Date: 17 May, 2022

REQUEST FOR QUOTATION

RFQ Nº UNFPA/ARM/RFQ/2022/005

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**Development of the Communication and Campaign strategy and Action plan for the Ministry of Health of RA (hereby: MoH).**

UNFPA requires the provision of services as per the Terms of Reference (ToR) attached.

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 Republic of Armenia, 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) is attached**

**Objectives and the scope of the services**

The purpose of the assignment is to provide support to the Ministry of the Health of RA on improving the communication, awareness raising and campaign activities through the development of the Strategy and Action Plan.

1. **Scope of Work**

The Service Provider under the supervision of the UNFPA Communications Analyst and guidance of the Ministry of Health will be responsible for ensuring timely and proper implementation of the following activities:

* Development of the Communication and Campaign strategy 2022-2025 for the Ministry of Health of RA
* Development of the annual detailed Action plans for proper implementation of the Communication and Campaign strategy. The document, alongside with the ongoing activities, should contain awareness raising and campaign initiatives with innovative and strong communication approaches.
* Development of an easy guide/handbook for communications team of the MoH that should include not only the key highlights of the Strategy, but also provide practical recommendations and solutions based on the real cases and examples taken from the MoH work.
* Provision of the series of consultation meetings, coaching session for the Communication Department and other relevant actors of the MoH based on the Strategy and guide-book. The consultations should comprise the following topics:
* Work with the target audience
* Development and dissemination of special targeted multi-media news/stories in order to meet the campaign main goal
* Communication chain: roles and responsibilities
* Two-way communication smooth flow between with the Ministry and the key stakeholders, including the general public.
* Monitoring and evaluation toolkit, how to measure the impact of the communication and campaign work.

1. **Background information**

UNFPA is the United Nations sexual and reproductive health agency with the mission to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. Sexual and reproductive health (SRH) is a state of complete physical, mental and social well-being in all matters relating to the reproductive system.

Access to SRH services and information is a fundamental human right. To exercise this right, populations in general and those vulnerable in particular must have access to comprehensive RH information and services to make free and informed choices. Quality SRH services must be based on the needs of the population.  They must respect the religious beliefs, ethical values and cultural backgrounds of the community and individuals, while conforming to universally recognised international human rights standards.

Access to an accurate information and two- side communication smooth flow are the key preconditions to meet the goal. The Ministry of Health of RA is the main State agency that develops and implements State polices on the above mentioned fields as well as initiates awareness raising and campaign activities. UNFPA in Armenia closely works with the MoH and provides technical assistance to strengthen health systems, supports high-quality, equitable sexual and reproductive health information and services in Armenia, to ensure access to family planning, safe births, antenatal and post-natal care for pregnant women and women in the reproductive age.

1. **Expected Deliverables and Timing**

* Provision the outline of the Communication and Campaign strategy 2022-2025 for the Ministry of Health of RA – by June 20, 2022
* Provision of the final draft of the Strategy – by August 1st 2022
* Provision of the annual detailed Action plans for 2022-2025 – by August 30, 2022
* Provision of an easy guide/handbook outline – by August 1st 2022
* Final draft of the easy guide/handbook – by September 1st, 2022
* Consultation, coaching sessions for the MoH relevant staff and experts September 1 – October 15, 2022
* Final report on implemented activities – by October 31, 2022

*(In case of any technical obstacles, a non-cost extension of the Contract is possible for 10 working days).*

1. **Qualifications and Experience Requirements**

* Organization registered and operating in the Republic of Armenia with mission and goals relevant to the project;
* At least five years’ experience in developing communication and advocacy strategies;
* Good experience in working with the media;
* Good understanding and experience of the different communications channels in Armenia;
* Relevant experience in working with government and/or international organizations on consultancy assignments, especially in strategic communications planning;
* Experience and knowledge of the health sector in Armenia, in particular, in the area of reproductive and maternal health is an asset;
* Work experience with international organizations and UNFPA or other UN Agencies is an asset.

**II. Questions**

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

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| --- | --- |
| Name of contact person at UNFPA: | *Mher Manukyan, Artur Ishkhanyan* |
| Tel Nº: | *077032525, 091219743* |
| Email address of contact person: | [*manukyan@unfpa.org*](mailto:manukyan@unfpa.org) *;* [*ishkhanyan@unfpa.org*](mailto:ishkhanyan@unfpa.org) |

The deadline for submission of questions is **26 May, 2022***.* Questions will be answered in writing and shared with parties as soon as possible after this deadline.

**III. 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.

**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 contact person indicated below no later than: **02 June, 2022 at 5:00 PM**.

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| --- | --- |
| Name of contact person at UNFPA: | *Manana Mananyan* |
| Email address of contact person: | *procurement.armenia@unfpa.org* |

Please note the following guidelines for electronic submissions:

## The following reference must be included in the email subject line:

## RFQ Nº UNFPA/ARM/RFQ/2022/005 – Development of the Communication and Campaign strategy and Action plan for the Ministry of Health of RA.

## 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.

**V. 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

**VI. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order to the Bidder(s) that obtain the lowest-priced technically acceptable offer.

**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**](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).

**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](http://www.unfpa.org/about-procurement#ZeroTolerance).

**XI. 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: Tsovinar Harutyunyan at [harutyunyan@unfpa.org](mailto:harutyunyan@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).

**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

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| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/ARM/RFQ/2022/005 |
| **Currency of quotation :** | AMD |
| **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.

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

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/ARM/RFQ/2022/005 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.

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| --- | --- | --- |
|  | 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)