Date: 08 February, 2023

**REQUEST FOR QUOTATION**

**RFQ Nº UNFPA/ARM/RFQ/2023/001**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Design and implementation of a multi-component campaign marking International women’s day under the wide theme of “DigitALL: Innovation and technology for gender equality”**

UNFPA requires the provision of services as per the Terms of Reference (ToR) attached.

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 Republic of Armenia, or through an authorized representative.

1. **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](http://www.unfpa.org/about-us)

**Terms of Reference (TOR) is attached**

**Objectives and the scope of the services**

The purpose of the initiative is to conduct a multi component and multi-layer campaign to mark International women’s day under the global theme “DigitALL: Innovation and technology for gender equality”. The campaign aims at women empowerment, showcasing women role models and promoting equal opportunities for women and men.

1. **Scope of Work**

The Service Provider under the direct supervision of UNFPA “Addressing Gender-Biased Sex Selection and Related Harmful Practices in the South Caucasus: Support for Regional, National and South-South Interventions” Programme Coordinator and UNFPA communications team will be responsible for ensuring timely and proper implementation of the following activities:

- Development of the branding of a campaign devoted to International Women's Day. The theme of the campaign is "DigiALL: Innovation and technology for gender equality". The branding should include: campaign slogan, campaign symbol, design of up to five printing materials, such as banner, social media frame and other visuals.

- Development and implementation of a campaign devoted to International Women’s Day. The campaign should include online (social media and not only) and offline activities such as:

* Development of at least 10 stories under the heading "Armenian Women and Innovations" and their promotion via social media.
* Production of up to 7 short videos on career successes of young girls and women.
* Organizing up to 5 community-based initiatives with the participation of women telling about their success stories.
* Organizing two key events for 50 and 100 people, including printing, transportation, venue, translation, refreshments. The envisaged communities are Byurakan and Vardenis (TBD)
* Organizing a city tour for 20 people from all regions of Armenia,that will envisage : four overnights in the hotel, food, transportation, printing, if necessary. The tour should be designed with the aim to promote gender equality.

1. **Background information**

The Republic of Armenia is among the countries with the largest deviation in the sex ratio at birth (SRB) rate. The sex imbalance of newborns has started to increase gradually since the beginning of the 1990s. In 1995, 110 boys were born per 100 girls, in 1998 the indicator exceeded 115, and in 2000 it reached 120 (the natural SRB level is 104-106 boys per 100 girls). Later, however, certain improvements were observed. According to the data of the RA Statistical Committee, the SRB rate in 2021 was 108.8 boys per 100 girls. In 2022, according to the first semester data, the indicator increased again, reaching 111, which was 3 points higher compared to the data of the same period in 2021 (108).

Both the experts, as well as married women and men, who participated in the focus group discussions, believe that, in general, preference is given to boys in Armenia. According to the prevailing opinion, preference changes starting with the second child: if the first child is a boy, then the family prefers the second child to be a girl, and vice versa. The situation becomes alarming from the third child onwards, especially if the first two children are of the same sex, and particularly if they are girls. According to the collected qualitative data, the reasons behind the preference for boys are rooted in the imperatives of socioeconomic, cultural, and security problems.

1. **Expected Deliverables and Timing**

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| Activity | Deliverable | Timeframe |
| Development of the campaign concept | Campaign concept document | by February 28, 2023 |
| Development of the branding of the campaign | Branding materials | by Mar 3, 2023 |
| Development of the detailed action plan (Ghantt chart)on the envisaged intervention | Action plan on the overall campaign | by March 3, 2023 |
| Development of at least 10 stories under the heading "Armenian Women and Innovations" and their promotion via social media. | 10 stories | by Mar 30, 2023 |
| Production of up to seven short videos on career successes of young girls and women. | Seven videos | by Apr 10, 2023 |
| Organizing up to five community-based initiatives with the participation of women telling about their success stories. | Five initiatives | by Apr 10, 2023 |
| Organizing two key events for 50 and 100 people, including printing, transportation, venue, translation, refreshments. The envisaged communities are Byurakan and Vardenis (TBD) | Two events | Mar 8, 2023  Apr 10, 2023 |
| Organizing a city tour for 20 people from all regions of Armenia, that will envisage : four overnights in the hotel, food, transportation, printing, if necessary. The tour should be designed with the aim to promote gender equality. | A city tour | by Apr 15, 2023 |
| Final report that should be developed in line to the UNFPA reporting and visibility guidelines | Final report | by May 3, 2023 |

1. **Qualifications and Experience Requirements**

* Organization registered and operating in the Republic of Armenia with mission and goals relevant to the project;
* Experience in event/campaign organization addressing important social issues or relevant experience in sensitization on sensitive social issues, including gender equality and GBSS issues;
* Record of experience with UN agencies, and/or international organizations is an asset;
* Familiarity and experience with UNFPA is an asset.

1. **Questions**

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

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| --- | --- |
| Name of contact person at UNFPA: | *Lilit Kochinyan; Arthur Iskhanyan* |
| Tel Nº: | *093647718; 091219743* |
| Email address of contact person: | [*kochinyan@unfpa.org*](mailto:kochinyan@unfpa.org)*; iskhanyan@unfpa.org* |

The deadline for submission of questions is **13 February, 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:

1. Technical proposal, in response to the requirements outlined in the service requirements / TORs.
2. 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 person indicated below no later than: **16 February, 2023 at 6:00 PM**.

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| Name of contact person at UNFPA: | *Manana Mananyan* |
| Email address of contact person: | *procurement.armenia@unfpa.org* |

Please note the following guidelines for electronic submissions:

## The following reference must be included in the email subject line:

RFQ Nº UNFPA/ARM/RFQ/2023/001 – **Design and implementation of a multi-component campaign marking International women’s day under the wide theme of “DigitALL: Innovation and technology for gender equality”.**

## 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.
* 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**

Quotations will be evaluated based on the technical proposal and the total cost of the services (price quote).

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated for technical compliance prior to the comparison of price quotes

**VI. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order to the Bidder(s) that obtains the lowest-price technically acceptable offer.

**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**](http://www.unfpa.org/about-procurement#FraudCorruption)

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](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). 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](http://web2.unfpa.org/help/hotline.cfm).

**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](http://www.unfpa.org/about-procurement#ZeroTolerance).

**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 the Business Unit: Tsovinar Harutyunyan at [harutyunyan@unfpa.org](mailto:harutyunyan@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 in charge of the procurement to request for them to share a PDF version of such document(s).

**PRICE QUOTATION FORM**

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| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/ARM/RFQ/2023/001 |
| **Currency of quotation :** | AMD |
| **Delivery charges based on the following 2010 Incoterm:** | Choose an item. |
| **Validity of quotation:**  *(The quotation must be valid for a period of at least 3 months after the submission deadline* |  |

* Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

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| Item | Description | Number & Description of Staff by Level | Hourly Rate | Hours to be Committed | Total |
| 1. Professional Fees | | | | | |
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|  |  |  |  |  |  |
| *Total Professional Fees* | | | | | AMD |
| 1. Out-of-Pocket expenses | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | | | | | AMD |
| ***Total Contract Price***  *(Professional Fees + Out of Pocket Expenses)* | | | | | AMD |



I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/ARM/RFQ/2023/001 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.

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|  | 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,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)