television channel; promotion of the series in portals and social media. 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 Team Leader and skilled and experienced journalist, moderator, videographer, video-editor, and graphic designer and any other staff necessary for the dedicated series, and ensure coordination among different activities and those invited in the debates.</p> <p><b>Task 4:</b> Follow-up on the development of the production and broadcasting of all series, including promotion.</p> <p><b>Task 5:</b> Coordinate with UNFPA on messages, quotes, invitees and any other necessary information and provide short summary updates.</p> <p><b>Task 6:</b> Engage media and prepare content for portals, social media and web throughout the series.</p> <p><b>Task 7:</b> Produce a final report incorporating and submitting all produced products and visuals.</p>
<p><b>Duration and working schedule:</b></p>	<p>The activities under this assignment will commence in <b>October 2023</b> and conclude by <b>July 2024</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>Albania (various cities as necessary)</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><u>Deliverable 1.</u></b> Submit Inception report to include the workplan, a full TV season that includes TV shows, articles in Albanian and English and quality documentary/video broadcasts, aiming at an outreach of at least 1 million people – by October 2023 (details on expected minimum number of products below).</p> <p><b><u>Deliverable 2.</u></b> Produce at least 9 short documentaries / videos with interviews / inserts / human stories to be used during the debates - by December 2023.</p> <p><b><u>Deliverable 3.</u></b> Organize and broadcast a series of at least 9 branded debates / talk shows in a television channel - by May 2024.</p> <p><b><u>Deliverable 4.</u></b> Organize a promotional campaign using at least 150 shorts from documentaries / videos and talk shows series on the social media and youtube of the respective TV channel throughout the TV season - by May 2024.</p> <p><b><u>Deliverable 5</u></b> Organize and publish at least 9 articles in Albanian and English language in the official portal of the TV channel and, 9 articles in three other online media for a broader outreach – by July 2024</p> <p>*A public TV channel of high reach in Albania and the region would be preferable.</p>



<b>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</b>	Format of the reporting would be agreed with UNFPA.
<b>Supervisory arrangements:</b>	The company will work under direct supervision and in cooperation with the UNFPA Albania Gender & PD Programme Analyst and Advocacy & Communication Analyst.
<b>Expected travel:</b>	Throughout Albania as necessary
<b>Required expertise, qualifications and competencies, including language requirements:</b>	<p>The UNFPA Albania Country Office is looking for an entity which has the following competencies and qualifications:</p> <ul style="list-style-type: none"> <li>• At least 3 years of proven experience of the entity in conducting communication work, journalism and public awareness.</li> <li>• Demonstrated capacities and experience in television debate / talk show management, production of multimedia events and materials, digital communication assets and production of television products.</li> <li>• Previous proven experience in preparing mass media products with human rights focus especially on demographic dynamics would be an asset.</li> <li>• Skilled and experienced key experts team to include minimum: journalist, moderator, videographer, video-editor, and graphic designer dedicated for the production of the series, where each key team member has at least 10 years of experience in similar assignments.</li> <li>• Previous experience with comparable organizations like UNFPA/UN, international and intergovernmental organizations, is an asset.</li> <li>• Good working knowledge of Albanian and English required.</li> </ul>
<b>Documents to be Submitted:</b>	<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)                 <ul style="list-style-type: none"> <li>• CV of entity 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> <li>• The entities 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> </li> </ol> </li> </ul>
<b>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</b>	UNFPA will provide the Entity with the necessary information and materials for the fulfilment of tasks and will closely support the work during its implementation.
<b>Other relevant information or special conditions, if any:</b>	<b>Basis of payment</b> – The payment will be made by UNFPA Albania based on successful deliverables, in three instalments:



1. **First instalment**, 20% of total amount, will be paid upon completion of Deliverable 1 and certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverable. – by October 2023.
2. **Second instalment** 30% of total amount, will be paid by UNFPA, upon completion of Deliverable 2 upon certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverable. – by December 2023.
3. **Third instalment** 30% of total amount, will be paid by UNFPA, upon completion of Deliverables 3 & 4 upon certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverables. – by May 2024.
4. **Fourth / last instalment** 20% of total amount, will be paid by UNFPA, upon completion of Deliverable 5 upon certification by the UNFPA Country Office appointed staff on successful completion of specified Deliverables. – by July 2024.

**Premises for signing the Contract:**

Before signing the Contract with UNFPA, the Entity is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:

- 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](https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html)



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](#)