Date: [*October, 11, 2021*]

REQUEST FOR QUOTATION

RFQ Nº UNFPA/LBN/RFQ/2021/020

**Development of a Communication Strategy for the Sexual Reproductive Health Sub Working Group**

Dear Sir/Madam,

1. The United Nations Population Fund (UNFPA), an international development agency, UNFPA works to deliver a world where every pregnancy is wanted, every childbirth 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

UNFPA invites for ‘Request for Quotation # **UNFPA/LBN/RFQ/020** in order to partner with a firm to be entrusted with developing a communication strategy for the sexual reproductive health sub working group. In Lebanon, the Reproductive Health Sub-Working Group (RHSWG) has been operational since 2013 under the Health Working Group and within the coordination mechanism established in support of the Humanitarian Response to the Syria crisis. The RHSWG is chaired by UNFPA and is a platform for enhanced coordination, knowledge sharing, addressing urgent needs and priorities, and strategizing for joint programming.

With this in mind, and to reinforce the efficiency of the RHSWG, an action oriented RH communication strategy is essential for guiding the RHSWG and other stakeholders in designing programs and interventions that positively influence attitudes and practices and increase health seeking behaviors.

Accordingly, UNFPA on behalf of the RHSWG is seeking to engage a firm for the development of an actionable RH communication strategy.

1. To enable you to submit a bid, please read the following attached documents carefully:

Section I: Instructions for submission

Section II: Service Requirements/Terms of Reference (ToR)

Section III: RFQ Forms

Section IV: UNFPA General Conditions of Contract

The proposal shall reach UNFPA’s email inbox of **bids\_lbn@unfpa.org** no later than [**October 22, 2021 at 5:00 PM Beirut Time**].

1. Questions

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Maguy Ghanem* |
| Email address of contact person: | *maghanem@unfpa.org* |

The deadline for submission of questions is October 22***, 2021* at 5:00 PM Beirut Time**]. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

1. This letter is not to be construed in any way as an offer to contract with your firm.

Yours sincerely,

Asma Kurdahi

Lebanon Office

**SECTION I: Instructions for submission**

1. **Content of quotations**

Quotations should be submitted 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 company’s relevant authority and submitted in PDF format.

Please note the following guidelines for electronic submissions:

* The following reference must be included in the email subject line: UNFPA/LBN/RFQ/020– [Development of a Communication Strategy for the Sexual Reproductive Health Sub Working Group]. 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 may 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.
* E-Proposal received after the stipulated date and time and submitted to any other email address than [bids\_lbn@unfpa.org] shall not be accepted under any circumstances.
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** | [A] Maximum Points | [B]Points attained by Bidder | [C]Weight (%) | [B] x [C] = [D]Total Points |
| --- | --- | --- | --- | --- |
| A. Technical approach, methodology and level of understanding of the objectives of the project | 100 |  | 25% |  |
| B.Profile of the company and relevance to the Project.  | 100 |  | 15% |  |
| C. Professional experience of the staff that will be employed to the project proving demonstrated expertise in capacity development and related processes (CVs, etc.) | 100 |  | 15% |  |
| D. Work plan/time scales given in the proposal and its adequacy to meet the project objectives  | 100 |  | 25% |  |
| E. Specific experience and expertise relevant to the assignment  | 100 |  | 20% |  |
| *Grand Total All Criteria* | 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 65 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 based on 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 = 60%Technical score + 40% Financial score |

1. **Award Criteria**

UNFPA shall award a [ Professional Service Contract on a fixed-cost basis] to the Bidder 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, representative’s 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 [Manar Sarsam,Admin/Finance Associate at sarsam@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.

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).

**SECTION II: Terms of Reference (ToR)**

**Background**

Access to sexual reproductive health (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. Research have demonstrated a positive impact of awareness and health promotion on attitudes and beliefs of people which can lead to improvements in health outcomes through adopting healthy behaviors and practices. Access to SRH services can be hindered due to many factors including but not exclusive to socio-cultural barriers, poorly informed persons, service providers’ attitudes, absence of relevant services, unaffordability to pay for the services, lack of information about the services. For years, health promotion interventions depended to a great extent on a mix of various Information, Education, and Communication (IEC) approaches and tools. Acknowledging the importance of IEC to reinforce knowledge and education on particular topics, the latter cannot achieve change as a stand-alone intervention, but usually should be part of a comprehensive behavioral change and communication (BCC) strategy that includes multiple interventions, approaches, channels and tools.

In Lebanon, the Reproductive Health Sub-Working Group (RHSWG) has been operational since 2013 under the Health Working Group and within the coordination mechanism established in support of the Humanitarian Response to the Syria crisis. The RHSWG is chaired by UNFPA and is a platform for enhanced coordination, knowledge sharing, addressing urgent needs and priorities, and strategizing for joint programming.

With this in mind, and to reinforce the efficiency of the RHSWG, an action oriented RH communication strategy is essential for guiding the RHSWG and other stakeholders in designing programs and interventions that positively influence attitudes and practices and increase health seeking behaviors.

Accordingly, UNFPA on behalf of the RHSWG is seeking to engage a firm for the development of an actionable RH communication strategy.

**Objectives**

The objective of this assignment is twofold:

* + 1. Develop an RH communication strategy aimed to induce a behavioral change for increase access to SRH services
		2. Develop a one-year detailed work plan for implementation of the RH communication strategy.

**Tasks**

Under the supervision of UNFPA and guidance of the RHSWG and in coordination with the Ministry of Public Health, the specific tasks of this assignment include:

* + 1. Conduct a baseline assessment to inform development of the communication strategy. This will include:
* Defining the key stakeholders and entities engaged / that can be involved in SRH (Ministries, I/NGOs, media, donors, coalition groups, local community structures, service providers, etc)
* Conducting interviews with key SRH stakeholders to identify their perceived needs, desired changes, benefits etc from a communication perspective
* Conducting focus group discussion with selected beneficiaries to identify the used/preferred communication channels/vehicles, perceived needs, perceived barriers for access to services etc

* + 1. Conduct SWOT (Strength, weakness, opportunities, threats) analysis for each category of stakeholders from a communication perspective to define how each category needs to be provided with information on SRH to increase access to services
		2. Specify appropriate communication channels and dissemination methods for each category of stakeholders that allows effective communication of key messages (i.e. policy briefs, media, video, printing material, web/online media, social media, open dialogue, community campaigns, national campaigns, etc)
		3. Develop a monitoring and evaluation framework related to the implementation of the SRH communication
		4. Propose a coordination mechanism for development and dissemination of RH IEC/BCC material
		5. Develop a work plan over one year for the communication strategy including the annual activities related to advocacy and communication including key activities, indicators, responsible parties, measurement of achievement, etc.

**Duration**

This consultancy will extend over a period of 8 weeks starting October 25 till December 25 2021

**Skilled and experience required**

The time period for the evaluation is limited therefore a consultancy firm is requested to fulfill this task whereby consultation with key stakeholders need to be implemented simultaneously and with other key tasks and a team must be readily available, fully dedicated to this exercise and equipped to undertake requested multiple tasks.

The consultancy firm must have relevant experience in developing communication strategies, experience in strategic communication and public advocacy, knowledge in the field of health, and experience and in-depth knowledge of the Lebanese context and cultural sensitivities.

**Qualifications**

The consultancy firm must offer the following demonstrated expertise, and competencies:

* At least five years’ experience in developing communication and advocacy strategies
* Good understanding and experience of the different communications channels in Lebanon
* Relevant experience in working with government and/or international organizations on consultancy assignments, especially in strategic communications planning
* Experience and knowledge in the health sectors in Lebanon
* Having a good understanding of SRH issues in Lebanon is preferable.
* Demonstrated ability to deliver quality results with strict deadlines

**SECTION III: RFQ Forms**

The bidder is required to share:

* Annex A: Bid Submission Form
* Annex B: Bid Identification Form
* Annex C: Company's experiences and work relevant to the required tasks under this TOR
* Annex D: Financial offer
* Annex E: Proposal Quotation Form
* A copy of legal status of the company registration

# Annex A

# Bid Submission Form

*[The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.]*

**Date:** *[insert date (as day, month and year) of Bid Submission]*

**RFQ No.:** UNFPA/LBN/RFQ/020, Development of a Communication Strategy for the Sexual Reproductive Health Sub Working Group**,** UNFPA

Dear Sir / Madam,

We the Undersigned have examined and have no reservations to the Bidding Documents No. UNFPA/LBN/RFQ/020 and amendments We hereby offer to supply, in conformity with the Bidding Documents and in accordance with the Delivery Schedules specified in the Schedule of Requirements, the following goods and related services \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which are subject to UNFPA General Conditions of Contract and other terms and conditions specified in the document.

We agree to abide by this bid for a period of [*Select between 30-90 days depending on the type of good/commodity*] days from the date fixed for opening of bids in the Invitation to Bid, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We, including any subcontractors or suppliers for any part of the contract, have nationality from countries\_\_\_\_\_\_\_\_ *[insert the nationality of the Bidder, including that of all parties that comprise the Bidder, if the Bidder is a JV, and the nationality each subcontractor and supplier; otherwise buyer should delete this text if non-applicable*]

We have no conflict of interest in accordance with Instructions to Bidders Sub-Clause;

Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—have not been declared ineligible by UNFPA, in accordance with Instructions to Bidders Sub-Clause 2.2;

We understand that you are not bound to accept the lowest evaluated bid or any other bid that you may receive.

Dated on .............day of ......................................[*year*].

|  |  |
| --- | --- |
| Signature: | ………………………………………………………………[*insert signature of person whose name and capacity are shown]* |
| In the capacity of: | ………………………………………………………………*[insert legal capacity of person signing the Bid Submission Form]* |
| Name: | ………………………………………………………………*[insert complete name of person signing the Bid Submission Form]* |
| Company: | ………………………………………………………………*[insert name of company]* |

# Annex B

#  Bidders Identification Form

RFQ No. UNFPA/LBN/RFQ/020

1. **Organization**

|  |  |
| --- | --- |
| Institution Name |  |
| Address, City, Country ,Telephone/FAX |  |
| Website |  |
| Date of establishment |  |
| **Legal Representative**: Name/Surname/Position |  |
| **Legal structure**: natural person/Co.Ltd, NGO/institution/other (please specify) |  |
| Areas of expertise  |  |
| A copy of legal status in Lebanon  |  |
| Years providing services to UNFPA/UN |  |
| VAT registration # |  |

1. **Expertise of Staff**

|  |  |
| --- | --- |
| Total number of staff |  |
| Number of staff involved in similar supply contracts |  |

1. **Contact details of persons that UNFPA may contact for requests for clarification during bid evaluation**

|  |  |
| --- | --- |
| Name/Surname |  |
| Telephone Number (direct) |  |
| Email address (direct) |  |

P.S.: This person must be available during the next two weeks following receipt of bid

|  |  |
| --- | --- |
| Signature and stamp of the Bidder: |  |
| Name: |  |
| Title: |  |
| Name of Company: |  |
| Telephone: |  |
| Email: |  |

# Annex C: Bidder’s Previous Experience

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Order No. & Date** | **Description[[1]](#footnote-1)** | **Client** | **Contact person, phone number, email address** | **Date of service** | **Contract Amount** | **Satisfactory completion** |
| **From** | **To** | **(Currency)** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Indicate the description of products, services or works provided to their clients.

To be attached: Evidence (client’s letter or certificate) in support of satisfactory completion of above orders.

|  |  |
| --- | --- |
| Signature and stamp of the Bidder: |  |
| Name and title: |  |
| Name of Company: |  |
| Telephone: |  |
| Email: |  |
| Date: |  |

Annex D: PRICE Quotation Form

|  |  |
| --- | --- |
| **Name of Bidder:** |  |
| **Date of the quotation:** | Click here to enter a date. |
| **Request for quotation Nº:** | UNFPA/LBN/RFQ/020 |
| **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* |  |

* Quoted rates must be **inclusive VAT (VAT to be mentioned in LBP)**

Example Price Schedule below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Number & Description of Staff by Level | Daily Rate | Days to be Committed | Total |
| Professional Fees |
| 1 | Developing a tool including defined criteria for selection of potential participants ensuring a homogenous group |  |  |  |  |
| 2 | Selecting and forming a multi-disciplinary team of experts from within and outside the institution to deliver the training to the participants |  |  |  |  |
| 3 | Packaging a GBV TOT curriculum  |  |  |  |  |
| 4 | Delivering a TOT  |  |  |  |  |
| 5 | Coaching and mentoring |  |  |  |  |
| 6 | Report writing including evaluation  |  |  |  |  |
| 7 | Other |  |  |  |  |
| ***Total Contract Price***  | $$ |
| ***VAT*** | LBP |

|  |  |
| --- | --- |
| Signature and stamp of the Bidder: |  |
| Name: |  |
| Title: |  |
| Name of Company: |  |
| Telephone: |  |
| Email: |  |

Annex E: Proposal Quotation Form

The Technical quotation should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information

| **Criteria** |  |  |  |  |
| --- | --- | --- | --- | --- |
| **A-Proposed Approach, Methodology, Timing and Outputs: 20%**Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person hours/days in each specialization that you consider necessary to carry out all work required. |  |
| **B.1 Your firm’s understanding of the requirements for services and the objective of this project, including assumptions: 10%**Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary. |  |
| **B.2 Brief description of the firm and the firm’s qualifications: 5%**providing information that will facilitate our evaluation of your firm/institution’s substantive reliability, such as catalogues of the firm, and financial and managerial capacity to provide the services |  |
| **C.1 Proposed Team Structure**: 5%The composition of the team that you would propose to provide to the assignment, and the work tasks (including supervisory) which would be assigned to each. An organogram/organization chart illustrating the reporting lines, together with a description of such organization of the team structure should support your Bid. |  |
| **C.2 Proposed Project Team Members**: 10%attach the curriculum vitae of the senior professional member of the team and members of the proposed team. |  |
| **D.1 Detailed description of your proposed deliverables**. 5% |  |
| **D.2 Detailed project plan (Gantt chart) showing the required resources and support from your firm as well as from UNFPA. 10%** |  |
| **D.3 A list of tasks 5%** |  |
| **E. Why you would be qualified for this project (Similar reference deliverables, ideally with live examples). 30%**Sample of previous work relevant to the required tasks under this TOR |  |

**P.S** Bidder(s) should not include any information or indications related to their Financial Bid in their Technical Bid. Such action will definitely lead to disqualification of entire Bid.

**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. Please indicate relevant contracts to the one requested in the RFP. [↑](#footnote-ref-1)