Date: January 5 2021

REQUEST FOR QUOTATION

RFQ Nº UNFPA/ESARO/01/2021

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Technical assistance on supporting the DTAA Social Media**

UNFPA requires the provision of services of a company/organisation to provide technical expertise on social media content and posting, targeting young people under the banner of the DREAMS Thina Abasha (DTAA) Programme.

This Request for Quotation is open to all legally-constituted companies 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)

**Terms of Reference (ToR)**

**Technical assistance on supporting the DTAA Social Media**

UNFPA in partnership with Johnson & John seeks the services of a company/organisation to provide technical expertise on social media content and posting, targeting young people under the banner of the DREAMS Thina Abasha (DTAA) Programme.

**Scope of work**

Manage and create content for four social media platforms, Facebook, Instagram, Twitter and WhatsApp. Each platform has its own strategy & content which will be adapted accordingly. Content will be posted twice daily for 5 days a week.

Content to be created & submitted to client 2 weeks before the new month for review. Once content is approved, it should be scheduled on a content management platform. In addition to the above, the service provider should provide complimentary time on any website design updates & any design requirements on graphics needed by the brand.

**Key deliverables**

**Strategy meetings, key partner organization activity and trend mapping**

* Monthly brainstorming meetings
* Monthly desktop research of campaigns & content ideas
* Monthly blog ideas & creation
* Weekly team meetings
* Engaging with stakeholders
* Downloading program evaluation data weekly

**Design of social media and content artwork – caption conceptualization**

* Graphic research
* 40 x designed graphics
* 40 x caption conceptualization
* Design reverts
* Video compilation

**Social media posting and management – engagement time**

* Content scheduling & posting
* Full day social media monitoring (Facebook, Instagram, Twitter, WhatsApp)
* Daily response to comments, social media messages & WhatsApp messages
* Sharing useful resources with target audience (Helplines, local organisations related to the context at hand, etc.)
* Responding to online messages received from other organisations that look to

collaborate with DTAA on online campaigns

* Assist team with social media technicalities (Going LIVE on social media platform

as part of collaboration with other organisations)

* Monthly paid campaign strategy
* Paid campaign setup & management
* Monthly Campaign budget

**Social media reporting – monthly tracking and analysis**

* Analysis of all social media platforms
* Capturing insights & compiling report
* Monthly engagement analysis

**Methodology**

In response to the TOR, proposal should be submitted which includes a suitable methodology, tools and timelines for undertaking this assignment.

**Assignment duration and management arrangement**

The duration of this assignment is for 12 months, from January 2021 – 31 December 2021

**Service provider eligibility**

* Be a company with the relevant experience
* Demonstrable experience on Social Media targeting young people
* Be a team with a Strategist, Accountant, Copywriter and Designer
* Previous experience will be an added advantage
* 3 samples of previous work undertaken

**Reporting**

The organization/company will administratively be under the overall supervision of the UNFPA but will report directly to, Johnson and Johnson.

**Proposal evaluation criteria**

|  |  |
| --- | --- |
| Criteria | Weight |
| Technical approach, methodology and level of understanding of the objectives and scope of the assignment | 40 |
| Profile of the institution/company and relevance to the project; professional experience of the staff that will be deployed to this assignment | 40 |
| Demonstrated understanding of social media and experience in content and posting targeting young people | 20 |

**Cost of technical assistance and payment modalities**

A work plan with detailed and itemised budget should form part of the proposal. Proposals submitted without a detailed budget will not be considered.

The most competitive proposal and technical expertise which will be satisfying the requirements of UNFPA will be selected and awarded the contract. The proposal evaluation and the contract award will be undertaken according to UNFPA regulations.

Payment for services rendered shall be in tranches agreed upon between UNFPA and the successful service provider. These will be affected to pre-determined milestones and systematic submissions of **accepted** deliverables within timelines agreed on between UNFPA and the service provider.

**Proposal requirements**

Interested services providers are invited to submit proposals to provide the above mentioned services. The proposal should focus on showcasing the organizations ability to provide the services outlined in the Scope of Work.

1. Cover letter
2. A proposal indicating a description of the proposed approach to the scope of work, work plan with timelines and detailed budget (inclusive of VAT)
3. Sample(s) of recent written work of a similar assignment.
4. Detailed CVs indicating qualifications and relevant experience
5. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Tsepiso Rafoneke* |
| Tel Nº: | *+27 11 603 5056* |
| Email address of contact person: | *Tsepiso Rafoneke* |

The deadline for submission of questions is 14 January 2021. 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 email 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**

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: UNFPA/ESARO/01/2021, Technical assistance on supporting the DTAA Social Media. 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.

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the address indicated below no later than : ***Tuesday, January 19th 2021 at 5:00 PM Copenhagen Time*][[1]](#footnote-1).**

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Procurement team* |
| Official Email address of PSB: | [bid.esaro@unfpa.org](mailto:bid.esaro@unfpa.org) |

Please note the following guidelines for electronic submissions to UNFPAs PSBs dedicated email address:

The following reference must be included in the email subject line: RFQ Nº UNFPA/ESARO/01/2021, **Technical assistance on supporting the DTAA Social Media**

* . 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.
* When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the **first** email. Should you offer require to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. If you do not receive any auto-reply for the first email from UNFPA’s email system, please inform Tsepiso Rafoneke at: [rafoneke@unfpa.org](mailto:rafoneke@unfpa.org)
* 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.

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 | Weight |
| Technical approach, methodology and level of understanding of the objectives and scope of the assignment | 40 |
| Profile of the institution/company and relevance to the project; professional experience of the staff that will be deployed to this assignment | 40 |
| Demonstrated understanding of social media and experience in content and posting targeting young people | 20 |

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 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 specific formula indicated in the TORs. 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 = 70% Technical score + 30% Financial score |

1. **Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis to the Bidder(s) 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 Head of the Business Unit. 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/ESARO/01/2021 |
| **Currency of quotation :** | USD |
| **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* |  |

Example Price Schedule below: *[Delete after properly completing the Price Schedule, also develop excel version]*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 UNFPA/ESARO/01/2021 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)

1. <http://www.timeanddate.com/worldclock/city.html?n=69> [↑](#footnote-ref-1)