REQUEST FOR QUOTATION
RFQ Nº UNFPA/SRB/RFQ/21/004

UNFPA hereby solicits a quotation for the following service:

“Supporting UNFPA communication and advocacy work on older people”

Under the overall umbrella of the Regional Demographic Resilience Programme, and specific activities on ageing that are being implemented in the Republic of Serbia, UNFPA Serbia CO wants to enhance visibility activities in this area of work until the year end. These activities are expected to complement efforts of the UNFPA office made throughout 2021 to promote and build on the conclusions and recommendations of the Comprehensive Report on Discrimination Against Older Persons, but also to the 5 year programming cycle of the new UNFPA Country Programme Document (CPD) 2021-2025. This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have 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:**

The ageing population presents real opportunity for any society. However, there are also challenges, and ignoring these could undermine the potential benefits of people living longer. It is important to recognize and harness that potential while improving conditions for healthy active ageing and all necessary support services for those who need them.

UNFPA Serbia is advocating and working on strengthening institutional capacity for the formulation and implementation of rights-based policies that integrate evidence on population issues, including ageing, and their links to sustainable development. In the past years UNFPA supported numerous research in the field of ageing. Research findings have pointed out the need to better understand living circumstances, needs, but also potential of older people, as well as obstacles and problems they face when trying to fulfill their needs and potential.

Earlier this year, UNFPA supported Commissioner for the Protection of Equality to finalize first comprehensive report on ageing- Special Report on Discrimination against Older Persons, and launch the report in the National Assembly of the Republic of Serbia. The report was prepared in order to show the existing problems older persons in Serbia are facing, as well as possible ways to overcome them. Improving
the position of older persons implies continuous work and the use of all available legal mechanisms, in order for this process to be successful. A special part of the report is dedicated to proactive policies and recommendations for improving the position of older persons, which relate, among other things, to social security, social inclusion, prevention of discrimination and violence, improvement of the health care system and changes in social protection regulations.

On 27 September, UNFPA Regional Office for Eastern Europe and Central Asia, UNFPA Serbia Country Office together with local partners- Ministry for Human and Minority Rights and Social Dialogue and Commissioner for the Protection of Equality (CPE), will be promoting first UN global report on ageism and will initiate multisectorial national dialogue on ageing and ageism in Serbia. Conference paper, which will result from the event, is expected to shape up priorities for the most urgent advocacy activities at the local level until the year-end.

**Objective(s)/Task(s):**

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

**Task 1:** Develop detail plan of visibility activities, i.e. public events and social media campaign, that will be aimed at general public based on communication materials developed in 2020 by the Commissioner for Protection of Equality and UNFPA (including 1 October, month of October as a month dedicated to older persons etc.). Coordinate the implementation of these activities with local partners and media, upon consultations with UNFPA.

**Task 2:** Advocacy activities- organize series of consultations and round table discussions in 3 local self-governments. Detail plan and focus of local consultations shall be determined in consultations with UNFPA, and upon finalization and adoption of the conference paper on 27 September by wide range of stakeholders.

**Task 3:** Create buzz in the local media by generating interest of the media, providing and sharing information on demographic and ageing challenges in Serbia and broader, featured articles and opeds widely disseminated in the local media, in consultations with UNFPA. Providing PR support for the event on 27 September, expected partnership with A1 on promoting digital literacy of older persons, High Level Conference on Demographic Resilience 1-2 December in Sofia, and other UNFPA endeavors in the field of ageing until the 10 December.

**Task 4:** Coordinate and arrange placement of brochures on ageing developed for 6 target groups by the Commissioner for the Protection of Equality and UNFPA in 2020 through events, partnerships with local institutions, media and other channels.

**Outputs/Deliverables:**

**Deliverable 1:** Plan of visibility activities to be submitted at start of the project. Plan should include all activities that are going to be implemented in the period of the duration of the contract, i.e. by 10 December;

**Deliverable 2:** Plan for social media campaign that should cover UNFPA Serbia Facebook, Instagram and Twitter accounts by 15 October. Agency will also be responsible to develop in advance biweekly social media plan for UNFPA approval;

**Deliverable 3:** Three local level discussions organized in line with priorities of the conference paper which will be launched on 27 September, and in close consultations with UNFPA and Commissioner for the Protection of Equality;

**Deliverable 4:** In consultations with UNFPA, support development of the material for media, appointments and insurance of media appearances on national and local electronic, print and online media, negotiation deals with media to promote the elements of the campaign;

**Deliverable 5:** Distribution plan for brochures on ageing for 6 target groups developed and approved by UNFPA in 2020, to be submitted by 15 October;
Deliverable 6: Coordinate distribution of abovementioned brochures in line with the approved distribution plan
Deliverable 7: Detail report on the results of the activities to be submitted at the end of the project.

Final products may carry UNFPA logo or be clearly specified that it was developed with UNFPA support. Work will be done under the overall guidance of the Head of Office and direct day to day oversight by the communication staff of UNFPA, who will check and approve all deliverables.

Timing / Schedule:

All deliverables are to be completed by 10 December 2021. This schedule could be altered only in case of force majeure that would prevent implementation of field activities.

For all delays in the completion of the tasks, contractor should notify the communication staff and the UNFPA Serbia Head of Office stating the reasons for the delay and proposing alternative actions or dates for completion of the deliverables.

3. Questions

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

| Name of contact person(s): | Jovana Ubiparip |
| Email address of contact person: | ubiparip@unfpa.org |

The deadline for submission of questions is Tuesday, 21 September 2021, 10:00 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, including the following technical requirements:

- Qualifications and Experience: the Contractor is requested to include in the proposal the organizational CV;
- Legal requirements and experience:
  - Officially registered legal entity for the scope of work requested by the terms of reference;
  - At least 3 years of experience in Marketing and PR;
  - Demonstrable experience in working with Government, Parliament and other relevant stakeholders on social issues.
- Qualifications of the Team: 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 and one team member.
b) **Price quotation, to be submitted strictly in accordance with the PRICE QUOTATION FORM (at the end of document).**

Both parts of the quotation must be signed by the bidding company’s relevant authority and submitted in PDF format.

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 persons indicated below no later than: *Friday, 24 September 2021 at 12:00 AM Belgrade Time*¹.

<table>
<thead>
<tr>
<th>Name of contact person(s):</th>
<th>Serbia Country Office</th>
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</thead>
<tbody>
<tr>
<td>Email address of contact person(s):</td>
<td><a href="mailto:serbia.office@unfpa.org">serbia.office@unfpa.org</a></td>
</tr>
</tbody>
</table>

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: RFQ Nº UNFPA/SRB/RFQ/21/004 – [Supporting UNFPA communication and advocacy work on older people]. 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 in a two-step process by an 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 in Section 2 and in accordance with the evaluation criteria below.

The following scoring scale will be used to ensure objective evaluation:

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<tr>
<th>Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted</th>
<th>Points out of 100</th>
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<tr>
<td>Significantly exceeds the requirements</td>
<td>90 – 100</td>
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<tr>
<td>Exceeds the requirements</td>
<td>80 – 89</td>
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<td>Meets the requirements</td>
<td>70 – 79</td>
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<tr>
<td>Partially meets the requirements</td>
<td>1 – 69</td>
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<tr>
<td>Does not meet the requirements or no information provided to assess compliance with the requirements</td>
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8. Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points per category 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.

\[
\text{Total score} = 50\% \text{ Technical score} + 50\% \text{ Financial score}
\]
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 in two installments. First installment in the value of 50% of the total costs will be paid upon receiving deliverables 1, 2 and 5, and certification by the UNFPA Country Offices appointed staff of the successful performance.
Second installment, will be paid after receiving all deliverables and certification by the UNFPA Country Offices appointed staff of the successful performance.
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.

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, Head of Office 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 №:** UNFPA/SRB/RFQ/21/004

**Currency of quotation:** RSD or USD

**Validity of quotation:**

*(The quotation shall 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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<th>Item</th>
<th>Description</th>
<th>Number &amp; Description of Staff by Level</th>
<th>Days or Hours to be Committed</th>
<th>Daily / Hourly fee</th>
<th>Total</th>
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**Total Professional Fees (USD or RSD):**
I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/SRB/RFQ/21/004 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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<th>Date and place</th>
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Vendor’s Comments:
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