



Request for Quotations (RFQ) – Services

RFQ-2022-09

**Communication campaign to reduce discrimination
against Key Populations in Myanmar**

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1. INTRODUCTION

The HIV epidemic in Myanmar is concentrated among key populations, including people who inject drugs (PWID), sex workers (SW), men who have sex with men (MSM), transgender people (TG). Of all key populations, HIV prevalence is highest among people who inject drugs and higher in key locations such as Mandalay, Kachin, Shan (North) and Sagaing. Based on Integrated Biological and Behavioural Surveillance (IBBS) data, HIV prevalence among SW was around 8.25% (2019), 8.79% among MSM (2019) and 34.9% among PWID (2017) in Myanmar. In some townships of Kachin State, it was estimated that five out of 10 people who inject drugs are living in HIV (IBBS, 2017). Over the years, Myanmar has made substantial progress in the HIV/AIDS response. Two-thirds of people living with HIV/AIDS are now receiving life-saving anti-retroviral treatment (ART). However, with COVID 19 crisis, the country is facing multiple challenges in health sector and which directly affecting in the delivery of essential healthcare services as well as prevention.

UNAIDS and partners including community networks emphasize HIV prevention, particularly among these priority populations. However, there remain very strong social barriers to effective HIV prevention – stigma, discrimination, marginalisation, criminalisation, gender inequality, and a reluctance to discuss sexuality and drug use. An important barrier to HIV prevention is the lack of personalisation of the issue in mainstream and social media. There are very few examples of persons who are able to speak credibly and convincingly about the broad context of their lives and those of their families and friends, and who are effective advocates for HIV prevention. UNAIDS and stakeholders are agreed that is an urgent need to expand HIV prevention.

To enforce prevention and reduce stigma and discrimination, the UNAIDS Myanmar is currently implementing a social media (Facebook) campaign that will help reaching to the key populations in order to encourage them to access prevention services. The Facebook campaign was launched in 2019 and was carefully designed to promote engagement with young key populations. UNAIDS continues supporting this social media campaign since 2019. In 2022, the focuses are on public orientated approaches to harm reduction and drug use, and FB posts broadly captured the experiences of people who use drugs, and their families, community voices and perspectives as well as expert opinion. In term of geographical coverage, the social media communication strategy targeting Kachin, Northern Shan and Sagaing but also covering other geographical areas to promote public acceptance and support to public health-orientated approaches to drug use.

With the success of previous years, UNAIDS is planning to extend the implementation of social media campaign in 2022 and 2023, focusing on promoting public awareness on HIV including the approaches to harm reduction services and supporting public health-orientated approaches to respond the issues of drug use among young population. Evaluation of the campaign will be required at the end of each the year to measure reach and impact.

2. RFQ DETAILS

The key objective for securing the services of a supplier is to continue implementing a campaign that raises visibility about the importance of reducing stigma and discrimination against young key populations to remove barriers in accessing HIV prevention services. For some extent, the campaign should also be aligned to the campaign released by the UNAIDS global communications team and should aim to increase personalization of the HIV prevention issue by featuring members of key populations, family members, friends and/or close associates.

The service provider can be an individual or a team.

Campaign Materials and Media Channels

Various forms of communication are expected to develop through Social Media Campaign and that includes Facebook posts targeting young populations. The proposed plan is to develop infographic

posts (static, motion, GIF, etc.), animation posts, short and long video clips. The video clips will be developed together with community members and effected communities to address the stigma, harm reduction services and HIV education. Supplier will be working with UNAIDS and community to develop human interest stories for the social media campaign, a facebook page.

The content of the facebook posts covers the messages about the harm reduction, HIV prevention, treatment, care and support, and stigma and discrimination. The content and messages of the campaign on harm reduction and other HIV prevention messages for young people will be developed with the technical support and guidance from UNAIDS to meet the project objectives. Geotarget boosting will be carefully implemented to ensure the messages are delivered to the high priority areas (Kachin State, Northern Shan State and Sagaing Region).

2.1 Key requirements and description of services

Key requirements from Supplier

The project requires an individual or organisation with a proven track record in social media campaign, digital media and monitoring and evaluation.

Required qualifications:

- 1) Proven experience in developing and implementing multimedia campaigns in Myanmar
- 2) Proven experience in knowledge and executing digital media
- 3) Previous work with UN agencies or other international institutions operating in the field of health

Desirable:

- a) Knowledge and experience in working with community networks and civil society organisations.
- b) Previous work in developing public campaigns related to HIV, Key Populations, harm reduction or sexual reproductive health

Deliverables

The UNAIDS Myanmar Country Office seeks for a supplier that can continue implementing a social media campaign. Below are the deliverables for the campaign and further information that can help the supplier formulate a proposal needed for the selection process:

- A communication plan for a 6-month campaign
- Development of content and implementation of campaign on social media and other media channels
- At least four FB posts developed and posted only monthly
- Develop two human interest stories
- Deliver monthly monitoring reports on the progress of the campaign
- Conduct online survey at the end of the campaign

2.2 Reporting requirements

Campaign monitoring should be done as the campaign begins, in terms of reach, engagement on social media etc. At the end of the campaign, the online survey is required to evaluate the effectiveness of social media campaign, in order to compare & contrast the difference in the degree of awareness and

understanding on HIV/AIDS. The online survey will act as one of the main performance measurement tools for the campaign.

The consultant will be required to report through the project focal point as follows:

- 1) Provide information about ongoing social media campaign including monthly monitoring campaign report
- 2) Final evaluation report with inputs from UNAIDS
- 3) Final technical and financial report at the end of the project

2.3 Finance and accounting requirements

UNAIDS will require a detailed report on the time spent on the project compared to the contracted period. This is required electronically before UNAIDS can process the final payment.

2.4 Performance monitoring

UNAIDS will review, in accordance with agreed work plan at the time of contract signature, all milestones and the quality of the deliverable. UNAIDS reserve the right to reject deliverables not compliant with the specifications in section 2.1.

2.5 Duration of the contract

UNAIDS intends the contract to take effect once counter-signed in May 2022 and to last until no later than 30 October 2022. The implementation of the social media campaign will be for 6 months.

3. RESPONSE FROM BIDDER

3.1 Bidding process

Proposals must be received no later than 10 March 2022 at 17:00 hours (SAST).

The final proposal must be sent by e-mail and in English to the following address:

Email: bids@unaids.org Subject: RFQ-2022-09 :Communication campaign to reduce discrimination against key populations in Myanmar

A prospective bidder requiring any clarification on technical or contractual matters may notify UNAIDS via the email specified above. UNAIDS will respond in writing to any request for clarification of the RFQ that it receives not later than 10 March 2022 through a direct reply to the requester.

The bidder shall bear all costs associated with the preparation and submission of the Proposal including but not limited to the possible cost of discussing the proposal with UNAIDS, negotiating a contract and any related travel. UNAIDS will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Proposals must offer services for the total requirement. Proposals offering only part of the requirement may be rejected. The bidder is expected to examine all instructions, forms, terms and specifications contained in this RFQ. Failure to comply with these instructions, forms, terms and specifications, will be at the bidder's risk and may affect the evaluation of the Proposal.

No Proposal may be modified after the closing date for submission of Proposals, unless UNAIDS has issued an amendment to the RFQ allowing such modifications.

UNAIDS may, at its discretion, extend the deadline for the submission of proposals or revise the terms of reference, by issuing a modification to this solicitation.

UNAIDS may award one or more contracts resulting from this RFQ to the responsible bidders(s) whose proposal(s) conforming to this RFQ offers the greatest value in terms of the selection criteria. UNAIDS may (a) reject any or all proposals, (b) accept other than the lowest cost proposal, (c) accept more than one proposal, (d) accept an alternate proposal, and/or (e) waive informalities and minor irregularities in proposals received.

UNAIDS may award one or more contracts on the basis of initial proposals received, without discussions or negotiations. Therefore, each initial proposal should contain the bidder's best terms from a cost and technical standpoint.

Bidders are requested to hold their proposal valid for 90 days from the deadline for submission. UNAIDS will make its best effort to select a firm/institution within this period. In exceptional circumstances, UNAIDS may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its Proposal

This document and any annexes shall not be construed as a contract or a commitment of any kind. This request for quote in no way obligates UNAIDS to award a contract, nor does it commit UNAIDS to pay any cost incurred in the preparation of the proposal.

UNAIDS may - at its sole discretion - invite selected bidders to make a presentation to or discuss aspects of their proposal with UNAIDS. There shall be no individual presentation by or meeting with bidders until after the closing date. There should be no contact, other than the queries and/or requests for clarifications, with UNAIDS officials concerning the RFQ process for the project, from the date of issue of this RFQ to the final selection.

UNAIDS may, at any time before or after the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFQ by written amendment. Amendments could inter alia include modification of project scope or requirements, or project timeline expectations.

All prospective bidders that have received the RFQ and those that announce their intention to bid will be notified in writing of all amendments to the RFQ and will, where applicable, be invited to amend their proposal accordingly.

3.2 Selection criteria

UNAIDS attaches particular importance to the following criteria:

- Demonstrated ability of the bidder to perform the services as per the Terms of Reference.
- Demonstrated ability to comply with critical provisions such as execution of the contract by honouring the tax-free status of the UN.
- Pricing conditions

Please note that UNAIDS may use information other than that provided by the bidder in its evaluation, including, but not limited to, experience gained in other UN organizations. UNAIDS is not obliged to disclose such information to bidders.

Please note that UNAIDS is not bound to select any of the firms / institutions submitting proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to UNAIDS's general principles, including economy and efficiency. UNAIDS does not bind itself in any way to select the firm / institution offering the lowest price.

UNAIDS reserves the right to

- Award the Contract to a Vendor of its choice, even if its bid is not the lowest
- Award separate Contracts for parts of the work, components or items, to one or more Vendors of its choice, even if their bids are not the lowest
- Accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidders and without any obligation to inform the affected bidder or bidders of the grounds for UNAIDS's action.
- Award the Contract on the basis of the Organization's particular objectives
- Not award any Contract at all

UNAIDS also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the Proposal(s), the price quoted in such Proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFQ.

UNAIDS has the right to eliminate bids for technical or other reasons throughout the evaluation process. There is no obligation by UNAIDS to reveal, or discuss with any Vendor, how a Proposal was assessed, or to provide any other information relative to the evaluation process or to state the reasons for elimination to the bidder.

UNAIDS reserves the right at the time of award of contract to modify the scope of services and goods specified in the RFQ without any change in base

NOTE: UNAIDS is **acting in good faith** by issuing this RFQ. However, this document does not obligate UNAIDS to contract for the supply of any services or products.

3.3 Content of the proposal

A Bid shall consist of a single response with a technical proposal and a financial bid.

The technical proposal should include:

- A description of how the skills and experience of the team or individual match the requirements of this project.
- Describe the proposed methodology including the project team
- A CV or verifiable profile for each person proposed, including an indication of the role of each person in the project (where multiple people are proposed)
- Contactable references.
- Time frames indicating the Campaign implementation and evaluation of the campaign

The financial bid should include detailed price information. The proposal should be all-inclusive, meaning UNAIDS would bear no additional expenses or costs. Any proposed travel by the bidder should be clearly indicated and fully costed in the bid. Any proposed travel costs should not exceed UNAIDS standard rates for economy transport and daily subsistence rates for Myanmar.

Proposals shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the contract.

3.4 Electronic Submissions

Bidders shall make clear reference to the specific proposal in the subject field as instructed below:

Response to Communication campaign to reduce discrimination against key populations in Myanmar

The proposal shall be submitted to the email address indicated in section 3.1

E-mail submission shall not exceed **10 MB**. It is recommended that all the proposal documents are consolidated into as few attachments as possible which shall be in commonly used file formats, or shared via a link to cloud storage.

Where the technical details are in large electronic files, it is recommended that these shall be sent separately before the deadline. It shall be the Bidder's responsibility to ensure that Proposals sent by e-mail are received by the deadline.

3.5 Deadline for Submission of Proposal and Late Proposals

Bids must be submitted **on or before the date and time indicated in section 3.1**

UNAIDS may, under special and exceptional circumstances, extend this deadline for the submission of the Bids and such changes shall be notified to all Bidders before the expiration of the original period.

UNAIDS shall not be legally responsible for Proposals that arrive late due to the Bidder's problems with transmission of Proposal submissions via e-mail.

3.6 Bid Currency and Prices

All prices shall be quoted only in the currency of the country where the bidder is legally established, or in US dollars (USD) if payments in this currency are allowed by the local legislation. For the purposes of comparison only, UNAIDS will convert all bids to its USD equivalent using the UN Exchange Rate valid on the closing date of the RFQ. Bidders wanting payment in Myanmar Kyat to a bank account in Myanmar should submit their bid denominated in Myanmar Kyat.

3.7 Validity of Bid

The prices of the Proposal shall be valid for the duration of the agreement, as specified by UNAIDS. A proposal valid for a shorter period shall be rejected by UNAIDS on the grounds that it is non-responsive.

4. OPENING AND EVALUATION OF PROPOSALS

4.1 Opening of Proposals

UNAIDS shall open all Proposals in the presence of two witnesses.

4.2 Clarification of Bids

To assist in the examination, evaluation and comparison of Bids, UNAIDS may ask Bidders for clarification of their Proposals. The request for clarification and the response shall be in writing by UNAIDS and no change in price or substance of the proposal shall be sought, offered or permitted.

4.3 Preliminary examination of Proposals

UNAIDS shall examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents are properly signed and whether the proposals are generally in order.

Arithmetical errors shall be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Bidder does not accept the correction of errors, its proposal shall be rejected. If there is a discrepancy between words and figures, the amount in words shall prevail.

Prior to the detailed evaluation, the Buyer will determine the substantial responsiveness of each Proposal to the RFQ. For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the requirements and terms and conditions of the RFQ without material deviations. The Buyer's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the Buyer and may not subsequently be made responsive by the Bidder by correction of the non-conformity.

5. AWARD OF CONTRACT

5.1 Award Criteria

The Proposals are evaluated in a one-stage procedure where the Technical and Financial components are evaluated separately to determine the Lowest-price, technically acceptable offer. The Technical component will be evaluated by confirming the requirements below with the supporting documentations sent by the bidder based on the Requirements Criteria.

UNAIDS reserves the right to invite selected Bidders to adjust any prices in the Excel cells of the Financial Proposal which appear to fall outside of expected values.

UNAIDS reserves the right to reject any Proposal if the Bidder has previously failed to perform properly or complete on time in accordance with contracts or if the Bidder in UNAIDS perspective is not in a position to perform the contract.

UNAIDS reserves the right to annul the solicitation process and reject all Proposals at any time prior to award of the contract without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information on the grounds for the Buyer's action.

A Proposal that is rejected by UNAIDS may not be made responsive by the Bidder by correction of the non-conformity. A responsive proposal is defined as one which conforms to all the terms and conditions of the UNAIDS Proposal solicitation documents without material deviations. UNAIDS shall determine the responsiveness of each Bid with the UNAIDS Proposal solicitation documents.

The Bidders waive all rights to appeal against the decision made by UNAIDS.

5.2 Right to Vary Requirements at Time of Award

UNAIDS reserves the right at the time of award of contract to vary the amount of services and/or goods specified in the RFQ without any change in price or other terms and conditions.

5.3 Signing of the contract

UNAIDS shall send the successful Bidder an Agreement for Performance of Work (APW), which constitutes the Notification of Award.

The successful Bidder(s) shall sign and date the APW and return it to UNAIDS within 5 days of receipt to confirm acceptance of the contract.

6. UNAIDS TERMS AND CONDITIONS

The following general conditions shall apply to any eventual contract. No other deemed conditions shall apply.

GENERAL CONDITIONS

1. It is understood that the execution of the work does not create any employer/employee relationship. In this respect, the contractor shall be solely responsible for the manner in which the work is carried out. Thus, UNAIDS and/or WHO shall not be responsible for any loss, accident, damage or injury suffered by any person whatsoever arising in or out of the execution of this work, including travel. Insurance coverage for any such loss, accident, damage or injury will be the contractor's responsibility, including where appropriate, insurance coverage for persons used by the contractor to carry out the work.

Without prejudice to the foregoing, UNAIDS may in certain cases provide insurance coverage for the contractor for travel in UNAIDS and/or WHO vehicles. UNAIDS and/or WHO decline all responsibility for non-payment by the insurance company of all or part of a claim submitted by or for the contractor for any accident. In case of such non-payment, the contractor shall be obliged to immediately reimburse all or part of any advance which UNAIDS may have paid to the contractor.

2. All rights in the work, including ownership of the original work and copyright thereof, shall be vested in UNAIDS, which reserves the right (a) to revise the work, (b) to use the work in a different way from that originally envisaged, or (c) not to publish or use the work.

3. If the option, on the face of this agreement, for payment of a fixed sum applies, that sum is payable in the manner provided, subject to proper performance of the work. If the option for payment of a maximum amount applies, the funds shall be used exclusively for the work specified in this agreement and any unspent balance shall be refunded to UNAIDS. In this latter case, any financial statement required shall reflect expenditures according to the relevant main categories of expenditure. Contractors who are legal entities (hereinafter referred to as "Company Contractors") must submit an invoice to UNAIDS in order to receive payment. Invoices are not required from contractors who are individuals (hereinafter referred to as "Individual Contractors") who can be paid upon receipt by UNAIDS of the required deliverables (including any required technical reports and financial statements) in a satisfactory manner.

The invoice from Company Contractors shall reflect any tax exemption to which UNAIDS and/or WHO may be entitled by reason of the immunity it enjoys. UNAIDS and WHO, which provides administrative services to UNAIDS, are, as a general rule, exempt from all direct taxes, custom duties and the like, and the Company Contractor will consult with UNAIDS so as to avoid the imposition of such charges with respect to this agreement and the work performed hereunder. As regards excise duties and other taxes imposed on the provision of goods and services (e.g. value added tax), the Company Contractor agrees to verify in consultation with UNAIDS whether in the country where the tax would be payable, UNAIDS and/or WHO are exempt from such tax at the source, or entitled to claim reimbursement thereof. If UNAIDS and/or WHO are exempt from value added tax, this shall be indicated on the invoice, whereas if UNAIDS and/or WHO can claim reimbursement thereof, the Company Contractor agrees to list such charges on its invoices as a separate item and, to the extent required, cooperate with UNAIDS and/or WHO to enable reimbursement thereof.

UNAIDS and/or WHO shall have no responsibility whatsoever for any taxes, duties or other contributions payable by contractors. Payment of any taxes, duties and other contributions which a contractor may be required to pay shall be the sole responsibility of the contractor who shall not be entitled to any reimbursement thereof by UNAIDS and/or WHO.

4. If the work is not satisfactorily completed (and, where applicable, delivered) by the date fixed in this agreement and/or if any financial statement required is not satisfactorily submitted to UNAIDS in accordance with general condition 5 below, UNAIDS may specify an additional period within which

this agreement must be satisfactorily performed. Normally such additional period should be of at least one week's duration, unless it is clear from the agreement that it was particularly important that the performance be completed on the date specified, in which case UNAIDS may specify a shorter period or refuse to grant any additional period at all. In the event that the work is not satisfactorily completed and delivered on the date fixed, or any additional period granted by UNAIDS and/or if any financial statement required is not satisfactorily submitted to UNAIDS in accordance with general condition 5 below, UNAIDS may rescind this agreement (in addition to the other remedies), subject to an equitable arrangement being made in case of delay caused by force majeure.

5. The contractor shall complete and deliver the work to UNAIDS (including any technical report that may be required) by the date fixed in this agreement or any additional period that may be granted by UNAIDS under general condition 4. Any financial statement required shall be submitted within thirty (30) days thereafter at the latest. If the payment schedule on the face of this agreement provides for a final payment upon completion of the work, this final payment shall be made only after satisfactory receipt of all deliverables called for under this agreement, including any technical report and financial statement.

6. Each Individual Contractor certifies that he/she does not presently, and will not during the term of this agreement, hold any form of contractual relationship with UNAIDS and/or WHO (including any UNAIDS and/or WHO regional, country or project office, as well as any programme, center or other entity where staff is subject to WHO Staff Regulations and Rules) that confers upon the Individual Contractor the status of a UNAIDS and/or WHO staff member. The Individual Contractor understands that a false statement may result in the cancellation of any or all contracts, and/or the withdrawal of any offer of a contract with UNAIDS and/or WHO.

7. If and to the extent the work to be performed under this agreement includes surveys or interviews involving human participants (hereinafter referred to as "research"), the following shall apply:

1. Ethical Aspects

It is the responsibility of the contractor to safeguard the rights and welfare of human subjects involved in research performed under this agreement, in accordance with the appropriate national code of ethics or legislation, if any, and in the absence thereof, the Helsinki Declaration and any subsequent amendments. Prior to commencing any such research, the contractor shall ensure that (a) the rights and welfare of the subjects involved in the research are adequately protected, (b) freely given in o, (c) the balance between risk and potential benefits involved has been assessed and deemed acceptable by a panel of independent experts appointed by the contractor, and (d) any special national requirements have been met.

2. Regulatory Requirements

It is the responsibility of the contractor to comply with the relevant national regulations pertaining to research involving human subjects.

3. Protection of Subjects

Without prejudice to obligations under applicable laws, the contractor shall make appropriate arrangements to eliminate or mitigate any negative consequences to subjects or their families resulting from the conduct of the research under this agreement. Such arrangements shall to the extent feasible include appropriate counselling, medical treatment and financial relief. The contractor furthermore undertakes to protect the confidentiality of the information relating to the possible identification of subjects involved in the research.

7.4 Zero tolerance for sexual exploitation and abuse

UNAIDS has zero tolerance towards sexual exploitation and abuse. In this regard, and without limiting any other provisions contained herein:

- each legal entity Contractor warrants that it will: (i) take all reasonable and appropriate measures to prevent sexual exploitation or abuse as described in the UNAIDS Policy on Sexual Exploitation and Abuse Prevention and Response by any of its employees and any other persons engaged by it to perform any services under the Contract; and (ii) promptly report to UNAIDS and respond to, in accordance with the terms of the Policy, any actual or suspected violations of the Policy of which the contractor becomes aware; and
- each individual Contractor warrants that he/she will (i) not engage in any conduct that would constitute sexual exploitation or abuse as described in the UNAIDS Policy on Sexual Exploitation and Abuse Prevention and Response; and (ii) promptly report to UNAIDS in accordance with the terms of the Policy, any actual or suspected violations of the Policy of which the Contractor becomes aware.

8. Any dispute relating to the interpretation or application of this agreement shall, unless amicably settled, be subject to conciliation. In the event of failure of the latter, the dispute shall be settled by arbitration. The arbitration shall be conducted in accordance with the modalities to be agreed upon by the parties or, in the absence of agreement, with the Rules of Arbitration of the International Chamber of Commerce. The parties shall accept the arbitral award as final.

9. Nothing contained in or relating to this agreement shall be deemed to constitute a waiver of any of the privileges and immunities enjoyed by UNAIDS and/or WHO and/or as submitting UNAIDS and/or WHO to any national court or jurisdiction