Date: November 7th 2018

REQUEST FOR QUOTATION

RFQ Nº UNFPA/BIH/RFQ/2018/005

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“UNFPA CRSV STIGMA CAMPAIGN”.**

UNFPA requires the services of a qualified media company to develop a comprehensive media campaign content that focuses on alleviation of stigmatization of survivors of conflict-related sexual violence. Media company will develop a comprehensive Campaign book – a set of documents and knowledge products that contain, but are not limited to, campaign messaging (through careful calibration and testing with target groups), tools and distribution channels (adapted and contextualized for target communities) and all other related media products (developed for maximum impact and in line with planned targets and current baselines) that will allow UNFPA to deploy a campaign at the local level, in 12 communities in BiH.

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**

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)**

**Objectives and scope of the Services**

* Background information

UN Country Team in BiH’s Joint Program on Conflict-related Sexual Violence (CRSV) is working on a three-pronged approach aimed at improving the position of CRSV survivors in the country: Support for inclusive, aligned legislation conducive for the rights of CRSV survivors; Capacity development for comprehensive, sustainable services that respond to survivors’ needs; Contribution to alleviation of CRSV stigma, for both survivors and their families

UNFPA is directly engaged in building capacities of public institutions for service provision to CRSV survivors. However, stigma is one of the biggest obstacles to improving the quality of life of survivors of Conflict-related Sexual Violence (CRSV). Focusing the attention on the stigma against survivors of conflict-related sexual violence must be a priority for those who provide assistance to survivors of CRSV.

And yet, survivors’ are often times faced with judgment, stigmatization and exclusion coming from the immediate community, and the society in general. Survivors’ are sometimes accused to have been contributed to their suffering by ‘bringing it upon themselves’ – a notion that can get internalized by the victims themselves, although such an inversion can be understood as a paradoxical attempt to protect one’s own identity and integrity. Survivors are faced with stigmatizing attitudes and self-stigma (internalized stigmatization), and many persons with this experience themselves choose to keep it a secret until death because the price of revealing these histories was too high.

UNCT JP completed a complementary set of research that painted a clearer picture of the position of CRSV survivors in BiH today, including analysing views of survivors themselves, the general public, CSOs and service providers from public institutions. Amidst all this, general public might not even be aware of its stigmatizing attitude and approach to survivors and that is the reason why this Stigma Alleviation Campaign is aiming to achieve.

At the same time, UNFPA partnered with two CSOs active in the field of CRSV – Snaga Zene from Tuzla, and Helsinki Committee for Human Rights from Bijeljina, in order to reduce stigmatization of CRSV survivors. They will deliver programming in 12 local communities in BiH, focusing on service provides, faith based organizations, decision makers, youth and the general public. At the same time, solutions that they will be developing and implementing will be synchronized and relatively similar but there is a risk of it being seen as a fragmented, disjointed effort. To that end, UNFPA is seeking to engage a qualified consultancy that will implement a coherent, synchronous PR and visibility campaign meant to augment, promote and highlight the efforts and successes of local level activities in BiH. This comprehensive campaign will be a focused, limited-duration campaign implemented in 12 local communities in Bosnia and Herzegovina where UNFPA is working on the issue of CRSV.

* Development objective(s)

Achieve measured improvement in visibility of CRSV-related notions and issues at local levels in Bosnia and Herzegovina (FBIH: Tuzla, Vitez, Orašje, Maglaj, Goražde, Sanski Most; and RS: Bijeljina, Doboj, Foca, Knezevo (with a possibility to be swapped with Banjaluka), Prijedor and Kozarska Dubica)

* Immediate objective(s)

**Citizens are better informed on CRSV survivors' position in the society**

1. Citizens know that stigmatization of survivors leads towards their even greater social isolation
2. Citizens understand that reduction and alleviation of stigmatization can begin only if the community demonstrates support to CRSV survivors

**In order to achieve these objectives, we anticipate the following approaches:**

1. Inform citizens about the position of survivors in society, and about the responsibilities and obligations of the society towards them
2. An integral part of the campaign should be the baseline and end line inquiry of public opinions through survey questionnaire
3. Introduce citizens to the stigmatization that CRSV survivors are facing in their everyday lives
4. Present to the citizens all the negative and far-reaching psychosocial consequences for the survivors that result from the stigmatizing attitudes of the citizens (self-stigmatization)
5. Demonstrate to the citizens the causal relationship between the stigmatization of survivors and discrimination that they experience in the community and in access to rights and services
6. Encourage citizens to publicly express their views of support and understanding of survivors

Tools to be used:

* TV/radio shows with representatives of public institutions, experts and practitioners (CSO experts working in the area of CRSV)
* Social media presence (facebook, twitter, instagram) to engage a wide audience and focus on youth contributions to stigma alleviation
* Press conferences
* Op-eds, editorials and interviews
* A documentary style video
* Promotion of baseline and end line survey results through info-graphics and other formats appropriate for target groups
* Outputs / Deliverable(s)

1. TV/radio shows with representatives of public institutions, experts and practitioners (CSO experts working in the area of CRSV)
   1. Organize 3 shows on TV stations that have strong coverage in entities and the national level
      1. Each show (or a segment of the show dedicated to this topic) should last between 20 and 45 minutes
      2. Each show must bring in at least three experts to talk about the issue of CRSV:
         1. Psychosocial support expert, with a proven expertise in the area of CRSV (or at least, support to survivors of violence)
         2. Representative of survivors’ associations, to give a more in-depth perspective (however, proper attention must be paid to keep message on point and focus on ways forward, not dwelling on the past)
         3. Media expert with significant experience in shaping public narratives, who also understands the issue of CRSV or at least, the issue of gender-based violence
      3. TV show should adhere to the following principles
         * 1. Be respectful towards survivors and their position in society
           2. Be acceptable for the local context (culturally sensitive)
           3. Be targeted towards aims and groups defined in Section on Baselines and Targets above
           4. Avoid stereotypical portrayal of survivors as victims, but also abstain from diminishing what they went through as just a thing of the past. For many, this is a reality they contend with every day, so a proper balance must be found
           5. Contain necessary safeguards that will ensure the do-no-harm approach towards survivors:

Avoid controversy for the sake of publicity

Be rooted in tried out principles in combating stigmatization of marginalized populations in BiH (Global Principles to fight CRSV stigma, SAP, all attached to this RfQ)

* + 1. The show should have the audience in the studio, to allow for possible Q&As
    2. The show should be aired during prime-time slots with an ensured re-run in the subsequent days
    3. Moderator of the show must be a well-known, household name professional with a reputation of integrity and inclusiveness

1. Social media presence
   1. UNFPA’s implementing partners, Helsinki Committee for Human Rights (Bijeljina) and Snaga zene, Tuzla will have a series of local events between November 2018 and February 2019, which would work towards CRSV stigma alleviation. Manage a unified FB and Twitter page that would centralize all the information regarding local activities
      1. A dedicated person would regularly collect inputs from the CSOs (contacts to be provided by UNFPA) and would maintain FB and Twitter account focused solely on this campaign, including boosting appropriate contents for maximum reach at the local levels. Boost per post should not exceed the value of 150 USD, for a total of 2,000 USD ad-budget allowed for the entire duration of the campaign.
2. Organize 12 press conferences for the project (FBIH: Tuzla, Vitez, Orašje, Maglaj, Goražde, Sanski Most; and RS: Bijeljina, Doboj, Foca, Knezevo, Prijedor and Kozarska Dubica), ensuring that entity, state and local media are present. Speakers at the conferences will be representatives of CSO partners from UNFPA, and the Company will ensure presence of additional experts on each conference who could reflect on the CRSV stigma related issues.
3. Op-eds, editorials and interviews
   1. Ensure that CSO partners (Tuzla, Bijeljina), including UNFPA, give interviews in 3 leading dailies in the country, focusing on the CRSV stigma alleviation work and related activities
      1. Interviews must include photos and be at least 200, up to 400 words long
   2. Ensure additional three interviews in specialty magazines (with wide distribution and readership) that focus on lifestyle, women’s issues and/or contemporary culture
      1. Interviews must include photos and be at least 500 words long
   3. Secure at least two op-eds in leading dailies, to be given by UNFPA and/or partners.
4. A documentary-style video
   1. In order to capture all the contributions by CSOs towards the issue of CRSV stigma alleviation, UNFPA requires a documentary style video that would summarize the efforts, ideas, motivations and inspirations of all the people working at the local level (and coming from CSO partners, public institutions and service providers, including survivors themselves). Video should be shot with participants from all 12 communities that are targeted by the program and must not be longer that 15, and shorter than 10.
   2. Integral video should also be cut into smaller segments (one-minute long snippets) that summarize work in each of the 12 communities and that could be easily shared on social media.
5. Promotion of baseline and end line survey results through info-graphics and other formats appropriate for target groups
   1. In order to measure the effects of the campaign onto people’s perception and understanding of the issue, the consultancy will develop tools that will examine the change in attitudes and knowledge of the issue, in relation to CSOs work at the local level. For example, UNFPA would like to know if citizens are aware of CSOs work, and also to measure their knowledge of the issue. Focus groups must be comprised of a mix of local community representatives from 12 communities and control representatives from communities not included in the list, to ensure objectivity and balanced views. Discussions should be led by expert facilitators who would use the Global Principles, and the SAP to initiate deliberations on stigma alleviation and come with tangible recommendations, concrete proposals and ideas to be deployed at the local levels.
   2. Tools to be used include questionnaires, web-based forms, interviews and polling through social media channels.

* Inputs

UNFPA is providing the consultancy with several key documents that will allow for an in-depth surveying of the issues of CRSV stigma in BiH: Principles for Global Action on tackling the stigma of Sexual Violence; Stigma Alleviation Program; Survey on Stigmatization of CRSV survivors in BiH; and a Study on Socio-economic impediments that survivors face in BiH). These documents together paint a clear picture on the current position of CRSV survivors, including the proposed ways on how to tackle this issue, both at the global and BiH level. We strongly encourage the consultancy to review these documents and use them throughout the process.

* Timing / Schedule

Overall period for this service is 20 November 2018 – 28 February 2019

Detailed timeline for delivery of each product will be developed in cooperation with UNFPA Project Officer and CSO partners from Tuzla and Bijeljina.

Indicative timeline is as follows:

* TV/radio shows with representatives of public institutions, experts and practitioners (CSO experts working in the area of CRSV) – 1 in November, 1 in December, 1 in January
* Social media presence (facebook, twitter, instagram) to engage a wide audience and focus on youth contributions to stigma alleviation – throughout the duration of the contract, with a bulk of delivery (40%) between November 25 – December 10 (16 days of activism) and the remainder spread out evenly
* Press conferences – three conferences within 16 days campaign (November 25 – December 10)
* Op-eds, editorials and interviews – even spread throughout
* A documentary style video – bulk of recording to be done between November 25 – December 10; editing in December – release in Jan/Feb
* Promotion of baseline and end line survey results through info-graphics and other formats appropriate for target groups (at the beginning, and at the end of the campaign)

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Ms. Majda Zeherovic Zaimovic (cc. UNFPA BIH Office)* |
| Tel Nº: | *+387 33 293 574* |
| Email address of contact person: | [*zeheroviczaimovic@unfpa.org*](mailto:zeheroviczaimovic@unfpa.org)  *(cc. bosnia-herzegovina.office@unfpa.org)* |

The deadline for submission of questions is Tuesday, 13th November 2018 by 3:00 PM Sarajevo Time. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

1. **Content of quotations**

Quotations should be submitted in a single e-mail 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.

1. **Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below no later than: Thursday, 15th November 2018 at 3:00 PM Sarajevo Time.

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Ms. Majda Zeherovic Zaimovic (cc. UNFPA BIH Office)* |
| Email address of contact person: | *zeheroviczaimovic@unfpa.org* |

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: RFQ Nº UNFPA/BIH/RFQ/2018/005. Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
* The total e-mail size may not exceed **20 MB (including e-mail 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.

1. **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

**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 Bidder | [C]  Weight (%) | [B] x [C] = [D]  Total Points | |
| --- | --- | --- | --- | --- | --- |
| Technical approach, methodology and level of understanding of the objectives of the project | 100 |  | 20% |  | |
| Work plan/time scales given in the proposal and its adequacy to meet the project objectives | 100 |  | 20% |  | |
| Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.) | 100 |  | 15% |  | |
| Specific experience and expertise relevant to the assignment | 100 |  | 30% |  | |
| Profile of the company and relevance to the Project. | 100 |  | 15% |  | |
| *Grand Total All Criteria* | 500 |  | 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 |

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of [50-70] 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:

|  |  |  |
| --- | --- | --- |
| Financial score = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## 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.

|  |
| --- |
| Total score = [50 -70%] Technical score + [50- 30%] Financial score |

1. **Award Criteria**

UNFPA shall award a Professional Service Contract on a fixed-cost basis with duration of 3.5 months to the Bidder that obtain the highest total score.

1. **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.

1. **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.

1. [**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).

1. **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).

1. **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 Representative Ms. Doina Bologa, at [bologa@unfpa.org](mailto:bologa@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).

1. **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:** | Click here to enter a date. |
| **Request for quotation Nº:** | RFQ Nº UNFPA/BIH/RFQ/2018/005 |
| **Currency of quotation :** | BAM |
| **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.

Example Price Schedule below:

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

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ RFQ Nº UNFPA/BIH/RFQ/2018/005 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,](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)