



Date: 31 August 2020

REQUEST FOR QUOTATION
RFQ N° UNFPA/UGA/RFQ/20/018 Live Your Dream Media Campaign

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“A credible media house to develop and disseminate multi-media messages within the context of the Live Your Dream campaign”.

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.

I. About UNFPA

UNFPA, the United Nations reproductive health and rights agency, aims to achieve universal access to sexual and reproductive health and rights for all. To read more about UNFPA, please go to [UNFPA about us](#)

Hiring Office:	UNFPA Uganda Country Office
Purpose of consultancy:	Consultancy to implement Live Your Dream Media Campaign
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Introduction: The Live Your Dream campaign is implemented within the context of the UNFPA global Strategic Plan whose three transformative goals are:</p> <ul style="list-style-type: none"> • Ending unmet need for family planning • Ending maternal death • Ending violence and harmful practices against women and girls <p><i>Live Your Dream</i> is implemented within the context of the 8th Government of Uganda/UNFPA Country Programme that targets districts with poor sexual and reproductive health indicators, as well as supporting the country’s humanitarian preparedness and response. The Live Your Dream campaign contributes to these goals by mobilizing target audiences to engage in a discourse around sexual and reproductive health and rights issues and to generate evidence to enable decision makers to take action to address highlighted gaps.</p> <p>Deliverables: The firm is expected to produce a concept for a five-month media campaign to the following deliverables:</p>

	<ol style="list-style-type: none"> 1. Development and production (including local language translation) of messages tailored to various audiences including young people, people with disabilities, women and their partners 2. Dissemination of campaign messages in various formats including but not limited to info spots, newspaper strips, DJ mentions, talk shows and live broadcasts 3. Monitoring and reporting on the campaign reach <p>The concept note should provide details on the firms' understanding of the assignment, methodology proposed, time frame, budget, qualifications of all team members.</p> <p>Annexed list of similar assignments conducted, up-to-date Curricula Vitae (CV) for each of the personnel proposed to work on this assignment, including examples of work in similar projects.</p>
Key considerations	<ul style="list-style-type: none"> • The media houses should provide evidence of multi-platform coverage i.e. radio, TV and print including community stations and ability to harness these to disseminate far-reaching messages. • Demonstrate ability to maximize value for money through economies of scale by providing a package of messaging options across multiple channels to reach a significant number of the target audiences. • Proof of a mix of rural and urban coverage in particular West Nile, Northern Uganda, and Karamoja, in line with the Government of Uganda /UNFPA Country Programme operational areas <p>Content: All work associated with the collection of information and all messaging should meet ethical and high quality broadcast definitions. UNFPA will provide technical support to ensure quality and timely delivery of results</p>
Duration and working schedule:	Duration of Project: Five (5) months
Place where services are to be delivered:	Coverage: Nationwide with focus on West Nile, Northern Uganda and Karamoja regions

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>Karuhanga Egidius</i>
Tel N°:	<i>+256 4177 44500</i>
Email address of contact person:	<i>karuhanga@unfpa.org</i>

The deadline for submission of questions is Tuesday September 08, 2020, 04:00 p.m., Kampala Time. 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.
- b) 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.

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 contact indicated below no later than :**Monday September 14, 2020 at 04:00 p.m, Kampala time**¹.

Email address :	Procurement.ug@unfpa.org
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Please note the following guidelines for electronic submissions to UNFPAs dedicated email address:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/UGA/RFQ/20/018 – Live Your Dream Media Campaign**. 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 acknowledging receipt of the **first** 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. If you do not receive any auto-reply for the first email from UNFPA's email system, please inform Karuhanga Egidius, Procurement and Logistics Focal Point at karuhanga@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.

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
1. Qualifications of the Media House Team (attach CVs of key personnel including the Team Leader's)	100		20%	
2. Specific relevant experience of the Media House	100		10%	
3. Technical approach and methodology – understanding nature and scope of work	100		25%	
4. Implementation (work) plan and management plan	100		30%	
5. Specific experience and expertise of the team relevant to the assignment	100		15%	
GRAND TOTAL ALL CRITERIA	500		100%	

a. Scoring Scale System

- i. The following scoring scale system will be used by the technical evaluation panel to conduct the Technical Bid evaluation objectively.

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:

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

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 to the Bidder that obtains 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 Uganda Country Officer Complaints Receiver, Kindyomunda Rosemary at kindyomunda@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Complaints receiver, the supplier may contact the UNFPA Representative at sibenaler@unfpa.org.

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 N°:	UNFPA/UGA/RFQ/20/018
Currency of quotation :	UGX
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.

Example Price Schedule below: *[Delete after properly completing the Price Schedule, also develop excel version]*

Item	Description	Number & Description of Staff by Level	Hourly Rate	Hours to be Committed	Total
1. Professional Fees					
<i>Total Professional Fees</i>					\$\$
2. Out-of-Pocket expenses					
<i>Total Out of Pocket Expenses</i>					\$\$
Total Contract Price <i>(Professional Fees + Out of Pocket Expenses)</i>					\$\$

<i>Vendor's Comments:</i>

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/UGA/RFQ/20/018 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	



United Nations Population Fund
Uganda Country Office
Plot 12A, Baskerville Avenue, Kololo
P. O. Box 7184, Kampala

**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](#)