



Date: 25 October 2021

REQUEST FOR QUOTATION

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues
Pertaining to ICPD, SDGs and UNFPA Mandate”**

UNFPA requires the provision of Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues Pertaining to ICPD, SDGs and UNFPA Mandate, which aimed to identify key media outlets to engage on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate at national and local levels; gauge journalists’ level of understanding of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate; their challenges in covering the topics; and the support they need to improve their capacity. The media mapping will result in a report and media engagement strategy based on the results.

This Request for Quotation is open to all legally-constituted companies or institutions 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)

Background and Rationale

The International Conference on Population and Development ([ICPD](#)) 1994 in Cairo marked the global consensus that placed individual dignity and human rights, including the rights of women and girls as well as the right to plan one’s family, at the very heart of development. Adopted by 179 Member States, the [ICPD Programme of Action](#) (PoA) is a global consensus that reproductive health and rights are human rights and that these rights, along with women empowerment and gender equality are the cornerstones of population and development.

In short, [ICPD](#) represented a resounding endorsement that securing reproductive health, individual rights and women’s empowerment is the obligation of every country and community to secure the wellbeing and prosperity of all people.



A quarter of a century after 1994, the world has seen remarkable progress. There has been a 25 per cent increase in global contraceptive prevalence rate around the world. Adolescent births have declined steeply, and the global maternal mortality ratio has fallen. But progress has been slow and uneven. Hundreds of millions of women around the world are still not using modern contraceptives to prevent unwanted pregnancies, and global targets on reducing maternal deaths have not been met.

At the 2019 Commission on Population and Development, [government representatives agreed](#) that the principles of the ICPD PoA are essential to achieving the Sustainable Development Goals (SDGs). At the Nairobi Summit on ICPD25 (25 years after ICPD), governments around the world and other related stakeholders committed to focus on [three transformative results](#) also known as three zeros: (a) end preventable maternal deaths; (b) end unmet need for family planning; and (c) end GBV and harmful practices, including FGM/C and child marriage¹. These three world-changing results are expected to be achieved by 2030, the deadline for achieving the SDGs.

[UNFPA](#) as the custodian of ICPD is [mandated](#) to work on areas that directly align with and contribute to SDGs, specifically SDG 3: good health and wellbeing and SDG 5: gender equality. UNFPA's work on in the areas of SDG 10: reduced inequalities, SDG 16: peace, justice and strong institutions, and SDG 17: partnership for the goals.

Indonesia has achieved several targets in the context of 2030 Agenda for Sustainable Development. Regulations, policies and strategies on reproductive health, family planning and prevention of violence and harmful practices against women and girls are in place, including within Universal Health Coverage. Despite all these progresses, Indonesia still faces challenges in a few areas, including unmet needs for family planning, maternal mortality, domestic violence, and child marriage.

The media play a critical role in raising public awareness on ICPD and SDGs, and garnering support for the Indonesian government's continuous efforts to achieve three zeros and SDGs by 2030. At the same time, media coverage on ICPD issues related to SDGs, such as gender-based violence, family planning, and maternal health still needs to be improved, both in terms of quality and quantity.

As a prominent partner to the Indonesian government, UNFPA needs to engage and collaborate with the media to maximize this role. UNFPA Indonesia plans to conduct a media mapping to identify key media outlets to engage on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate at national and local levels; gauge journalists' level of understanding of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate; their challenges in covering the topics; and the support they need to improve their capacity. The media mapping will result in a report and media engagement strategy based on the results.

Purpose and Objectives

The purpose of consultancy is (1) to conduct a media mapping at national and local levels, and (2) to develop a media engagement strategy on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate based on the findings.

¹ The details can be seen at: https://www.unfpa.org/sites/default/files/pub-pdf/Transformative_results_journal_23-online.pdf and/ <https://www.unfpa.org/data/transformative-results>



Objectives:

1. To identify and list key media outlets in Indonesia at national and local levels 5 major provinces with the largest size of population and readership/viewership (DKI Jakarta, Central Java, East Java, South Sulawesi, and North Sumatra).
2. To assess and gain insight into the level of understanding on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate among journalists in Indonesia, and the challenges they face in covering the topics.
3. To strengthen UNFPA Indonesia's relationships with Indonesian media outlets, and UNFPA's position as the ICPD custodian and thought leader in reproductive health, family planning, population-related issues and data, sustainable development, and gender equality.

Scope of the service

Outputs and deliverables:

The media mapping will produce a media mapping report identifying and listing major and emerging players in the Indonesia media industry (including print, broadcast, and digital media; large media groups, smaller media outlets, local/community media), outlining the results of the mapping, and analysis of the results. The report also includes an actionable and concrete strategy to engage the media on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate.

Intended audience:

The media mapping report will inform the UNFPA Indonesia country office in its media engagement on cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate. UNFPA's government partners will also be the target audience.

Scope of work:

The primary activity of these consultancy services is media mapping at national and local levels in urban and rural areas in 5 major provinces with the largest size of population and readership/viewership (DKI Jakarta, Central Java, East Java, South Sulawesi, and North Sumatra), especially on the coverage of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate.

Process

Methodology:

The media mapping will take a participatory approach and employ qualitative research methods, which includes:

- **Desk Research:** A desk review to map the landscape of media industry in Indonesia and identify key (major and emerging) media outlets at national and local levels to engage (with large readership or



audience size; identify and analyse key issues, interests, target audience, and trends in Indonesian media landscape; identify and analyse national and local coverage of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandates; and identify and analyse initiatives and partnerships between media outlets and development organizations.

- **Online survey:** An e-survey will be distributed to national and local journalist networks mapped during the desk research through known numbers, email addresses, forums, organizations, and social media (using accounts of UNFPA and the hired institution) for a week to gauge their understanding and interest in cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, their challenges in covering them, and the support they need to address the challenges. The expected reach and number of participants will be determined by the desk research results.
- **Online focus group discussion:** The hired institution will conduct an online focus group discussions (FGD) to gain more insights into challenges that media workers face in covering cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, how UNFPA can work with the media to address those issues, and what kinds of support they need to strengthen their capacity. The FGD will involve journalists from 12 selected national and local media outlets (that represent print, broadcast, and digital media) based on the size of readership/viewership NS informed by the desk review conducted by the institution. The number of local and national journalists will be distributed evenly. The list of participants for the FGD will have to be endorsed by UNFPA.
- **In-depth interviews:** The hired institution will conduct individual interviews with six journalists and six chief editors from selected national and local media outlets (that represent print, broadcast, and digital media), based on the size of readership/viewership and informed by the desk review conducted by the institution, to gain deeper insights into challenges that media workers face in covering cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, how UNFPA can work with the media to address those issues, and what kinds of support they need to strengthen their capacity. The number of local and national journalists and chief editors will be distributed evenly. The list of participants for the interview will have to be endorsed by UNFPA.

The cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate covered:

No.	Synergies: ICPD, SDGs, UNFPA Mandate	Key Topic 1	Key Topic 2	Key Topic 3	Key Topic 4	Key Topic 5
1.	Recognize that women’s empowerment is central to sustainable development	Gender equality	Gender-based violence and harmful practices against women and girls (child marriage and female	Bodily autonomy	Women in marginalized populations : people with disabilities, older women, people living with	COVID-19 pandemic impacts on women, SRH, youth, older persons, and population dynamics

			genital mutilation [FGM])		HIV, female sex workers
2.	Protect sexual and reproductive health (SRH) and reproductive rights (RR) to enable everybody/all families to bear the children they desire	Maternal health	Rights-based family planning	Sexually-transmitted infections (STIs) and HIV	Strengthening the capacity of health workers, especially midwives
3.	Value, engage, and invest in young people	Adolescent sexual and reproductive health (ASRH) services and information	Comprehensive sexuality education (CSE)	Youth leadership and participation	Youth in marginalized/key populations: people with disabilities, people living with HIV, female sex workers
4.	Prepare and support healthy ageing	Access to SRH services and information for older persons	Older persons' wellbeing	Older persons' participation	Ageing population
5.	Respond to changing and diverse population dynamics	Population/demographic data	Mobility, migration, urbanization	Changing social norms and family structures	Demographic dividend

Proposed outline of the media mapping report

1. Executive Summary
2. Chapter #1: Introduction & background
3. Chapter #2: Methodology & approach



4. Chapter #3: Understanding Indonesian media landscape
 - a. Types of media (print, broadcast, digital)
 - b. Key players: major media groups; smaller/emerging media outlets; local community media
 - c. Key issues, target audience, trends
5. Chapter #4: ICPD, SDGs, and UNFPA Mandate in Indonesian Media
 - a. Coverage & public reception of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate
 - b. Partnerships between media outlets and development actors/organizations: good practices, lessons learned, opportunities
 - c. Findings from online survey, FGD, and in-depth interviews
6. Chapter 5: Media engagement: strategic and programmatic recommendations
7. Chapter 6: Conclusions
8. Other resources and references

Monitoring and Progress Control

Under overall guidance of UNFPA Indonesia's Representative, the institution will report and be supervised directly by Communications Analyst, with a quality assurance from the Assistant Representative. The institution is expected to report the progress to the Communications Analyst every week by email. UNFPA will ensure the quality of the module. The Communications unit will provide directions and review the deliverables. The Communications unit will coordinate with the institution on a daily basis and conduct coordination meetings every two weeks to monitor and review progress. After the first draft is submitted, the Communications Analyst will coordinate internal review with Assistant Representative and relevant team leaders/units within UNFPA Indonesia.

Inputs/services to be provided by UNFPA

UNFPA will provide initial documents (see below), media contact list, and introductory letters if required.

The following documents will be provided for initial references:

- SDGs
- The Nairobi Summit Commitments
- Commitment of the Indonesian Government to three zeros
- The National Midterm Development Plan (RPJMN) 2020-2024



- National Strategy on Child Marriage Prevention (*Strategi Nasional Pencegahan Perkawinan Anak*)
- Roadmap on 2030 FGM/C Prevention

Reference documents related to three zeros can be accessed through the following Google Drive link:

https://drive.google.com/drive/folders/1ltWNTRQdbk36Z8sm8_xSPTDWIbSd4gdQ?usp=sharing

Indicative time frames

The engagement shall commence immediately upon awarding of contract with a duration from November to December 2021. Payment will be made upon the completion and submission of deliverables.

The institution is to conduct the media mapping in Indonesian, and write the media mapping report and media engagement strategy in English. In relation to copyright, all materials or documents resulting from this consultation services will be the property of UNFPA. The institution is obliged to provide soft copies of the deliverables, so that all results can be independently verified for their accuracy before the deliverable is finalized and released.

No	Deliverables	Timeline*	Payment
1	Inception report that includes proposed methodology, coverage, template for final report, and questions for online survey, FGD and in-depth interviews	Mid November 2021	
2	First draft of the media mapping report	Third week November 2021	
3	Final media mapping report and PPT/dashboard for data presentation	First week December 2021	100%

**to be further discussed and agreed during briefing meeting*

Qualifications, Background and Experience

The institution/company is required to have the following qualifications:

- Has minimum 3 years of professional experience in conducting research and media mapping at national level, preferably with good knowledge of media landscape and Indonesian media networks; has experience in developing results-oriented communication products and material for the public or private enterprises; has experience working with the media and international development organizations (link or access to minimum 2 previous works or experiences must be attached for reference).
- Has experience in working with government agencies, UN agencies and/or other international organizations; substantial experience engaging with and collaborating with government, private sector or civil society. Similar experience in assignments with UN agencies is desirable.



The personnel and/or team assigned must have the following qualifications:

- a. Strong background in research, especially qualitative research
- b. Robust knowledge of Indonesian media landscape
- c. Excellent analytical and writing skills
- d. Excellent communication, interpersonal, and facilitation skills
- e. Proficiency in English and Bahasa Indonesia; strong knowledge of English, including capability to present ideas and concepts in written and oral forms clearly and concisely.

III. Questions

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

Name of contact person at UNFPA:	<i>Ms. Ira Novita</i>
Email address of contact person:	<i>indn.bids@unfpa.org</i>

Questions will be answered in writing.

IV. Content of quotations

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in accordance with the requirements outlined in the service requirements / TOR and criterias in Section VI.
- b) Link or access to minimum 2 previous works or experiences must be attached for reference.
- c) Price quotation, to be submitted strictly in accordance with the price quotation form.
- d) Copy of legal documents (establishment in Indonesia).

The above (a) and (c) must be signed by the bidding company's relevant authority and provided with company's seal/stamp.

All of the above must be submitted in PDF format.

V. 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 e-mail to indn.bids@unfpa.org no later than: **Monday, November 8th 2021 at 23:59 Jakarta Time².**

Please note the following guidelines for electronic submissions:

- Proposals must be sent in two separate emails:
 - Email 1 with subject: **RFQ N^o UNFPA/IDN/RFQ/21/018 (Technical) - Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues Pertaining to ICPD, SDGs and UNFPA Mandate.**

² <http://www.timeanddate.com/worldclock/city.html?n=69>



- Email 2 with subject: **RFQ N° UNFPA/IDN/RFQ/21/018 (Financial) - Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues Pertaining to ICPD, SDGs and UNFPA Mandate**
- Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total size of each email 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.
- 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.

VI. Overview of Evaluation Process

The proposals will be evaluated by an ad-hoc evaluation panel based on their responsiveness to the service requirements/TOR listed in Section II and in accordance with the evaluation criteria below:

1. All requirements set forth in Section IV received by the deadline
2. Technical and financial proposal will be evaluated based on their responsiveness to the service requirements/TOR 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
I. Overall / general response <ul style="list-style-type: none"> ● Understanding of scope, objectives and completeness of response 	100		20%	
II. Project Management: Approach in methodology / proposed methodology and ideas <ul style="list-style-type: none"> ● Likelihood of achieving expected outputs within the given timeframe ● Appropriateness of approaches and strategies to deliver expected outputs ● Overall clarity of proposal Staffing / proposed team: <ul style="list-style-type: none"> ● Team leader/team members with relevant experience, qualifications ● Profile of team (CVs) 	100		20%	



III. Experience: Range and depth of experience with similar projects as reflected in portfolio with samples of work or links to sample of work <ul style="list-style-type: none"> • Experience in developing and producing similar work • Proven expertise in facilitation (number of clients, products, etc.) 	100		30%	
<i>Grand Total All Criteria</i>			70%	

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 who obtained total technical score minimum 49 (70% of 70). Price quotes will be evaluated based on their responsiveness to the price quotation form. The maximum number of points for the price quote is 30, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (IDR)}}{\text{Quote being scored (IDR)}} \times 30 \text{ (Maximum score)}$$

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.

$$\text{Total score} = \text{Technical score} + \text{Financial score}$$



VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a contract to the Bidder that obtain the highest total score (combined score of technical and financial score).

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 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](#).

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 or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Representative, Ms. Anjali Sen at indonesia.office@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Representative, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.



United Nations Population Fund
7th floor Menara Thamrin
Jl. MH Thamrin Kav.3, Jakarta 10250
E-mail: indn.bids@unfpa.org
Website: indonesia.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

Name of Bidder:	[insert name of company / institution]
Date of the quotation:	[insert quotation date]
Currency of quotation:	IDR
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the RFQ submission deadline)</i>	

- The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project.
- The Price Quotation must provide a detailed cost breakdown for each item. The components comprising the total price must provide sufficient detail to allow UNFPA to determine compliance of offer with requirements as per Terms of Reference of this RFQ. The Bidder shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract.
- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.
- The format provided shall be used as a model in preparing the Price Quotation. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.
- In case of discrepancy between unit price and total price, the lower price shall prevail and the higher price shall be corrected. If the Bidder does not accept the correction of errors, its Proposal will be rejected.

TABLE 1: Price:

Item	Description	Unit	Qty	Unit cost (IDR)	Total (IDR)
1. Personnel cost (team)					
	<ul style="list-style-type: none"> • Media Mapping and Media Engagement Strategy Development including desk research, online survey, in-depth interview and report writing (please provide/describe the breakdown of number of personnel, role and rate)	Team	[insert Qty]	[insert unit cost]	[insert total cost]
2. Online focus group discussion					
	Focus group discussion with journalists from 12 selected national and local media outlets (please provide/describe costs associated with conducting the focus group discussion, if any cost occurred/applicable)	Package	[insert Qty]	[insert unit cost]	[insert total cost]
Total					[insert total cost]



TABLE 2: Offer to Comply with Other Conditions and Related Requirements

Other Information pertaining to our Quotation are as follows:	Your Responses		
	<i>Yes, we will comply</i>	<i>No, we cannot comply</i>	<i>If you cannot comply, pls. indicate counter proposal</i>
Validity of Quotation is at least 3 months after the RFQ submission deadline	[insert answer]	[insert answer]	[insert answer]
All Provisions of the UNFPA General Terms and Conditions	[insert answer]	[insert answer]	[insert answer]

Vendor's Comments:
 [insert comments if any]

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IDN/RFQ/21/018 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.

[insert name, title, signature and company's seal/stamp]	[insert date and place]
Name and title	Date and place



United Nations Population Fund
7th floor Menara Thamrin
Jl. MH Thamrin Kav.3, Jakarta 10250
E-mail: indn.bids@unfpa.org
Website: indonesia.unfpa.org

ANNEX 1:
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](#)



A quarter of a century after 1994, the world has seen remarkable progress. There has been a 25 per cent increase in global contraceptive prevalence rate around the world. Adolescent births have declined steeply, and the global maternal mortality ratio has fallen. But progress has been slow and uneven. Hundreds of millions of women around the world are still not using modern contraceptives to prevent unwanted pregnancies, and global targets on reducing maternal deaths have not been met.

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- **Online survey:** An e-survey will be distributed to national and local journalist networks mapped during the desk research through known numbers, email addresses, forums, organizations, and social media (using accounts of UNFPA and the hired institution) for a week to gauge their understanding and interest in cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, their challenges in covering them, and the support they need to address the challenges. The expected reach and number of participants will be determined by the desk research results.
- **Online focus group discussion:** The hired institution will conduct an online focus group discussions (FGD) to gain more insights into challenges that media workers face in covering cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, how UNFPA can work with the media to address those issues, and what kinds of support they need to strengthen their capacity. The FGD will involve journalists from 12 selected national and local media outlets (that represent print, broadcast, and digital media) based on the size of readership/viewership NS informed by the desk review conducted by the institution. The number of local and national journalists will be distributed evenly. The list of participants for the FGD will have to be endorsed by UNFPA.
- **In-depth interviews:** The hired institution will conduct individual interviews with six journalists and six chief editors from selected national and local media outlets (that represent print, broadcast, and digital media), based on the size of readership/viewership and informed by the desk review conducted by the institution, to gain deeper insights into challenges that media workers face in covering cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate, how UNFPA can work with the media to address those issues, and what kinds of support they need to strengthen their capacity. The number of local and national journalists and chief editors will be distributed evenly. The list of participants for the interview will have to be endorsed by UNFPA.

The cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate covered:

No.	Synergies: ICPD, SDGs, UNFPA Mandate	Key Topic 1	Key Topic 2	Key Topic 3	Key Topic 4	Key Topic 5
1.	Recognize that women’s empowerment is central to sustainable development	Gender equality	Gender-based violence and harmful practices against women and girls (child marriage and female	Bodily autonomy	Women in marginalized populations : people with disabilities, older women, people living with	COVID-19 pandemic impacts on women, SRH, youth, older persons, and population dynamics

			genital mutilation [FGM])		HIV, female sex workers
2.	Protect sexual and reproductive health (SRH) and reproductive rights (RR) to enable everybody/all families to bear the children they desire	Maternal health	Rights-based family planning	Sexually-transmitted infections (STIs) and HIV	Strengthening the capacity of health workers, especially midwives
3.	Value, engage, and invest in young people	Adolescent sexual and reproductive health (ASRH) services and information	Comprehensive sexuality education (CSE)	Youth leadership and participation	Youth in marginalized/key populations: people with disabilities, people living with HIV, female sex workers
4.	Prepare and support healthy ageing	Access to SRH services and information for older persons	Older persons' wellbeing	Older persons' participation	Ageing population
5.	Respond to changing and diverse population dynamics	Population/demographic data	Mobility, migration, urbanization	Changing social norms and family structures	Demographic dividend

Proposed outline of the media mapping report

1. Executive Summary
2. Chapter #1: Introduction & background
3. Chapter #2: Methodology & approach



4. Chapter #3: Understanding Indonesian media landscape
 - a. Types of media (print, broadcast, digital)
 - b. Key players: major media groups; smaller/emerging media outlets; local community media
 - c. Key issues, target audience, trends
5. Chapter #4: ICPD, SDGs, and UNFPA Mandate in Indonesian Media
 - a. Coverage & public reception of cross-cutting issues pertaining to ICPD, SDGs and UNFPA mandate
 - b. Partnerships between media outlets and development actors/organizations: good practices, lessons learned, opportunities
 - c. Findings from online survey, FGD, and in-depth interviews
6. Chapter 5: Media engagement: strategic and programmatic recommendations
7. Chapter 6: Conclusions
8. Other resources and references

Monitoring and Progress Control

Under overall guidance of UNFPA Indonesia's Representative, the institution will report and be supervised directly by Communications Analyst, with a quality assurance from the Assistant Representative. The institution is expected to report the progress to the Communications Analyst every week by email. UNFPA will ensure the quality of the module. The Communications unit will provide directions and review the deliverables. The Communications unit will coordinate with the institution on a daily basis and conduct coordination meetings every two weeks to monitor and review progress. After the first draft is submitted, the Communications Analyst will coordinate internal review with Assistant Representative and relevant team leaders/units within UNFPA Indonesia.

Inputs/services to be provided by UNFPA

UNFPA will provide initial documents (see below), media contact list, and introductory letters if required.

The following documents will be provided for initial references:

- SDGs
- The Nairobi Summit Commitments
- Commitment of the Indonesian Government to three zeros
- The National Midterm Development Plan (RPJMN) 2020-2024



- National Strategy on Child Marriage Prevention (*Strategi Nasional Pencegahan Perkawinan Anak*)
- Roadmap on 2030 FGM/C Prevention

Reference documents related to three zeros can be accessed through the following Google Drive link:

https://drive.google.com/drive/folders/1ltWNTRQdbk36Z8sm8_xSPTDWIbSd4gdQ?usp=sharing

Indicative time frames

The engagement shall commence immediately upon awarding of contract with a duration from November to December 2021. Payment will be made upon the completion and submission of deliverables.

The institution is to conduct the media mapping in Indonesian, and write the media mapping report and media engagement strategy in English. In relation to copyright, all materials or documents resulting from this consultation services will be the property of UNFPA. The institution is obliged to provide soft copies of the deliverables, so that all results can be independently verified for their accuracy before the deliverable is finalized and released.

No	Deliverables	Timeline*	Payment
1	Inception report that includes proposed methodology, coverage, template for final report, and questions for online survey, FGD and in-depth interviews	Mid November 2021	
2	First draft of the media mapping report	Third week November 2021	
3	Final media mapping report and PPT/dashboard for data presentation	First week December 2021	100%

**to be further discussed and agreed during briefing meeting*

Qualifications, Background and Experience

The institution/company is required to have the following qualifications:

- Has minimum 3 years of professional experience in conducting research and media mapping at national level, preferably with good knowledge of media landscape and Indonesian media networks; has experience in developing results-oriented communication products and material for the public or private enterprises; has experience working with the media and international development organizations (link or access to minimum 2 previous works or experiences must be attached for reference).
- Has experience in working with government agencies, UN agencies and/or other international organizations; substantial experience engaging with and collaborating with government, private sector or civil society. Similar experience in assignments with UN agencies is desirable.



The personnel and/or team assigned must have the following qualifications:

- a. Strong background in research, especially qualitative research
- b. Robust knowledge of Indonesian media landscape
- c. Excellent analytical and writing skills
- d. Excellent communication, interpersonal, and facilitation skills
- e. Proficiency in English and Bahasa Indonesia; strong knowledge of English, including capability to present ideas and concepts in written and oral forms clearly and concisely.

III. Questions

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

Name of contact person at UNFPA:	<i>Ms. Ira Novita</i>
Email address of contact person:	<i>indn.bids@unfpa.org</i>

Questions will be answered in writing.

IV. Content of quotations

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in accordance with the requirements outlined in the service requirements / TOR and criterias in Section VI.
- b) Link or access to minimum 2 previous works or experiences must be attached for reference.
- c) Price quotation, to be submitted strictly in accordance with the price quotation form.
- d) Copy of legal documents (establishment in Indonesia).

The above (a) and (c) must be signed by the bidding company's relevant authority and provided with company's seal/stamp.

All of the above must be submitted in PDF format.

V. 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 e-mail to indn.bids@unfpa.org no later than: **Monday, November 8th 2021 at 23:59 Jakarta Time².**

Please note the following guidelines for electronic submissions:

- Proposals must be sent in two separate emails:
 - Email 1 with subject: **RFQ N^o UNFPA/IDN/RFQ/21/018 (Technical) - Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues Pertaining to ICPD, SDGs and UNFPA Mandate.**

² <http://www.timeanddate.com/worldclock/city.html?n=69>



- Email 2 with subject: **RFQ N° UNFPA/IDN/RFQ/21/018 (Financial) - Media Mapping and Media Engagement Strategy Development on Cross-cutting Issues Pertaining to ICPD, SDGs and UNFPA Mandate**
- Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total size of each email 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.
- 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.

VI. Overview of Evaluation Process

The proposals will be evaluated by an ad-hoc evaluation panel based on their responsiveness to the service requirements/TOR listed in Section II and in accordance with the evaluation criteria below:

1. All requirements set forth in Section IV received by the deadline
2. Technical and financial proposal will be evaluated based on their responsiveness to the service requirements/TOR 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
I. Overall / general response <ul style="list-style-type: none"> ● Understanding of scope, objectives and completeness of response 	100		20%	
II. Project Management: Approach in methodology / proposed methodology and ideas <ul style="list-style-type: none"> ● Likelihood of achieving expected outputs within the given timeframe ● Appropriateness of approaches and strategies to deliver expected outputs ● Overall clarity of proposal Staffing / proposed team: <ul style="list-style-type: none"> ● Team leader/team members with relevant experience, qualifications ● Profile of team (CVs) 	100		20%	



III. Experience: Range and depth of experience with similar projects as reflected in portfolio with samples of work or links to sample of work <ul style="list-style-type: none"> • Experience in developing and producing similar work • Proven expertise in facilitation (number of clients, products, etc.) 	100		30%	
<i>Grand Total All Criteria</i>			70%	

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 who obtained total technical score minimum 49 (70% of 70). Price quotes will be evaluated based on their responsiveness to the price quotation form. The maximum number of points for the price quote is 30, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (IDR)}}{\text{Quote being scored (IDR)}} \times 30 \text{ (Maximum score)}$$

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.

$$\text{Total score} = \text{Technical score} + \text{Financial score}$$



VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a contract to the Bidder that obtain the highest total score (combined score of technical and financial score).

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 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](#).

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 or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Representative, Ms. Anjali Sen at indonesia.office@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Representative, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.



United Nations Population Fund
7th floor Menara Thamrin
Jl. MH Thamrin Kav.3, Jakarta 10250
E-mail: indn.bids@unfpa.org
Website: indonesia.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

Name of Bidder:	[insert name of company / institution]
Date of the quotation:	[insert quotation date]
Currency of quotation:	IDR
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the RFQ submission deadline)</i>	

- The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project.
- The Price Quotation must provide a detailed cost breakdown for each item. The components comprising the total price must provide sufficient detail to allow UNFPA to determine compliance of offer with requirements as per Terms of Reference of this RFQ. The Bidder shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract.
- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.
- The format provided shall be used as a model in preparing the Price Quotation. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.
- In case of discrepancy between unit price and total price, the lower price shall prevail and the higher price shall be corrected. If the Bidder does not accept the correction of errors, its Proposal will be rejected.

TABLE 1: Price:

Item	Description	Unit	Qty	Unit cost (IDR)	Total (IDR)
1. Personnel cost (team)					
	<ul style="list-style-type: none"> ● Media Mapping and Media Engagement Strategy Development including desk research, online survey, in-depth interview and report writing (please provide/describe the breakdown of number of personnel, role and rate)	Team	[insert Qty]	[insert unit cost]	[insert total cost]
2. Online focus group discussion					
	Focus group discussion with journalists from 12 selected national and local media outlets (please provide/describe costs associated with conducting the focus group discussion, if any cost occurred/applicable)	Package	[insert Qty]	[insert unit cost]	[insert total cost]
Total					[insert total cost]



TABLE 2: Offer to Comply with Other Conditions and Related Requirements

Other Information pertaining to our Quotation are as follows:	Your Responses		
	<i>Yes, we will comply</i>	<i>No, we cannot comply</i>	<i>If you cannot comply, pls. indicate counter proposal</i>
Validity of Quotation is at least 3 months after the RFQ submission deadline	[insert answer]	[insert answer]	[insert answer]
All Provisions of the UNFPA General Terms and Conditions	[insert answer]	[insert answer]	[insert answer]

Vendor's Comments:
 [insert comments if any]

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IDN/RFQ/21/018 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.

[insert name, title, signature and company's seal/stamp]	[insert date and place]
Name and title	Date and place



United Nations Population Fund
7th floor Menara Thamrin
Jl. MH Thamrin Kav.3, Jakarta 10250
E-mail: indn.bids@unfpa.org
Website: indonesia.unfpa.org

ANNEX 1:
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](#)