

Basic Information

RFQ/ECA30/2020/01880

Procurement Title	Support in conducting the “Stand together for zero discrimination against women living with HIV” information campaign.
Atlas e-Requisition #	6338
Advertisement Period	10 business days. <i>(minimum of 5 business days for RFQ)</i>
Nature of Tender	Competitive Process
Deadline for Submitting Clarification Questions	5 days before deadline for responses.
Quotation Validity Period	90
Requesting Unit/Office/Country/Region	Tajikistan PP
Value Added Tax in Financial Proposal¹	Must be inclusive of VAT and other applicable indirect taxes
Expected Delivery Date and Time	<input checked="" type="checkbox"/> As per Delivery Schedule attached
Advance payment	Not Allowed If allowed, Bank Guarantee Choose an item.
Partial quotations (lots)	Partial quotations shall not be allowed. Vendors must quote prices for the total requirement requested under Schedule of Requirements. Evaluation will be done for the total requirement.
Alternative quotations	Shall not be considered.
Quotations currencies	Prices shall be quoted in TJS
Contract award to one or more vendor	UN Women will award a contract to: One Vendor Only

¹ The decision on inclusion of VAT and any other taxes in financial proposals shall be based on the local legislation and SBAA agreement with the host country/-ies of the relevant Office ordering or performing the payment for the services. Depending on host countries, UN Women may be exempt from payment of direct and indirect taxes or may be required to pay the taxes and request reimbursement by submitting tax invoices.

TERMS OF REFERENCE (TOR)

Background

UN Women, the UN Entity for Gender Equality and the Empowerment of Women has been created to accelerate up the process of meeting the needs of women and girls across the world. As a part of the UN reform agenda, it brings together resources and mandates which will subsequently have a lasting impact on the whole community. In 2019 UN Women Program Office in Tajikistan works towards selected Development Results in the impact areas of combating violence against women and supporting the women, peace, and security agenda. Furthermore, UN Women works on achieving Organizational Results focusing on strategic normative, partnership and coordination activities. The Development and Organizational Results Framework (DRF and OEEF) for Tajikistan is implemented in the framework of the Strategic Plan for Europe and Central Asia 2015-2018 of the UN Women Regional Office for Europe and Central Asia.

Under these results, UN Women is working with different Government and civil society partners and with the UN agencies in support to addressing the national gender equality priorities and addressing stereotypes and patriarchal norms leading to women's vulnerability and unequal position in the society. The Republic of Tajikistan is committed to the principles of UN Political Declaration on HIV and AIDS, 2016 also, the country has joined to Fast-Track Strategy implementation to achieve 90-90-90- by 2020 with a long-term goal of the strategy is to globally end AIDS by 2030.

Eastern Europe and Central Asia (EECA) is the only region where HIV prevalence clearly remains on the rise. Using of gender approaches to HIV is becoming increasingly important for the region of EECA, where women make up about 35% of adults living with HIV. HIV prevalence is twice as high among young women as among young men.

Gender inequality contributes to the spread of HIV and increases infection rates and reduces the ability of women and girls to cope with the epidemic. Often, women and girls have less information about HIV and fewer resources to take preventive measures. They face barriers to the negotiation of safer sex, because of unequal power dynamics with men. Sexual violence, a widespread violation of women's rights, exacerbates the risk of HIV transmission. Evidence suggests that forced and arranged marriages can be a major risk factor, especially for young women and girls. Many women living with HIV struggle with stigma and exclusion, aggravated by their lack of rights. Women widowed by AIDS or living with HIV may face property disputes with in-laws, complicated by limited access to justice to uphold their rights.

UN Women office in Tajikistan has significant experience in implementing programmes and campaigns in support of women living with HIV and its most important strategy is empowering women and girls and guaranteeing their rights so that they can protect themselves from infection, overcome stigma, and gain greater access to treatment, care and support.

Goal and objectives:

The main objective of this task is to support UN Women office in Tajikistan in conducting a social media campaign **"Stand together for zero discrimination against women living with HIV"**. Drawing on the lessons learned from the HIV response, the campaign will urge people to act with kindness, not stigma and discrimination and respect people living with HIV. The campaign will emphasize the importance of respecting the right to live life free from stigma and discrimination. The initiative includes dissemination of key messages on social media, preparation and broadcast of the videos and dissemination of visibility materials to communities.

Scope of Work:

Under the overall guidance of the UN Women Communications Specialist RO, in coordination with Communications Associate, the selected company (further referred to as Contractor) will be responsible to provide support in developing the concept and conducting a national campaign: **“Stand together for zero discrimination against women living with HIV”** and its promotion at social media including FB, OK.ru, Insta. Specifically, the Contractor will be responsible for the following:

Task 1: Carrying out a national campaign “Stand together for zero discrimination against women living with HIV”.

The Contractor is expected to develop the campaign’s concept (based on UN Women’s inputs) on developing and promoting up to 2 videos, 4 written stories, 12 key messages and photos of women living with HIV who made a significant change in their lives and overcome stigma and discrimination. The stories should be developed based on UN Women’s requirements and inputs. The final stories, photos and videos shall be approved by UN Women and promoted via social media.

More specifically, the following, but not limited to, activities shall be undertaken:

1. Developing the concept of the one-month national campaign that promotes the rights of women living with HIV to live life free from stigma and discrimination.
2. Developing up to 2 interactive, short videos (up to two (2) minutes long) about the situation in the country and how the rights of WLWH violated and the ways they are discriminated by the society and family members. The videos shall be with subtitles in English, and Russian. The company shall ensure the translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels. Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
3. Developing at least 12 key messages that will include issues of stigma and discrimination in community, workplace, education, justice, emergency, and health care settings, and spreading at social media within the period of a month.
4. Developing up to 4 written stories about the WLWH, in Tajik and English.
5. Producing and printing of high-quality (at least 4000 pixels, A2 format, full-color), inspiring photos for each of the featured stories (up to 5 photos for each of the up to 4 stories), and adding inspiring quotes (Tajik, English) by women on the photos.

Task 2: Design, Layout, Printing and Production of Promo Materials

The Contractor is expected to design and develop promo materials to raise awareness of population to stop stigma and discrimination against women living with HIV.

More specifically, the following, but not limited to, activities shall be undertaken:

1. To develop eliminating stigma and discrimination leaflet and calendar for distribution among population including rural areas of Tajikistan and the participants of the internal trainings to be conducted by UN Women.
2. The context and design of the leaflet and calendar must be coordinated with UN women Communication Associate and printed only after getting official approval from UN Women.

A. DELIVERABLES SCHEDULE

No	Deliverables	Tentative timeframe for accomplishment of task	Percentage of milestone/output
TASK 1: Carrying out a national campaign “Stand together for zero discrimination against women living with HIV”.			
1.1	Developing the concept of the one-month national campaign that promotes the rights of women living with HIV to live life free from stigma and discrimination.	December 14, 2020	50%
1.2	Developing a scenario for up to 2 interactive, short videos (up to two (2) minutes long) about the situation in the country and how the rights of WLWH violated and the ways they are discriminated by the society and family members.	December 21, 2020	
1.3	Developing media cards and infographics that will include issues of stigma and discrimination in community, workplace, education, justice, emergency, and health care settings, and spreading at social media within the period of a month and get the approval from UN Women.	January 11, 2020	
1.4	Developing up to 4 written stories about the WLWH, in Tajik and English.	January 22, 2020	50%
1.5	Producing and printing of high-quality (at least 4000 pixels, A2 format, full-color), inspiring photos for each of the featured stories (up to 5 photos for each of the up to 4 stories), and adding inspiring quotes (Tajik, English) by women on the photos.	February 5, 2020	
TASK 2: Design, Layout, Printing and Production of Promo Materials.			
2.1	To develop eliminating stigma and discrimination leaflet and calendar for distribution among population including rural areas of Tajikistan and the participants of the internal trainings to be conducted by UN Women.	February 10, 2020	50%
2.2	Producing 2 interactive, short videos (up to two (2) minutes long) about the situation in the country and how the rights of WLWH violated and the ways they are discriminated by the society and family members. The videos shall be with subtitles in English, and Russian. The company shall ensure the translation. The company shall provide all the appropriate formats and sizes of the videos for social media	February 20, 2020	

	channels. Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.		
Total			100%

MINIMUM REQUIREMENTS

UN Women Minimum Requirements
Team composition (if applicable)
<u>Project Manager</u> <ul style="list-style-type: none"> ✓ University Degree in journalism, communication, public relations, social sciences; ✓ At least 5 years as a team/group leader/manager in undertaking similar assignments; ✓ At least 3 years of experience in producing national campaigns, writing script, producing audio/visual materials like, spots/jingles, documentaries, radio programs both for radio and TV channels, and organizing events; ✓ Demonstrated experience working with Governmental and Non-Governmental organizations or the UN on similar assignments; ✓ Fluency in Tajik and Russian; ✓ Working knowledge of English will be considered an asset.
<u>Journalist/copywriter</u> <ul style="list-style-type: none"> ✓ University Degree in journalism, communication, public relations, social sciences; ✓ At least 3 years of previous experience in writing human stories and video scenarios; ✓ Proficient in Tajik and Russian; ✓ Working knowledge of English will be considered an asset.
<u>Cameraperson</u> <ul style="list-style-type: none"> ✓ The cameraperson shall work to film lively interviews taking into account lighting, location of the interviews and overall setting; ✓ Degree in cinematography, journalism and communication sciences and photography or any other related field relevant to the assignment; ✓ At least 2 years of previous work experience in professional cameraperson of TV spots, documentary, telefilm and such relevant field of production; ✓ Demonstrated experience working with Governmental, Non-Governmental organizations, the United Nations will be considered an advantage; ✓ Fluency in Tajik and Russian.
Relevant Experience of the Firm
<ul style="list-style-type: none"> ✓ Officially registered legal entity with full capacity to act; ✓ At least 3 years of work experience in PR and communications, including experience in photo and video production, organizing national campaigns, including online campaigns; ✓ At least 2 years of experience in organizing large events; ✓ Proven experience with the UN or other international organizations.
Subcontracting
The vendor is strongly encouraged not to sub-contract > 50% of the total work. If a vendor/s intend to do so, they must state the actual percentage (that will be outsourced) in their offer/quotation.

Technical and Financial Offer

Vendors are requested to complete this form, sign it and return it as part of their quotation. The Vendor 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.

Name of Vendor:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

Technical Offer

Provide the following:

- a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference.
- a brief methodology, approach and implementation plan;
- team composition and CVs of key personnel

Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference. The lump sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day. Instructions on inclusion of VAT and other direct/indirect taxes are included in the solicitation documents and shall be followed when preparing the financial proposal.

Currency of Quotation: Click or tap here to enter text.

Ref	Description of Deliverables	Price
1.		
2.		
3.		
4.		
5.		
6.		
Total Price		

Note: In case of discrepancy between unit price and total, the unit price shall prevail.

Breakdown of Fees

Personnel / other elements	UOM	Qty	Unit Price	Total Price
Personnel				

Other expenses				
International flights				
Subsistence allowance				
Local Transportation				
Communication				
Other Costs: (please specify)				
Total				

Note: In case of discrepancy between unit price and total, the unit price shall prevail.

Compliance with Requirements

Requirement	Your Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter proposal
Team Composition	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Relevant Experience of the Firm	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Subcontracting	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Delivery Lead Time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of Quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Payment terms	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Other requirements [pls. Specify or remove]	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.

Company Name:	Click or tap here to enter text.	Authorized Signature:	
Address:	Click or tap here to enter text.	Date:	Click or tap here to enter text.
Phone No.:	Click or tap here to enter text.	Functional title of Authorized Signatory:	Click or tap here to enter text.
E-mail address:	Click or tap here to enter text.	E-mail address:	Click or tap here to enter text.