



Date: 11 April 2023

REQUEST FOR QUOTATION RFQ N° UNFPA/SRB/RFQ/23/001

UNFPA and UN WOMEN hereby solicits a quotation for the following service: “Communications Support for the JP Peer Mentoring Programme implemented by UNFPA and UN Women in Serbia”

UNFPA is seeking a communications and PR agency to develop a creative concept as well as to assist in the implementation of the campaign that will promote the Joint Programme on Peer Mentoring support in Serbia, securing both social and traditional media space. The Joint Programme is being implemented by UNFPA and UN Women with the support of the Italian Embassy in Serbia.

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 and UN WOMEN

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).

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

2. Service Requirements/Terms of Reference (ToR)

Background information:

According to the latest estimate of the population at the end of 2020, which was published on 1 July 2020, there are 1,218,789 young people (15–30 years old) and they make up 17.7% of the population in Serbia or around 1/6 of the population.

Based on the findings of [Report on the rights of young people in the Republic of Serbia 2020](#), young people faced numerous challenges in exercising human rights, especially in their rights to employment, education, freedom of movement, information, and since the outbreak of COVID 19, in access to health care. Reasons for such unfavourable situations are numerous, and include unfamiliarity with their own rights, limited opportunities to exercise their rights, especially for the vulnerable categories, as well as prejudice, stereotypes and often negative perceptions related to the capacity and reliability of youth in public life.



However, their level of participation in social life and decision making is low. Most young people feel that they are not adequately involved in the processes of decision-making at the national level (73%) as well as in the local community (73%) or at school (58%). About 90% of youth are not members of sports clubs, political parties, cultural and artistic societies or citizens associations. More than two thirds of young people (67%) are not ready to engage in the work of bodies that initiates or makes decisions of importance for young people, mainly because do not have enough information about their work (34%) and that they believe that their Involvement would not change anything (33%). Although the ministry responsible for youth strongly encourages all local governments to establish local youth offices for dealing with local youth policies and youth issues, out of 145 LGs, a total of 66 LGs do not have a youth council while 73% of LGs do not have a Local Action Plan for Youth.

In an effort to strengthen the participation of young people and to ensure that their voices are heard, and their needs reflected in the issues that affect their lives directly, the United Nations Country Team (UNCT) established a Youth Advisory Group (YAG). By establishing the YAG group, UNCT created the basis for the further promotion of networking among young people - those who are socially engaged both in urban areas and locally, as well as those whose potential needs an incentive to implement activities related to participation, value promotion, reconciliation, cultural cooperation, etc.

To expand the opportunities for youth participation at the local level and have them actively contribute to the development of a society at large, the Peer Mentoring Programme is designed in a participatory manner, and in consultations with YAG. Funded by the Italian Embassy, Belgrade, through the Ministry of Foreign Affairs and International Cooperation, Italy, Regional Cooperation, Unit for the Adriatic and the Western Balkans, Directorate General for Europe and International Trade Policy, the programme is aimed to support motivation of young women and men across the country to unleash their potential to become social innovators, leaders, thinkers and a powerful force for change in their communities and country. This will be achieved through a young leadership training and peer mentoring process in which experienced young people (YAG members) support their peers at the local level to create and implement the initiatives to increase youth participation, promote human rights and create space for social engagement of youth at the local level. Moreover, social media and digital platforms are to be used to spread information about the programme, to strengthen protection and promotion of human rights and benefits of youth participation.

Communication and outreach activities are key to achieving programmatic results, so the overall objective of communication endeavors is to help UNFPA CO and UN WOMEN CO to:

1. Raise awareness about the programme and its activities, achievements, and its potential impact in the country among key stakeholders.
2. Engage wider public in activities towards having more young leaders have their say and actively participate in decision making processes.
3. Draw the attention of policy and decision-makers, as well as potential partners to the programme as an important instrument for the benefit of society.



Objective(s)/Task(s):

UNFPA and UN Women are taking the lead in organizing activities in April while the selected entity/agency is expected to support implementation of the plan below:

Target audience	Period	Comms products and activity/ies
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	1- 2 April	TOT launch promoted on social media <i>*this activity has been completed by UNFPA and UN Women</i>
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	24 April	Project kick off event (2 hours social event that involves influencers from Italy and/or Serbia, donors, venue Italian Embassy or Italian Cultural Centre) <i>*this activity will be implemented by UNFPA and UN Women</i>
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	May	Introducing YAG members with quote cards featuring some key messages along with their photos
General public; Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners	May	Introducing at least two celebrities in Serbia who are role models for youth to make reels for their social media in collaboration with UNFPA and UN Women and to continue being actively involved in programme promotion Additionally, project should be promoted in cooperation with some of the renowned Italian influencers.
General public; Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners	May - June	Series of local trainings in 6 municipalities
General public; Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners	May - October	Series of local actions that promote human rights in 6 municipalities
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	May - June	6 photo stories on social media on peer to peer mentoring support and development of initiatives at local level across the country

Government representatives; Donors and international organisations in the country; Women and men from the parliament, youth leaders, academia, media, and development partners	June-July	7 specially designed posts with key messages on youth participation in different decision making processes and also 5 GIFs to make it more engaging and interacting. This is to be promoted on social media of UNCT, UNFPA, UNWomen and youth ambassadors
Government representatives; Donors and international organisations in the country; Women and men from the parliament, youth leaders, academia, media, and development partners	September-October	At least 3 human impact stories on local youth initiatives to be developed and promoted on UNFPA, UNWomen, UNCT websites as well as on social media (Facebook and Instagram)
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	October	At least 3 reels made by local youth leaders on their initiatives and 6 reels of YAG members also related to the initiatives from their mentoring perspective
Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	Early November	IG take over the mic by some youth organisations or groups like KOMS, Mladi BG Centar, UNA and the like, Mladi protiv nasilja...
Government representatives; Donors and international organisations in the country; Women and men from the parliament, youth leaders, academia, media, and development partners; Youth civil society organizations; Women and men from the parliament, youth leaders, academia, media, and development partners; General public	Mid November	Final event with social media campaign around it, including posts and photos. Traditional media are also to be present at the event
General Public	May - November	At least 3 media appearances for partners to promote the project

Outputs/Deliverables:

Deliverable 1. Campaign Strategy outline

Bidders are expected to prepare and develop Campaign Strategy outline (for the period May to December 2023) that shall include:

- **Creative Concept** : Campaign slogan/hashtag, Visual identity, Layout of the Key Visual, in case video production is envisaged please include video storyboards;
- **Campaign and 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 central and local levels;



- **Traditional Media plan** that should include at a minimum for the period May - November 2023:
 - three TV appearances on national frequency TV stations programs for the Italian Ambassador, UN Resident Coordinator in Serbia, UNFPA and UN Women to speak about the project;
 - Full PR support for the project final event
 - two OpEd/written interviews published in at least one daily/weekly magazine and one portal popular among young people.

**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** 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 gender equality, GBV and similar. UNFPA and UN Women do not provide financial compensation to influencers.

**Social media campaign will be executed from UNFPA Serbia Facebook, Instagram and Twitter accounts, as well as UN Women Facebook and Instagram accounts.*

- **Final event Synopsis:** Final event will be organized around 11 October or in November depending on the dynamics on the local level. The main goal of the events is to promote project, but also to send key messages on gender equality, human rights and youth participation to the general public, youth and decision makers. The final event will be creative and welcoming for the general public, especially youth. Young people should be given a chance to share their views at the event and have their voices heard.

The Campaign Strategy outline 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. Finalization of the Campaign Strategy – to include: defined tone, slogan and messages of the campaign, final traditional Media Plan and final Social Media Plan;

Deliverable 3. Design and production of visual tools including quote cards, reels, professional photographs that will be used for the campaign;

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

Deliverable 5. Preparation and execution of the final event based on the agreed concepts. The agency is expected to carry out all logistics arrangements for the event, including branding the venue, branding the invitation, providing PR support for the event, catering etc. Ideally, the event can take place in the premises of the Italian Cultural Center or the Italian Embassy;

Deliverable 6. Bimonthly progress reports every second month as of the contract signature, must be received by UNFPA and UN Women on the last working day of the ongoing month, 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 and UN Women by 1 December 2023, annexing all of 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/UN Women/UN Serbia/Italian Embassy support. Work will be done under the overall guidance and supervision of the Head of Office and/or communication staff of UNFPA and UN Women, who will check and approve all deliverables.

Final event will be held in Belgrade, Serbia. Local activities will be implemented in 6 municipalities which will be confirmed by the end of April.

Timing / Schedule:

All deliverables are to be completed by 1 December 2023. 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 and UN Women 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 for UNFPA and Bojana Barlovac for UN Women</i>
Email address of contact person:	ubiparip@unfpa.org ; bojana.barlovac@unwomen.org

The deadline for submission of questions is 22 April 2023, 15:00 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 Marketing and PR business;
 - ❖ **Certificate of Registration** of the business, including Articles of Incorporation, or equivalent document if the Bidder is not a corporation (copy of Registration from APR);
 - ❖ **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: *Wednesday, 3 May, end of day, 24.00 Belgrade Time.*

Name of contact person(s):	<i>Serbia Country Office</i>
Email address of contact person(s):	<u>procurement.serbia@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/23/001 – [“Implementing Peer Mentoring Campaign 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	100		25%	
Documents establishing qualifications of proposed team members	Personnel CV`s and team structure	100		25%	
<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 and UN Women 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 and UN Women Serbia, per mutually agreed tasks/deliverables and certification by the UN Women/UNFPA Country Offices appointed staff of satisfactory performance. The outputs are to be validated by UN Women Communications Officer and UNFPA Programme Analyst and approved by the Heads of agencies 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 and UN Women 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/23/001
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>			0
1.2.	<i>Please add the exact budget line</i>			
	<u>TOTAL 1: CAMPAIGN STRATEGY OUTLINE</u>			



2	Finalization of the 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: FINALIZATION OF THE 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 ONLINE BIWEEKLY MEDIA CALENDAR</u>			
5	Final Event			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>TOTAL 5: FINAL EVENT</u>			
6	Monthly 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>TOTAL 6: MONTHLY PROGRESS REPORTS</u>			
7	Final Report			USD Lump Sum/ VAT included
7.1.	<i>Please add the exact budget line</i>			
7.2.	<i>Please add the exact budget line</i>			
	<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/23/001 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.

Name and title	Date and place	



United Nations Population Fund/ UN Women
Bulevar Zorana Djindjica 64, 11000 Belgrade, Serbia
Website: www.unfpa.org; www.unwomen.org

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](#)