REQUEST FOR QUOTATION  
RFQ Nº UNFPA/AZE/RFQ #013 – SC 09

Date: September 07, 2020

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

Develop and implement innovative communications solutions to address gender stereotypes and patriarchal norms to promote gender-transformative approaches with a focus on benefits of responsible fatherhood in Azerbaijan.

This Request for Quotation is open to all legally constituted organization 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

II. Service Requirements/Terms of Reference (ToR)

UNFPA, the United Nations Population Fund: Delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled.

Background

The three-year joint programme "EU 4 Gender Equality: Together against gender stereotypes and gender-based violence" aims at strengthening equal rights and opportunities for women and men through shifting social perceptions, gender stereotypes, and men’s participation in caretaking. The programme is funded by the European Union and implemented jointly by UN Women and UNFPA in the EaP countries at the national and regional levels.

The programme aims to shift societal perceptions around gender stereotypes and patriarchal norms limiting women’s rights; improve men's involvement in the caretaking of their children and participation in father's programmes; and spur the adoption of best practices in perpetrator's programmes among the ministries of social affairs and Programme for perpetrators in the respective countries.

Key trends in Eastern Europe illustrate that elimination of gender inequality and the push towards the empowerment of women and girls represent both a driver of progress towards the Sustainable Development Goals (SDGs) and a solution for the sustainable development of the whole region. In Azerbaijan, several efforts have been undertaken in recent decades to advance gender equality and promote women’s rights.
Nevertheless, despite the available normative frameworks, series of individual, institutional and structural barriers continue severely affecting the effectiveness and sustainability of gender equality reforms. The Azerbaijani share of the programme encompasses the following major objectives:

- Shifting societal perceptions around gender stereotypes and patriarchal norms which limit women's rights;
- Men's involvement in the care taking of their children and participation in fathers programmes have increased.

**Purpose**

UNFPA Azerbaijan CO in partnership with UN Women and the Government counterparts and a local NGO, to be selected following the completion of this bidding, will be responsible for raising awareness about gender stereotypes and patriarchal norms and promote responsible fatherhood in Azerbaijan by using innovative communications solutions and products (engaging young fathers utilizing various social marketing techniques, creative use of social media, etc.).

The objective is to engage men (especially rural men) to challenge prevailing gender stereotypes and increase public awareness about gender relations in the country and create a safe space for men where they can learn about active parenthood and challenge discriminatory gender norms around the role of fathers. By promoting positive images of fatherhood and utilising gender-transformative approaches at national and local levels, the project will combat the entrenched gender stereotypes that place the burden of childcare and housework on women and girls.

**Responsibilities of the organization**

The organization will conduct awareness-raising campaigns about gender stereotypes and patriarchal norms and promote responsible fatherhood in Azerbaijan by using innovative communications solutions and products (engaging young fathers utilizing various social marketing techniques, creative use of social media, etc.). The selected organization will work in close cooperation and coordination with UNFPA CO and Regional Programme Team, and the State Committee for Family, Women and Children Affairs (SCFWCA).

The specific components of the subject assignment are as follows:

- Initial orientation with UNFPA and other relevant partners and stakeholders;
- Develop country-specific concepts for at least 5 innovative communications solutions and products (PSAs, short films, TV programmes, podcasts, etc.) to raise awareness about responsible fatherhood and encourage fathers to play an active role in their children’s lives. The applicant organizations may propose a range of innovative actions based on their expert knowledge and experience. The concepts should include inter alia description of major intervention strategies including through the use of relevant innovative communications tools/means and engagement of national celebrities and activists, project communications strategy and key messages, target audience(s), intended outcomes, and work plan with a timeline.
- Conduct a consultative session or a focus group with representatives of target audiences to finalize the concept of the communications campaign;
- Develop and launch 5 innovative communications solutions and products aimed at educating young fathers on the benefits of responsible fatherhood, applying visually appealing and carefully designed materials which may include, but are not limited to, various advertising products such as flyers, TV, radio, and outdoor ads, social media posts, and regional engagement activities;
Ensure extensive project outreach for the interventions planned, including the following specific deliverables and outputs:

- Minimum of 2 months’ placements of the communications products in major television channels with national or regional reach;
- Minimum of 10 placements in leading online website/social media outlets with at least 10,000 monthly visitors/viewers/users;
- Minimum of 10 events targeting the young fathers in regions with the highest prevalence of gender-based violence (GBV).

Provide regular updates to UNFPA on the progress of activities and production, including monthly social media reports and interim and final programme and financial reports.

**Deliverables:**

- The country-specific concepts for at least 5 innovative communications solutions and products (PSAs, short films, TV programmes, podcasts, etc.) to raise awareness about responsible fatherhood and encourage fathers to play an active role in their children’s lives are developed and submitted for UNFPA clearance.
- Final version of the concept of the proposed communications campaign is submitted to UNFPA.
- Five innovative communications solutions and products are developed and launched to educate young fathers on the benefits of responsible fatherhood, with use of visually appealing and carefully designed materials which may include, but are not limited to, various advertising products such as flyers, TV, radio, and outdoor ads, social media posts, and regional engagement activities.
- A report on project outreach for the interventions planned, including the set of specific deliverables and outputs through use of traditional and new media sources is drafted and submitted to UNFPA.
- Final programme and financial reports are submitted to UNFPA.

**Contract duration:** October 10, 2020 – February 28, 2021

**III. Questions**

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

| Name of contact person at UNFPA: | Ms. Khalisa Shahverdiyeva |
|Tel Nº: | +99412 4922470 |
|Fax Nº: | +99412 4922379 |
|Email address of contact person: | shahverdiyeva@unfpa.org |

The deadline for submission of questions is 29.09.2020, 12:00, Baku time. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

**IV. Content of quotations**

Quotations should be submitted as a hard copy or in a single e-mail whenever possible, depending on file size. Quotations must contain:
a) **Technical proposal, in response to the requirements outlined in the service requirements / TORs.**
b) **Price quotation, to be submitted strictly in accordance with the price quotation form.**

Both parts of the quotation must be signed by the bidding organization’s relevant authority and submitted in PDF format.

V. **Instructions for submission**
Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent in sealed and stamped envelope or by e-mail to the contact person indicated below no later than: **Wednesday, September 30, 2020, at 18:00 Baku time.**

<table>
<thead>
<tr>
<th>Name of contact person at UNFPA:</th>
<th>Ms. Yegana Ismailova</th>
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<tbody>
<tr>
<td>Email address of contact person:</td>
<td><a href="mailto:Ismailova@unfpa.org">Ismailova@unfpa.org</a></td>
</tr>
<tr>
<td>UNFPA Office address:</td>
<td>3, UN 50th Anniversary Street. AZ1001, Baku, Azerbaijan</td>
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Please note the following guidelines for electronic submissions:
- The following reference must be indicated on the envelope or in the email subject line: **RFQ #013 – SC 09 – Promoting Responsible Fatherhood.** Proposals that do not contain the correct subject line may be overlooked by the procurement officer and therefore not considered.
- The total e-mail size shall 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.

VI. **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.

VII. **Award Criteria**
UNFPA shall award a Purchase Order / Professional Service Contract to the lowest-priced most technically acceptable offer.

VIII. **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.

IX. **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.

X. **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 Office of Audit and Investigation Services of UNFPA as well as with any other oversight entity authorized by the Executive Director of UNFPA 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 contract, 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.

XI. 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.

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

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, Dr. Farid Babayev, UNFPA Assistant Representative at babayev@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.

XIII. 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

<table>
<thead>
<tr>
<th>Name of Bidder:</th>
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<tbody>
<tr>
<td>Date of the quotation:</td>
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<tr>
<td>Request for quotation №:</td>
<td>UNFPA/AZE/RFQ #013 – SC 09</td>
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<td>Currency of quotation:</td>
<td>AZN</td>
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**Validity of quotation:**
*(The quotation shall 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.

Example Price Schedule below:

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<tr>
<th>Item</th>
<th>Description</th>
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<tr>
<td>Professional fees</td>
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**Total Contract Price**

AZN

**Vendor’s Comments:**

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/AZE/RFQ #013 – SC 09 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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<td>Date and place</td>
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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.