



Date: February 10, 2021

## REQUEST FOR QUOTATION RFQ N° UNFPA/USA/RFQ/21/008

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **“Regional Private Sector Market Assessment”**

UNFPA requires the provision of a regional private sector market assessment to assess the potential for private sector engagement and partnerships, especially in terms of resources mobilization, in the different regions where UNFPA operates and to recommend key strategies to unlock these opportunities.

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.

#### **I. 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](#)

#### **Service Requirements/Terms of Reference (ToR)**

##### **Background**

Since its founding, UNFPA has enabled millions of women of childbearing age to exercise their sexual and reproductive rights and has helped to nearly double modern contraceptive use worldwide, from 36 per cent in 1970 to 64 per cent in 2016. Yet, new emergencies and on-going conflicts together with widening inequalities in access to vital SRH services have increased the number of persons of concern to UNFPA. Every day, 830 women die from preventable causes during pregnancies or childbirth while unmet demand for family planning translates into nearly 60 million unintended pregnancies annually in developing countries<sup>1</sup>. To address these challenges, UNFPA’s new strategic vision aims to deliver three transformative results in the period leading up to 2030: 1) to end preventable maternal deaths; 2) to end the unmet need for family planning; and 3) to end gender-based violence and all harmful practices, including female genital mutilation and child, early and forced marriage.

Despite the generous contribution of UNFPA’s member states, delivering this vision will require closing the existing funding gap through mobilization of additional unrestricted resources beyond the contribution of

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<sup>1</sup> WHO, maternal mortality database [http://www.who.int/gho/maternal\\_health/mortality/maternal\\_mortality\\_text/en/](http://www.who.int/gho/maternal_health/mortality/maternal_mortality_text/en/)



the organization's traditional donors. Moreover, projections released last year by UNFPA highlighted the negative impact of the COVID-19 pandemic on the progress achieved so far in relation to the aforementioned three transformative results.

Against this backdrop, the Strategic Partnerships Branch (SPB) of UNFPA is leading organization-wide efforts in fostering partnerships with non-traditional donors to leverage additional resources in support of the organization's transformational goals. Since its establishment, SPB has helped double the organization's income from the private sector, from \$9.7 million in 2015 to more than \$40 million in 2020. The Strategic Partnership Framework 2018-2021 sets out the strategy of the Branch for mainstream private sector partnerships across the organization, with the aim of raising 5-10% of UNFPA's overall income from non-traditional sources.

UNFPA is currently developing its new Strategic Plan (2022 - 2025). In that context, the Strategic Partnerships Branch is looking at reviewing the current approaches in terms of resource mobilization to further maximize the impact of these efforts and attain the aforementioned objective in terms of the diversification of its donor base.

### **Objectives**

Through this assignment, UNFPA aims to assess the potential for private sector engagement and partnerships, especially in terms of resources mobilization, in the different regions where UNFPA operates and to recommend key strategies to unlock these opportunities.

Specifically, the agency's proposal is expected to cover the following specific research areas:

- Assess each of the UNFPA regions (Asia Pacific, Arab Work, Eastern Europe & Central Asia, East and Southern Africa, West and Central Africa, Latin America) for private sector market potential for UNFPA's mandate and message, with a strong focus on resource mobilization partnerships.
- Propose regions and countries for UNFPA to prioritize for private sector partnerships, particularly for resource mobilization for UNFPA.
- Analyze the approach of similar organizations with successful private sector partnerships operations in these regions, including human resource capacity and structures.
- Propose options as to the potential ways in which UNFPA can maximize opportunities in priority markets, including human resource capacity.
- For each UNFPA Region, propose the most suitable modality of private sector partnerships (e.g. brain power or reach partnerships) best suited for the market realities of each region.
- Provide scenarios of the key trends for private sector engagement in the COVI-19 recovery phase.

### **Outputs/deliverables**

The result of the assessment should be submitted in the form of a report covering all the above mentioned subjects. The result for each region should be presented separately. In addition, the agency is expected to present the result of their assessment to the leadership of UNFPA's Division of Communications and Strategic Partnerships.



### Specific Deliverables

Methodology developed	March 2021
Planning and consultation with UNFPA Strategic Partnerships Branch completed	March 2021
Draft findings produced	April 2021
UNFPA review period	May 2021
Final report produced	June 2021

### Key Performance Indicators (KPIs)

- 1) Timely submission of methodology, draft report and final report
- 2) Thoroughness of the conducted assessment and the proposed market entry strategy
- 3) Quality and appropriateness of the recommendations tailored to the mission of UNFPA as well as the realities, challenges and opportunities on the ground.

### Qualifications

The consultant team must offer the following demonstrated experience, knowledge and competencies:

- Significant experience in conducting fundraising research and market assessments for other UN Agencies and/or international NGOs.
- Considerable experience in establishing fundraising operations in new markets.
- Language skills in English and preferably at least one other UN language.
- Excellent analytical and communications skills
- Excellent writing and reporting skills



## II. Questions

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

Name of contact person at UNFPA:	<i>Pedro Olalla Giaever</i>
Email address of contact person:	<i>Olalla-giaever@unfpa.org</i>

The deadline for submission of questions is **February 18 2021 at 17:00 Copenhagen time (CET)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

## III. Content of Proposals

Quotations should be submitted in a single email whenever possible, depending on file size. Quotations must contain:

- Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- 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. **Both proposals (technical and financial) must be submitted in separate files**

## IV. Instructions for submission

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 : **Thursday, February, 25th 2021 at 17:00 Copenhagen Time2.**

Name of contact person at UNFPA:	Rossitsa Bolgurova
Official Email address of PSB:	<a href="mailto:bidtender@unfpa.org">bidtender@unfpa.org</a>

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 N° UNFPA/USA/RFQ/21/008 – Regional Private Sector Market Assessment** 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.
- Do not copy any other email address when submitting your offer; otherwise, UNFPA will not be able to guarantee the fair and transparent handling of your quote.
- 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 Pedro Olalla Giaever at: [Olalla-giaever@unfpa.org](mailto:Olalla-giaever@unfpa.org)

<sup>2</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>



- 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.

#### V. 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
<b>Quality of the proposal:</b> <ul style="list-style-type: none"> <li>Experience of conducting market assessments in the regions specified in the TOR</li> <li>Experience of conducting similar assessments with other UN Agencies or large International NGOs.</li> <li>Overall quality and structure of the proposal</li> </ul>	100		30%	
<b>Proposed methodology:</b> <ul style="list-style-type: none"> <li>Comprehensiveness of proposal</li> <li>Quality of recommended fundraising analysis</li> <li>Pertinence of approach to UNFPA's needs as outlined in the TOR.</li> </ul>	100		30%	
<b>Quality of presentation:</b> <ul style="list-style-type: none"> <li>Quality and clarity of the presentation delivered by the shortlisted candidates</li> </ul>	100		20%	
<b>Experience:</b> Seniority and experience of core people who will work in the project. And, multiplicity of skills to fulfill the project	100		20%	
<i>Grand Total All Criteria</i>	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 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.

$$\text{Total score} = 60\% \text{ Technical score} + 40\% \text{ Financial score}$$

#### VI. 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 with the duration of 6 months to the Bidder that obtain the highest total score.

#### VII. 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.

#### VIII. 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.



#### **IX. 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](#).

#### **X. 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](#).

#### **XI. RFQ Protest**

Bidder(s) perceiving that they have been unjustly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint directly to the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

#### **XII. 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

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	<a href="#">Click here to enter a date.</a>
<b>Request for quotation N°:</b>	UNFPA/USA/RFQ/21/008
<b>Currency of quotation :</b>	USD
<b>Validity of quotation:</b> <i>(The quotation must 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.

Item	Description	Number & Description of Staff by Level	Hourly Rate	Hours to be Committed	Total
1. Professional Fees					
<i>Total Professional Fees</i>					\$\$
2. Out-of-Pocket expenses (If any)					
<i>Total Out of Pocket Expenses</i>					\$\$
<b>Total Contract Price</b> <i>(Professional Fees + Out of Pocket Expenses)</i>					\$\$

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/USA/RFQ/21/008 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** hereby attached, and we will abide by this quotation until it expires.

	<a href="#">Click here to enter a date.</a>
Name and title	Date and place



United Nations Population Fund  
Procurement Services Branch  
Marmorvej 51, 2100 Copenhagen, Denmark  
Email: [Olalla-giaever@unfpa.org](mailto:Olalla-giaever@unfpa.org)  
Website: [www.unfpa.org](http://www.unfpa.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](#) and [French](#)