



Date: July 5 2021

## REQUEST FOR QUOTATION

### **RFQ N° UNFPA/UGA/RFQ/21/011. Design of New content for Communications Materials under the Ninth GoU/UNFPA Country Programme**

UNFPA hereby solicits a quotation for the following services of a creative firm to lead the design of new content for communication materials under the Ninth GoU/UNFPA Country Programme.

#### **Background**

As part of its Communication and Advocacy Strategy (2021-2025) in support of the 9th Country Programme, UNFPA will update messaging to reflect the current context around sexual and reproductive health and rights. UNFPA will continue implementation of “Live Your Dream”, UNFPA’s signature campaign that is meant to inspire action towards a better life for young people and women and promote the well-being of the entire family. In addition, UNFPA will specifically develop messaging to support implementation of the Advancing Sexual and Reproductive Health and Rights (ANSWER) programme to improve sexual and reproductive health and rights/gender based violence outcomes in the most affected sub-regions of West Nile Region (WNR) and Acholi.

The Live Your Dream campaign was developed based on a key consumer insight drawn from two formative research studies, as well as from a series of dialogues with representatives of the campaign target audiences and beneficiaries. The insight was that young and old people alike have dreams for themselves, for their families and communities. The Live Your Dream campaign therefore aims to tap into those dreams, inspire, and support the target audiences to achieve their dreams. Rather than “talking down” to the target audience the tone of the campaign is therefore positive and seeks to engage the target audience in identifying solutions to the challenges they face and inspire them to work towards achieving their dreams. The campaign main beneficiaries are young people aged (10-24).

Live your Dream is based on four pillars:

- LIVE YOUR DREAM by Letting Girls be Girls: addresses Gender Based Violence, access to Family Planning and prevention of teenage pregnancies
- LIVE YOUR DREAM by Choosing Books before Babies: speaks to keeping girls in school, getting proper education about Sexual and Reproductive Health and Rights (SRHR) and avoiding teenage pregnancies and HIV
- LIVE YOUR DREAM – With You(th): reflects UNFPA’s position as lead youth agency, unleashing young people’s potential, empowering for innovation and social change. With You(th) also showcases our work in humanitarian settings where we bring host communities and refugee populations together to build resilience by promoting Sexual and Reproductive Health and Rights.

- LIVE YOUR DREAM by bringing generations together (Generation for Generation - G4G), is about sharing the wisdom of the elderly with the energies of the youth, tapping on the insights of academia with the diversity of views of decision-makers in order to improve policies that affect Uganda's future.

The ANSWER programme aims to address the high-unmet need for Family Planning and high and stagnant rates of teenage pregnancy and early marriage and the high prevalence of sexual and gender based violence. Because of their vulnerability, the programme has a unique focus on ensuring that the Sexual and Reproductive Health and Rights (SRHR) needs of adolescents, refugees and persons with disabilities are met. UNFPA will therefore develop specific communications products tailored to address the unique challenges of, and support programmatic efforts to improve access of these vulnerable groups to essential SRHR services.

## I. About UNFPA

UNFPA is the United Nations sexual and reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. Click [here](#) to learn more about UNFPA.

### TERMS OF REFERENCE FOR THE CREATIVE FIRM

Hiring Office:	UNFPA Uganda Country Office
Purpose:	UNFPA will engage the services of a creative firm to facilitate a series of sessions to refresh and update Live Your Dream campaign messaging making it relevant to the needs of the beneficiaries, and reflecting the current context including the COVID-19 pandemic. The firm will also support development of messages for young people with disabilities and refugees to support implementation of the ANSWER programme.
Scope of work:	<p>The creative firm will:</p> <ol style="list-style-type: none"> <li>1. Review existing literature, reports and material related to the campaign and the ANSWER programme</li> <li>2. Develop a concept, detailing their conceptualisation of the communication needs</li> <li>3. Organise a series of reflection processes for development of content. The initial reflection will be held with UNFPA and will be based on the ideas proposed in the firm's concept note. During this meeting UNFPA will provide additional insights to the firm and how to align their creative ideas with UNFPA mandate and expectations. UNFPA will also share with the firm reflections and inputs from staff and partners that have already been held. Based on this meeting the firm will develop initial messages</li> <li>4. Once the draft messages have been agreed upon with UNFPA, a follow-on reflection meeting with representatives of Implementing Partners, beneficiaries and target groups will be held to validate the messages</li> <li>5. The firm will work with UNFPA and Implementing Partners to pre-test messages</li> </ol>

	<p>6. Compile the various pieces (creative brief, campaign core messages) into a campaign design document</p> <p>7. Develop and produce final creative materials in various formats for the various channels.</p> <p><b>Key deliverables:</b></p> <ul style="list-style-type: none"> <li>i. An inception report demonstrating understanding of the assignment and giving a detailed rationale, strategy and creative execution of campaign, and schedule.</li> <li>ii. Campaign Design Document containing broad themes, sub themes and core messages</li> <li>iii. Final productions of audio-visual content, content for social media and artwork for print materials on DVD and via google link.</li> </ul>
Expectation	<ul style="list-style-type: none"> <li>• 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.</li> <li>• All content developed under this process remains the property of UNFPA.</li> <li>• UNFPA will provide technical support to ensure quality and timely delivery of results.</li> </ul>
Duration and working schedule:	Four (4) months
Place where services are to be delivered:	Kampala
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<ol style="list-style-type: none"> <li>1. Final productions of audio-visual content, content for social media and artwork for print materials on DVD and via google link should be submitted by November 16 2021</li> </ol>

## 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 <sup>o</sup> :	<i>+256 4177 44500</i>
Email address of contact person:	<i>karuhanga@unfpa.org</i>

The deadline for **submission of questions is Friday July 09, 2020, 12:00 noon, 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 Friday July 16, 2021 at 04:00 p.m., Kampala time**<sup>1</sup>.

Email address :	<u><a href="mailto:Procurement.ug@unfpa.org">Procurement.ug@unfpa.org</a></u>
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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/21/011 – design of New content for Communications Materials under the Ninth GoU/UNFPA Country Programme**. 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

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

## 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 the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
1. Qualifications of the creative firm (attach CVs of key personnel including the Team Leader's)	100		20%	
2. Specific relevant experience of the creative firm	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](mailto: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](mailto: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

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	Click here to enter a date.
<b>Request for quotation N°:</b>	UNFPA/UGA/RFQ/21/011
<b>Currency of quotation :</b>	UGX
<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.

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
<b>1. Professional Fees</b>					
<i>Total Professional Fees</i>					Ugx
<b>2. Out-of-Pocket expenses</b>					
<i>Total Out of Pocket Expenses</i>					Ugx
<b>Total Contract Price</b> <i>(Professional Fees + Out of Pocket Expenses)</i>					Ugx

<i>Vendor's Comments:</i>
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I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/UGA/RFQ/21/011 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further,





the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click here to enter a date.	
Name and title	Date and place	

**ANNEX I:**  
**General Conditions of Contracts:**  
**De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#)