



Date: 12 August 2024

REQUEST FOR QUOTATION RFQ N° UNFPA/SRB/RFQ/24/002

UNFPA hereby solicits a quotation for the following service: “Communications Support for the project Improved health literacy and access to health care services of Roma women and girls in Serbia”

UNFPA Serbia is looking to engage a legal entity to support the communication activities of the project. The services should be designed to achieve the following objectives:

- Raise awareness of Roma women and girls about the issues related to their sexual and reproductive health and rights and the possibilities for prevention and health improvement
- Draw the attention of policy and decision-makers, health authorities and health professionals at local and national level as well as potential partners to the programme on specific health related challenges faced by Roma women and girls
- Raise awareness about the programme and its activities, achievements, and its potential impact among key stakeholders at the national and especially local level

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have the legal capacity to deliver in the country, or through an authorized representative.

1. About UNFPA

The United Nations Population Fund (UNFPA) 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).

2. Service Requirements/Terms of Reference (ToR)

Background information:

Results of the most recent Multiple Indicators Cluster Survey (MICS 6, 2019) show significant health inequalities between Roma women and women in the general population, especially in relation to reproductive health: use of effective contraception (7% in Roma women versus 21% in women from general population), independent decision making about sexual and reproductive health (56% in Roma women, versus 83% in general population) adolescents birth rate 163 vs 19 births per 1,000 women aged 15–19, etc. At the time of survey 34% of young women aged 15–19 years in Roma population were married or in a union, versus 3% in the general population.

Health literacy of Roma girls is especially affected by poverty, traditional upbringing and gender-related expectations, leaving them with fewer options, and less developed life skills, including for protection of their health and rights and use of available health services. Roma women often seek medical attention only in cases of urgent need, pregnancy, delivery, or when the disease reaches an advanced stage, adversely impacting overall health and prognosis.

In 2024, UNFPA Serbia initiated a project which aims to address limited health literacy and limited access to preventive health services for Roma women and girls in five selected cities (Belgrade, Kragujevac, Leskovac, Sabac i Pirot), with particular focus on sexual and reproductive health services. Project activities are designed to support Roma women and girls to benefit from all existing preventive measures and health services including receiving age appropriate information and advice about healthy lifestyle through peer led workshops and awareness raising campaign, promotion of HPV vaccination covered by health insurance for youth 9-19 years of age, regular preventive gynecological examinations available in primary health care centers, and cervical or breast cancer screening (where available).

Project aims to decrease stigma and discrimination, and to increase the reproductive decision-making autonomy among Roma women and to increase cultural sensitivity and capacity of health professionals to provide adequate care to Roma women and girls in selected cities. Target groups are Roma women and girls of various ages: young girls up to 18 years old, adult women and Roma women older than 50, (minimum 300 direct beneficiaries), but also health professionals working in primary health care centers in selected cities (30-50) health professionals. The project will be implemented in 5 cities that have a high number of Roma citizens (between 4.9-10 % of Roma population¹), (Belgrade, Kragujevac, Leskovac, Sabac and Pirot). Many activities shall be implemented directly in Roma settlements, in order to reach the most underprivileged women.

Important part of the project is the local health promoting campaign that will be designed to raise awareness of Roma women, but also of a broader community about healthy lifestyles, prevention and control of chronic, non-communicable diseases, HPV infection, and the importance of prevention, regular medical examination or organized screening, if available. Content and means of communication will be adapted to reach as many Roma women as possible and should be implemented through various means of communication, printed materials, infographics, human interest stories, traditional and social media. Social media campaign will be executed from UNFPA Serbia social media accounts and in line with the MSD policies and rules.

Traditional and social media campaigns should promote activities and results implemented under the project and the Final Event, as per UNFPA and MSD rules and policies. Additionally, campaign should raise awareness among both, general population and Roma communities on the topics related to sexual and reproductive health and rights. Selected entity should work closely with Roma educators at the local level, supporting better outreach of the local activities and communication with the local stakeholders, including local health centers, authorities etc.

Objective(s)/Task(s):

The selected entity is expected to execute the following tasks/activities:

Task 1: Prepare Campaign Strategy outline that shall include: creative concept, campaign implementation plan (including for activities at the local level), traditional media plan, social media synopsis with social media calendar.

Task 2: Finalise the Campaign Strategy.

Task 3: Design and produce the visual tools including quote cards, IC materials, reels, professional photographs that will be used for the campaign.

Task 4: Develop of the Social and Traditional Biweekly Media Calendar.

Task 5: Prepare and execute the local events and support the outreach activities in agreement with UNFPA and Roma Women Network.

Task 6: Prepare and organise the Final Conference.

Task 7: Prepare half year and annual progress reports (with dates agreed with UNFPA Serbia) with detailed

¹ <https://publikacije.stat.gov.rs/G2023/Pdf/G20234001.pdf>

specification of all deliverables that are completed and media clipping reports.

Task 8: Prepare the Final Report.

Outputs/Deliverables:

Deliverable 1. Campaign Strategy outline

Bidders are expected to prepare Campaign Strategy outline that shall include:

- Creative Concept: Campaign slogan/hashtag, Visual identity, Layout of the Key Visual, plan of communication - information material, and in case video production is envisaged please include video storyboards.
- Campaign Implementation plan indicating calendar of activities and plan of its execution based on the above-mentioned Communications Plan. Communications activities should follow and promote all activities implemented at national, but also at local level in selected municipalities in cooperation with local stakeholders.
- Traditional Media plan that should include at a minimum:
 - two TV appearances on national frequency TV stations programs for UNFPA and MSD, and Full PR support for the project activities and final event, in line with UNFPA and MSD policies and procedures
 - 2 OpEd/written interviews published in at least one daily/weekly magazine and one portal

**In case campaign video is being produced, please indicate if/how it will be placed on the traditional media.*

- Social Media Synopsis with Social Media Calendar in both English and Serbian, with reels and quote cards but also with a list of proposed influencer(s) that can be engaged. Proposed influencer(s) should be well versed in topics of SRHR and similar. UNFPA does not provide financial compensation to influencers.

**Social media campaign will be executed from UNFPA Serbia Facebook, Instagram and X accounts in collaboration with MSD.*

The Campaign Strategy outline (with outreach activities included) will be treated as the key document in the evaluation of the Technical Proposals. Financial Proposal should include two budget scenarios, starting with the most economic one.

Deliverable 2. Final Campaign Strategy

Final Campaign Strategy should include defined tone, slogan and messages of the campaign traditional Media Plan and final Social Media Plan.

Deliverable 3. Design and production of visual tools including quote cards, IC materials, reels, professional photographs that will be used for the campaign, in line with the MSD and UNFPA policies and procedures.

Deliverable 4. Development of the Social and Traditional Biweekly Media Calendar.

Deliverable 5. Preparation and execution of the local events and final event based on the agreed concept with UNFPA. The agency is expected to carry out all logistics arrangements for the events, including branding the venue, branding the invitations, providing PR support for the event, catering etc. The agency is also requested to support outreach activities with local stakeholders. Final event will be held in Belgrade, Serbia. Local activities will be implemented in selected municipalities (Belgrade, Kragujevac, Leskovac, Šabac and Pirot).



Deliverable 6. Half year and annual progress reports (with dates agreed with UNFPA Serbia) with detailed specification all deliverables that are completed and media clipping reports.

Deliverable 7. Final Report (around 10 pages in English) will be presented by the Contractor to UNFPA, annexing all the deliverables and results of the campaign.

Final products should carry the logos of all partners or be clearly specified that it was developed with UNFPA/MSD project support in line with UNFPA and MSD Communication and Visibility policies and procedures Work will be done under the overall guidance and supervision of the Head of Office and/or communication staff of UNFPA, who will check and approve all deliverables

Timing / Schedule:

All deliverables are to be completed by 15 April 2026. This schedule could be altered only in case of *force majeure* that would prevent implementation of activities.

For all delays in the completion of the tasks, the contractor should notify UNFPA stating the reasons for the delay and proposing alternative actions or dates for completion of delivery.

3. Questions

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

Name of contact person(s):	<i>Jovana Ubiparip, Communications Analyst and Nevena Sovic, SHR/Youth Programme Analyst</i>
Email address of contact person:	ubiparip@unfpa.org ; sovic@unfpa.org

The deadline for submission of questions is 16 August 2024, 12:00 CET. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

4. 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/TOR including the following:

- **Draft Campaign Strategy Outline:**
Bidder must provide a Draft Campaign Strategy Outline (Deliverable 1) that gives an overview and vision of how the campaign will be implemented. The document should not be the final outline, rather a draft version which will be used for evaluation purposes. Please see above list of elements that the Outline should entail.

- **Legal requirements and experience:**

- ❖ **Company Profile**, which should include a short description of the company and other relevant information concerning the requirements indicated in this document - it should not exceed three (3) pages. Company must have at least 3 years of experience in conducting campaigns (online and offline), event organization and PR.
- ❖ **Certificate of Registration** of the business, including Articles of Incorporation, or equivalent document if the Bidder is not a corporation.
- ❖ **Demonstrable experience** in working with Government, Parliament and other relevant stakeholders on social issues;
- ❖ **Links** to at least **three** previously developed and implemented campaigns in Serbia in **the past five years** with the complexity and value similar to this contract. Outdated references shall not be taken into account.

- **Documents establishing qualifications of proposed team members:**

- ❖ The Company is requested to include in the proposal the team composition with recent CVs;
- ❖ At the minimum, the team should include a team leader with demonstrated experience in managing PR campaigns on social issues, photographer, social media expert and digital content creator/designer.
- ❖ The Company is requested to include in the proposal copies of University Diplomas and CVs for each proposed team member, specifying the exact number of years and nature of experience working in the relevant fields. CVs to be submitted in a consistent format that enables evaluation (no specific format is required). The team must have proven experience in similar projects. Team structure chart to be provided.

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.

The quotation shall be valid for a period of 3 months (90 days) after the submission deadline. In exceptional circumstances, UNFPA may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFQ. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.

Note: All travel and accommodation-related expenses must be included in the total services fee.

Offer should be submitted in USD for the evaluation purposes, but payment will be made in local currency as per prevailing UN rate of exchange during the month of payments.



5. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section 4 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, 26 August 2024, 11:00, Belgrade Time.*

Name of contact person(s):	<i>Serbia Country Office</i>
Email address of contact person(s):	<u>serbia.office@unfpa.org</u>

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/SRB/RFQ/24/002 – [“Communications Support for the project Improved health literacy and access to health care services of Roma women and girls in Serbia”]**.
- 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.

6. 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 by an ad-hoc evaluation panel. Technical proposals will be evaluated for technical compliance prior to the comparison of price quotes.

7. Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements/TORs listed in Section 2 and in accordance with the evaluation criteria below.

Category	Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Draft Campaign Strategy Outline	Methodology, Its appropriateness to the condition and timeliness of the ToR. Completeness of response, quality and creativity of the proposed methodology.	100		50%	
Legal requirements and experience	Completeness of required documents and proof of company profiles and recent experience.	100		30%	
Documents establishing qualifications of proposed team members	Personnel CV's and team structure	100		20%	
<i>Grand Total All Criteria</i>		300		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

8. 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.

$$\text{Total score} = 60\% \text{ Technical score} + 40\% \text{ Financial score}$$

9. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award Professional Service Contract on a fixed-cost basis or ceiling prices basis to the Bidder(s) that obtain the lowest-priced technically acceptable offer.

10. 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.

11. 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. The payment will be made by UNFPA Serbia, per mutually agreed tasks/deliverables and certification by the UNFPA Country Offices appointed staff of satisfactory performance. The outputs are to be validated by UNFPA Communications Analyst and approved by the Head who will issue clearances for payment.

All payments will be made in local currency as per prevailing UN rate of exchange during the month of payments. The ownership of the outputs under this consultancy will remain with UNFPA Serbia Office.

ADVANCE PAYMENT:

Any request from the supplier for advance payment shall be justified in writing by the supplier in its offer. This justification shall explain the need for the advance payment, itemize the amount requested, and provide a time-schedule for utilization of the requested advance payment amount. In the event that a supplier requests an advance payment, UNFPA will request the supplier to submit documentation regarding its financial status (e.g., audited financial statements). Previous experience of UNFPA with the supplier must also be investigated, if applicable, and the financial solvency and reliability of the supplier must be determined. To recover an advance payment, progress payments and the final payment shall be subject to a percentage deduction equal to the percentage that advance payment represents over the total price of the contract.



12. 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](#).

13. 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](#).

14. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract regarding UNFPA deliverables may submit a complaint to the UNFPA Head of the Business Unit Borka Jeremic at jeremic@unfpa.org.

15. 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:	
Request for quotation N°:	UNFPA/SRB/RFQ/24/002
Currency of quotation:	USD
Validity of quotation: <i>(The quotation shall 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.

Please provide detailed budget breakdown per each deliverable. Financial Proposal can include two budget scenarios, starting with the most economic one.

While preparing the price quotation form, please make budget breakdown as detail as possible. Budget lines given below are for orientation purposes only. Please revise below given budget lines OR add as many budget lines as you see relevant.

Activity	DELIVERABLES	Total number of items <i>Estimated</i>	Additional benefits	USD Payment modality:
1	Campaign Strategy Outline	<i>It is strongly recommended to follow the guidelines as stated below, however the bidders may offer other solutions.</i>		USD Lump Sum/ VAT included
1.1.	<i>Please add the exact budget line (e.g. Fee for the copywriter, designer etc.)</i>			
1.2.	<i>Please add the exact budget line</i>			
	<u>TOTAL 1: CAMPAIGN STRATEGY OUTLINE</u>			

2	Final Campaign Strategy			USD Lump Sum/ VAT included
2.1.	<i>Please add the exact budget line (e.g. Fee for the copywriter, designer etc.)</i>			0
	<u>TOTAL 2: FINAL CAMPAIGN STRATEGY</u>			
3	Design and production of visual tools			USD Lump Sum/ VAT included
3.1	<i>Please add the exact budget line (e.g. Fee for the photographer, designer etc.)</i>			
3.2	<i>Please add the exact budget line</i>			
	<u>TOTAL 3: VISUAL TOOLS</u>			
4	Social and Traditional Biweekly Media Calendar			USD Lump Sum/ VAT included
4.1.	<i>Please add the exact budget line (e.g. social media boosting budget, PR support etc .)</i>			
4.2.	<i>Please add the exact budget line</i>			
	<u>TOTAL 4: SOCIAL AND TRADITIONAL BIWEEKLY MEDIA CALENDAR</u>			
5	Preparation and execution of the local events and final event (Please distinguish costs for the two type of events separately)			USD Lump Sum/ VAT included
5.1.	<i>Fee for the designer</i>			
5.2.	<i>Design of the invitations</i>			
5.3.	<i>Printed materials</i>			

5.4.	<i>Catering</i>			
5.5.	<i>Sound and video services</i>			
5.6.	<i>Translators fee</i>			
5.7.	<i>Translation equipment</i>			
5.8.	<i>Professional photographer</i>			
5.9.	<i>Professional videographer</i>			
5.10.	<i>Post-event video editing</i>			
5.11.	<i>Social media promotion</i>			
5.12.	<i>PR support</i>			
5.13.	<i>Please add the exact budget line...</i>			
	<u><i>TOTAL 5: LOCAL EVENTS AND FINAL EVENT</i></u>			
6	Half year and annual progress reports			USD Lump Sum/ VAT included
6.1.	<i>Please add the exact budget line</i>			
6.2.	<i>Please add the exact budget line</i>			
	<u><i>TOTAL 6: HALF YEAR ANNUAL PROGRESS REPORTS</i></u>			
7	Final Report			USD Lump Sum/ VAT included
7.1.	<i>Please add the exact budget line</i>			



7.2.	Please add the exact budget line			
	<u>TOTAL 7: FINAL REPORT</u>			
TOTAL COSTS : TOTAL 1 + TOTAL 2 +TOTAL 3 + TOTAL 4 +TOTAL 5 + TOTAL 6 + TOTAL 7				USD

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/SRB/RFQ/24/002 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.

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](#), [Spanish](#) or [French](#)