



Date: 21 October 2020

REQUEST FOR QUOTATION RFQ N° UNFPA/IDN/RFQ/20/014

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“The Development of Training Module for Creative Content Creation”.

The United Nations Population Fund (UNFPA), an international development agency is seeking to hire an institution to develop training modules that will be used to train the members of the Community of Practice (CoP) in creating digital content that is responsive to current trends.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services/works 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](#)

Terms of Reference (TOR)

A. Background

Young people play a critical role in disseminating accurate information on COVID-19 and support information sharing on risk reduction, national preparedness and response efforts. One of the ways through providing support and technical assistance to a Community of Practice (CoP) of digital adolescent and youth Sexual and Reproductive Health (SRH) content creators, to improve their process of content creation, strengthen their capacity to increase the quality of content used for youth-targeted COVID-19 Risk and Responses Communications (RRC). The CoP currently has 23 members, comprising CSTOs, Individual influencers, private sector, media, international organizations and non-profit organizations, all of whom are well-versed practitioners in the area of adolescent and youth sexual and reproductive health.

In addition to technical knowledge regarding adolescent and youth health and well-being, one of key capacities that is crucial to conducting digital RRC for youth is the ability to create relevant attractive content. As previous research tells us, young people prefer health content that revolves around current trends and ‘viral’ internet phenomena. Therefore, UNFPA is seeking to hire an institution to develop training modules that will be used to trains the members of the CoP in creating digital content that is responsive to current trends.

B. Scope of Work (Description of services, activities, or outputs)

The purposes of consultancy is to facilitate the development of a training module for, and to conduct training on, creative content creation.

Objectives:

1. Developing a training module for creating youth-targeted, digital health content that is responsive to current trends
2. Conducting training in the form of a virtual workshop using the module with the CoP members

Outputs and deliverables:

1. Training module for creating youth-targeted, digital health content that is responsive to current trends
2. A virtual workshop session, on digital health content that is responsive to current trends, with the CoP and YAP members delivered
3. A report on the virtual workshop session with the CoP and YAP members

Intended audience:

The training module and virtual workshop sessions will be targeted to the CoP of digital adolescent and Youth SRH content creators and Youth Advisory Panel (YAP) UNFPA.

Scope of work:

The training module will be designed to increase capacity related to, and provide practical tools for, the process of digital content creation, from identifying topics, formats and ideas based on current trends and needs, creating content materials with attractive visual design and copy, designing and executing strategies to market the content, to monitor and evaluating the content.

In consultation with UNFPA, the institution will arrange the schedule, agenda, digital platform and materials of the virtual workshop. The training module will be updated by the selected institution, based on the observation and feedback of the workshop's participants. The selected vendor for this assignment is expected to develop a brief report on the workshop including the pre and post-test, describe the questions and feedback from the participants and attendance list.

Methodology:

The training module will be designed based on prior capacity needs analysis of the CoP members, which will be conducted through an analysis of the CoP members' profiles and content, as well as through an initial meeting between the CoP and the institution. The training module will employ a solution-focused methodology, primarily including practical knowledge and tools that can be directly applied by the CoP members, that will be delivered through participatory activities. After the first draft of the module, there will be a trial session (virtual workshop) with the CoP members to test the module and gain their feedback, and the module will be revised accordingly.

As stated above, the institution, in consultation with UNFPA, will arrange the schedule, agenda, digital platform and materials of the virtual workshop, which is estimated will take at least two days. The virtual workshop will take place in real time and recorded by UNFPA. The trainer(s) and participants all log into the learning platform at the same date and time and the instructor delivers the topics, demonstration or other planned learning activity. The process is live, and the participants can ask questions in real time. Participants will be asked to complete pre-test and post-test, provide question and feedback form also attendance form. Those tools will be used to develop a brief workshop report. The workshop report will use the activity report format as stated in the UNFPA - PEDUM.

Proposed outline of the module:

1. Introduction and overview of the module
2. Chapter #1: Identifying topics, Formats, Ideas based on current trends
3. Chapter #2: Crating attractive content materials
4. Chapter #3: Digital marketing of the content
5. Chapter #4: Monitoring and evaluation of the content
6. Other resources and references

C. Timeline and Deliverables

General requirements

The institution is to develop and deliver the training module in Indonesian Language. In relation to copyright, all materials or documents resulting from this consultation services will remain 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 deliverables is finalized and released. The assignment will commence in November 2020 and will be completed in December 2020.

No	Deliverables	Deadlines	Terms of Payment
1	Submission of the first draft of training module	20 Nov	40% of total payment
2	A two-days virtual workshop on digital health content that is responsive to current trends	27 Nov	
3	Submission of finalized training module and workshop report with the CoP and YAP members (in the form of soft copy/ebooklet)	4 Dec	60% of total Payment

D. Qualification

The company is required to have the following qualifications:

1. Own a legal entity (a company or foundation) in Indonesia
2. At least three (3) years' experience in digital marketing and digital content creation. Please provide link of sample work on digital content creation.
3. Experience in providing capacity building related to digital marketing and digital content creation to community.
4. Experience in designing and conducting digital marketing strategies.

II. 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. Mayadewi</i>
Tel N ^o :	<i>+62 21 29802300</i>
Email address of contact person:	indn.bids@unfpa.org

The deadline for submission of questions is **Monday, 26 October 2020 at 17:00 Jakarta Time**¹. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>

III. 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 response to the requirements outlined in the TOR and include the following:
 - Completed Bidder Identification Form (Annex II) in pdf format;
 - Completed Bidder's Previous Experience (Annex III) in pdf format;
 - to be submitted strictly in accordance with the technical proposal form (annex IV);
 - Provide link minimum two of sample work on digital content creation.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.
- c) Copy of legal documents (establishment and operation in Indonesia)

All parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to indonesia.bids@unfpa.org no later than: **Wednesday, 4 November 2020 at 23:59 Jakarta Time².**

Please note the following guidelines for the submissions:

- The following reference must be included in the email subject line: **RFQ N^o UNFPA/IDN/RFQ/20/014 – Development of Training Module for Creative Content Creation.** 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.

V. 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

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

Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to TOR listed in Section I and III, and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Scores	[B] Scores attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical Expertise <ul style="list-style-type: none"> Staffing, including proposed members of the team Proven expertise in digital marketing and digital content creation (number of clients, products, etc.). Experience in delivering trainings on digital marketing is an advantage. Curriculum vitae of the team leader/project manager 	100		30%	
Approach in methodology <ul style="list-style-type: none"> Likelihood of achieving expected outputs within the given timeframe and budget Appropriateness of approaches and strategies to deliver expected outputs Ability to be flexible and response to changes as part of the review and feedback process Overall clarity of proposal, which covers: proposed methodology, timeline and budget in developing the training module, organizing the workshop 	100		40%	
<i>Grand Total All Criteria</i>				

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

The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project, e.g., design, development costs, project management, etc.

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.

$$\text{Total score} = (\text{Technical Score}) + (\text{Financial Score})$$

VI. Award Criteria

UNFPA shall award a Professional Service Contract on a fixed-cost basis to the Bidder that obtain the highest total score.

VII. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

VIII. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

IX. Fraud and Corruption

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](#).



X. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

XI. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Representative, Ms. Anjali Sen at indn.bids@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.

XII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).



PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N^o:	UNFPA/IDN/RFQ/20/014
Currency of quotation :	IDR
Delivery charges based on the following 2010 Incoterm:	N/A
Validity of quotation: <i>(The quotation must be valid for a period of 3 months after the submission deadline)</i>	

- 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.

Item	Description	Total (IDR)
1	Development of Training module for creating youth-targeted, digital health content that is responsive to current trends	
2	A two days virtual workshop session, on digital health content that is responsive to current trends, with CoP and YAP members delivered	
3	A Report on the virtual workshop session with the CoP and YAP members	
Total		

Vendor's Comments:



I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IDN/RFQ/20/014 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.

	Click here to enter a date.	
Name and title	Date and place	
Name of Institution	Signature/Stamp of Entity	



United Nations Population Fund
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Jl. M.H. Thamrin Kav.3, Jakarta 10250
E-mail: indonesia.office@unfpa.org
Website: indonesia.unfpa.org

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](#)



**ANNEX II:
 BIDDER IDENTIFICATION FORM
 UNFPA/IDN/RFQ/20/014**

1. Organizational Information	
Company/Institution Name	
Address, City, Country	
Telephone/FAX	
Website	
Date of establishment	
Legal structure: natural person/Co. Ltd, NGO/institution/other (specify)	
Organizational Type: Manufacturer, Wholesaler, Trader, Service provider, etc.	
Areas of expertise of the organization	
Current Licenses, if any, and permits (with dates, numbers and expiration dates)	
Years supplying to UN organizations	
Years supplying to UNFPA	
Subsidiaries (indicate names of subsidiaries and addresses, if relevant to the Bid)	
Commercial Representatives in the country: Name/Address/Phone (for international companies only)	

2. Expertise of Staff	
Total number of staff	
Number of staff involved in similar contracts	

3. Contact details of persons that UNFPA may contact for requests for clarification during Bid evaluation	
Name/Surname	
Telephone Number (direct)	
Email address (direct)	



**ANNEX III:
 BIDDER'S PREVIOUS EXPERIENCE
 UNFPA/IDN/RFQ/20/014**

Order No. & Date	Description*	Client	Contact person, phone number, email address	Date of service		Contract Amount (Currency)	Satisfactory completion** (yes/no)
				From	To		

* Please indicate relevant contracts to the one requested in the RFQ.

** UNFPA may request 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 IV:
 TECHNICAL PROPOSAL FORM**

Name of Proposing Organization / Firm:	
Country of Registration:	
Name of Contact Person for this Proposal:	
Address:	
Phone / Fax:	
Email:	

Section 1 : Technical Expertise
<p>As part of their technical proposals, Bidders must submit a technical expertise which includes the following detail:</p> <ul style="list-style-type: none"> • Staffing, including proposed members of the team. • Proven expertise in digital marketing and digital content creation (number of clients, products, etc.). Experience in delivering trainings on digital marketing is an advantage. <i>*Please provide link of sample work on digital content creation</i> • Curriculum Vitae of the key personnel <i>*See below format</i>
Section 2: Approach in methodology
<p>This section should demonstrate the Bidder's responsiveness to the specification by identifying the specific component proposed, addressing the requirements, as specified, point by point;</p> <ul style="list-style-type: none"> • Likelihood of achieving expected outputs within the given timeframe and budget • Appropriateness of approaches and strategies to deliver expected outputs • Ability to be flexible and response to changes as part of the review and feedback process • Overall clarity of proposal, which covers: proposed methodology, timeline and budget in developing the training module, organizing the workshop • Below is the suggested outline of the module: <ol style="list-style-type: none"> 1. Introduction and overview of the module 2. Chapter #1: Identifying topics, Formats, Ideas based on current trends 3. Chapter #2: Crating attractive content materials 4. Chapter #3: Digital marketing of the content 5. Chapter #4: Monitoring and evaluation of the content 6. Other resources and references

Please use the format below, CV no more than one page in length.

No substitution of the key personnel will be tolerated once the contract has been awarded except in extreme circumstances and with the approval of the UNFPA. If substitution is unavoidable it will be with a person who, in the opinion of the UNFPA, is at least as experienced as the person being replaced. No increase in costs will be considered as a result of any substitution.



Name:		
Position for this Assignment:		
Nationality:		
Contact information:		
Language Skills:		
Educational and other Qualifications:		
Summary of Experience:		
Relevant Experience (From most recent):		
Period: From – To	Name of activity/ funding organization:	Job Title and Activities undertaken: