Date: December 2 , 2021

REQUEST FOR QUOTATION

RFQ Nº UNFPA/AZE/RFQ/21/007

Dear Sir/Madam,

UNFPA hereby solicitsa quotation for the following service:

Develop and implement gender-responsive innovative communication and media campaign on promoting parental leave policy in Azerbaijan

**This Request for Quotation is open to** all legally constituted organizations that can provide the requested services and have legal capacity to perform 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)

1. **Service Requirements/Terms of Reference (ToR)**

*UNFPA, the United Nations Population Fund: Delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled.*

**Background**

The three-year joint programme "EU 4 Gender Equality: Together against gender stereotypes and gender-based violence" aims at strengthening equal rights and opportunities for women and men through shifting social perceptions, gender stereotypes, and men's participation in caretaking. The programme is funded by the European Union and implemented jointly by UN Women and UNFPA in the EaP countries at the national and regional levels.

The programme aims to shift societal perceptions around gender stereotypes and patriarchal norms limiting women's rights; improve men's involvement in the caretaking of their children and participation in father's programmes; and spur the adoption of best practices in perpetrator's programmes among the ministries of social affairs and Programme for perpetrators in the respective countries.

Key trends in Eastern Europe illustrate that elimination of gender inequality and the push towards the empowerment of women and girls represent both a driver of progress towards the Sustainable Development Goals (SDGs) and a solution for the sustainable development of the whole region. In Azerbaijan, several efforts have been undertaken in recent decades to advance gender equality and promote women's rights. Nevertheless, despite the available normative frameworks, series of individual, institutional and structural barriers continue severely affecting the effectiveness and sustainability of gender equality reforms. The Azerbaijani share of the programme encompasses the following major objectives:

* Shifting societal perceptions around gender stereotypes and patriarchal norms which limit women's rights;
* Men's involvement in the care taking of their children and participation in fathers programmes have increased.

**Purpose**

The local organization to be selected following the completion of this bidding, will be responsible for developing **gender-responsive innovative media campaign aimed at fostering gender equality and tackling gender norms and discriminatory practices against women and girls in Azerbaijan.**

The applicant organizations may opt to add or suggest alternative innovative solutions based on their expert knowledge and expertise.

The objective is to shift societal perceptions around gender stereotypes and patriarchal norms which limit women's rights and to contribute to lasting attitudinal and behavioral changes as well as sensitize broader population groups, decision-makers and influencers at the national and local levels.

**Responsibilities of the organization**

The organization will be responsible for development and implement gender-responsive innovative media campaign aimed at fostering gender equality and tackling gender norms and discriminatory practices against women and girls in Azerbaijan. The selected organization will work in close cooperation and coordination with UNFPA CO and Regional Programme Team, and the State Committee for Family, Women and Children Affairs (SCFWCA).

The specific components of the subject assignment are as follows:

* Initial orientation with UNFPA Azerbaijan CO and other relevant partners and stakeholders to discuss and agree on the intervention strategies proposed;
* Develop a context specific outline of the proposed intervention strategies alongside the project work plan elaborating on the project outputs, methods, activity timelines, responsible staff members and measures for tracking the project progress;
* In close partnership with relevant stakeholders develop an innovative media campaign geared towards challenging traditional gender roles and attitudes. The interventions should aim to address lack of knowledge and information on gender equality, promote awareness on the benefits of gender equitable parenting practices. The campaign should educate the people by fostering and nourishing positive attitudes towards gender equitable parental leave ***(at least 10,000 people reached through a range of communication channels used including through placements in leading online website/social media outlets)***. These should be done by designing and producing a range of communication products that should include but not be limited to the following:
* Events/social media campaigns/influencer-led actions
* TV and Radio programmes
* Billboards
* Videos/PSAs
* Posters/leaflets
* E-publications
* Infographics
* Provide regular updates to UNFPA on the progress achieved alongside the narrative reports as stipulated in the related contract packages.

**Deliverables**

**Deliverables**

* # of innovative media/communication products to challenge traditional gender roles and attitudes produced
* At least 10,000 people are reached through a range of communication channels including through placements in leading online website/social media outlets
* Interim narrative and financial project reports

**Contract duration: December 15, 2021 – February 28, 2022**

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. Sabina Manafova* |
| Tel Nº: | *+99412 4922470* |
| Fax Nº: | *+99412 4922379* |
| Email address of contact person: | *manafova*[*@unfpa.org*](mailto:shahverdiyeva@unfpa.org) |

The deadline for submission of questions is 08.12.2021, 12:00, Baku time. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

1. **Content of quotations**

Quotations should be submitted as a hard copy or 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 organization’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 sentin sealed and stamped envelope or by e-mail to the contact person indicated below no later than:  **December 9,2021, at 18:00 Baku time.**

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Ms. Yegana Ismailova* |
| Email address of contact person: | [*ismailova@unfpa.org*](mailto:ismailova@unfpa.org) |
| UNFPA Office address: | *3, UN 50th Anniversary Street. AZ1001, Baku, Azerbaijan* |

Please note the following guidelines for electronic submissions:

* The following reference must be indicated on the envelope or in the email subject line:

RFQ Nº UNFPA/AZE/RFQ/21/007 - Innovative Communications Tools for Gender Equality. 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 shall 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**

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

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

1. **Award Criteria**

UNFPA shall award a Purchase Order / Professional Service Contract to the lowest-priced most technically acceptable offer.

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 Office of Audit and Investigation Services of UNFPA as well as with any other oversight entity authorized by the Executive Director of UNFPA 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 contract, 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 treated in connection with the solicitation or award of a contract may submit a complaint directly to the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit, Dr. Farid Babayev, UNFPA Assistant Representative at [babayev@unfpa.org](mailto:babayev@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:** | UNFPA/AZE/RFQ/21/007 |
| **Currency of quotation:** | AZN |
| **Validity of quotation:**  *(The quotation shall be valid for a period of at least 3 monthsafter the submission deadline.)* |  |

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

Example Price Schedule below:

|  |  |  |  |
| --- | --- | --- | --- |
| Item | | Description | |
| **Professional fees** | | | |
| 1. |  | |  |
| 2. |  | |  |
| 3. |  | |  |
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|  |  | |  |
| ***Total Contract Price*** | | | AZN |

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ Nº UNFPA/AZE/RFQ/21/007 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)