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Date: [October, 12, 2023]

**REQUEST FOR QUOTATION**  
**RFQ N° UNFPA/TLS/RFQ/2023/012-for LTA**  
**(Provision of Digital Content and Communications Services Company/Firm)**

**Dear Suppliers,**

UNFPA hereby solicits your quotation for contract for Long Term Agreement (LTA) the Provision of digital content and communications company for the UNFPA office in Dili, Timor - Leste.

Please see the purpose of the consultancy:


The purpose of this digital media including social media and mass media communication service provider is to support UNFPA Timor-Leste's country office advocacy, awareness and visibility engagement through designing and production of various innovative digital media platforms, including social media, mass media, content designing and uploading/airing of content on UNFPA website, Facebook and Twitter, TV, Radio, Newspaper and Outdoor. This includes designing and development of podcast interviews, short videos, documentary films, content for outdoor media, live streaming of talk shows, recorded TV shows, PSMs for radio and high-level engagement on various digital media platforms.

For further details of the requirements of Terms of Reference (ToR), please collect it from UNFPA office, UN House, Caicoli Street, Dili, Timor – Leste, or contact Mr. Jose Jordao Estelvidio, phone number +67078186508

If you are interested in submitting a quotation for the Requested, kindly fill in the attached Quotation Form and send by email to the address email to [timor-leste.office@unfpa.org](mailto:timor-leste.office@unfpa.org) or in sealed envelopes to Mr. Jose A.D.S Soares, Admin & Finance Associate, of Operations for UNFPA before or no later than 17.00 hours, Dili time on Monday, 30 October 2023.

**Approved by:**

  
**Ms. Pressia Arifin - Cabo**  
**UNFPA Representative**

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“[Provision of digital content and communications Company]”.

UNFPA hereby solicits a Request for Quotation (RFQ) for the following provision of digital content and communications Company: This Request for Quotation is open to all legally-constituted company or institutions, **(local and international company)** operated in Timor Leste or can work remotely from outside the country that can provide the requested for supply of the Provision of digital content and communications and have legal capacity to deliver / perform the service in the country or through an authorized representative in Timor Leste.]. **For guidance on the development/creation of Terms of Reference (ToR), please download the following document: [Guidelines for creating Terms of Reference \(ToRs\)](#).**

## 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](#)


### Objective:

The objective of the RFQ is to identify a supplier who can provide to UNFPA the Provision of digital content and communications Company as required in specification details (TOR) to be collected from the UNFPA office. The selected suppliers are expected to provide the Provision of digital content and communications, based on specific Contract and Purchase Orders submitted to the suppliers.

## II. Service Requirements/Terms of Reference (ToR)

### Objectives and scope of the Services

- Background information [*Background of the assignment and the contexts, overall goal of the project, previous related work, constraints, etc.*]
- Development objective(s)
- Immediate objective(s)
- Outputs / Deliverable(s)
- Activities
- Inputs
- Timing / Schedule

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## TERMS OF REFERENCE FOR SERVICE PROVIDER (TOR)

### PROVISION OF PROFESSIONAL DIGITAL MEDIA/COMMUNICATION SERVICES

Purpose of activity: The purpose of this digital media including social media and mass media communication service provider is to support UNFPA Timor-Leste’s country office advocacy, awareness and visibility engagement through designing and production of various innovative digital media platforms, including social media, mass media, content designing and uploading/airing of content on UNFPA website, Facebook and Twitter, TV, Radio, Newspaper and Outdoor. This includes designing and development of podcast interviews, short videos, documentary films, content for outdoor media, livestreaming of talk shows, recorded TV shows, PSMs for radio and high-level engagement on various digital media platforms.


#### BACKGROUND

The digital media including social media/Mass- media communication service provider will design and develop innovative content for all digital media platforms including social media, produce short videos, documentaries, talk shows and out-door campaigns podcast interviews on digital platforms across seven thematic areas; Family Planning, ending gender-based violence (GBV), Maternal Health, Population dynamics, HIV/AIDS, Adolescents and Youth and Humanitarian Emergencies. The service provider must possess their own content writers, creative team, digital equipment including professional cameras, lighting and audio equipment, and all relevant software editing software with clear understanding of social media spaces engagement.

#### Objectives

1. Collaborate to develop and implement innovative digital media /Mass media communication strategies to promote awareness, education, and engagement in the areas of sexual and reproductive health, GBV, HIV, and CSE.
2. Ensure consistent messaging, branding, and content across all digital media platforms to maintain a cohesive and impactful online presence.
3. Create and distribute high-quality digital/mass-media content that is informative, evidence-based, and culturally sensitive.
4. Expand UNFPAs reach to a wider and more diverse audience, including marginalized communities and youth, by leveraging the power of social media and digital platforms and outdoor campaigns
5. Foster active engagement and dialogue with our target audience to address their questions, concerns, and information needs in a timely and supportive manner.



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## Scope of work

The scope of work for the engagement of a digital media/social media/mass-media communication service provider/firm/company. This partnership aims to facilitate effective collaboration between the service provider and UNFPA CO communications and programme teams to ensure the delivery of innovative, consistent, and high-quality content related UNFPAs mandated area including sexual and reproductive health, Gender-Based Violence (GBV), HIV, and Comprehensive Sexuality Education (CSE).

## Key Responsibilities

The digital media/external communication service provider/firm/company will be responsible for the following tasks during the engagement period.

1. Develop a comprehensive digital media strategy that aligns with UNFPAs mandate and objectives, target audience, and available resources.
2. Generate innovative engaging and informative content, including but not limited to articles, infographics, short videos, and interactive posts, on topics related to sexual and reproductive health, GBV, HIV, and CSE.
3. Utilize various digital media platforms (e.g., social media, websites, and other digital platforms including TV/Radio and Outdoor) to disseminate content effectively and maximize audience reach.
4. Conduct regular audience research to better understand our target demographic and tailor content accordingly.
5. Monitor the performance of digital media/external communication campaigns and provide regular reports on key performance indicators, suggesting adjustments as needed.
6. Engage with our online community by responding to comments, messages, and inquiries in a timely and professional manner.
7. Develop and implement crisis management protocols/plans for handling sensitive or controversial topics.
8. Provide training and capacity-building sessions for our internal teams to enhance their digital media skills and knowledge.

## Deliverables

Following deliverables are to be completed during the consultancy period

- Develop high-quality and culturally sensitive content (text, images, videos, infographics, etc.) that educates and engages the target audience. (Ensure that all content aligns with the Organization's messaging and UNFPA global guidelines)
- Manage and regularly update the Organization's social media profiles (e.g., Facebook, Twitter) with relevant content- Develop a content calendar and posting schedule. - Interact



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with followers, if required, requested and agreed by the organization, respond to comments, and actively engage with the online community based on the campaign requirements.

- Design and implement digital campaigns that align with the Organization's objectives. - Utilize innovative strategies such as influencer partnerships, live streaming, user-generated content, and storytelling to engage the audience.
- Designing, development and production of innovative social media content for campaigns on each UNFPA focused thematic areas (08 messages per campaign on above thematic area)
- Designing of a content, storyboards, Content for outdoor, TV, radio development and management of live streaming of talk shows and podcasts interviews for social and mass media
- Delivery and sharing of talk shows or podcast interviews links as needed.
- Designing and Production of animations and curation of social media content
- Designing and creation of content for mass media campaigns, Including outdoor media.
- Driving social media engagement on digital platforms (including Social media for audiences not traditionally familiar with UNFPA mandate.
- Designing and development of content /key messages all potential media s to engage with target audience for 16 days' activism at-least 30 days ahead of official Campaign, World Population Day campaign, International Day of Midwife, International day of Youth, Girl child and other relevant international or national days as requested by UNFPA CO TL.
- Ensuring digital productions conforms with UNFPA global guidelines on Social media, communications and branding.
- Conduct audience research to understand demographics, preferences, and behaviors. - Tailor content accordingly and engagement strategies based on audience insights and preferences
- Media monitoring/ monitor the performance of digital content and campaigns. - Use analytics tools to track key performance indicators (KPIs) and provide regular reports. Make data-driven recommendations for optimizing content and strategies.
- Identify potential collaborators, partners, or advocates to expand the reach and impact of campaigns. - Manage relationships and collaborations with external digital stakeholders as necessary

## Qualifications

1. Demonstrated experience in designing, developing, and executing innovative digital /social media campaigns on key social issues is crucial. This should include campaigns related to Gender, Youth, Gender-Based Violence (GBV), and Sexual and Reproductive Health (SRH).



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2. A minimum of 10 years of experience in providing digital media services, with a strong presence on social media platforms. This experience should demonstrate a track record of successful digital, social and external communication campaigns
3. The agency/firm should have an in-house creative team that includes graphic designers, videographers, writers, and other creative professionals who can produce high-quality content and campaigns.
4. Proficiency in creating a wide range of digital content, including text, images, graphics, videos, and interactive materials, to engage and inform the target audience effectively.
5. The ability to develop compelling and creative storyboards for multimedia content, ensuring a clear narrative structure for videos and visual communication.
6. Proficiency in the English language, both written and spoken, is essential for effective communication and content creation understanding of local language is an advantage
7. Understanding and familiarity with the local context, especially as it pertains to issues related to gender-based violence, sexual and reproductive health, and rights, is important. This knowledge can help tailor communications to the specific needs and challenges of the target audience.
8. The agency should have access to their own space with the necessary digital equipment, including professional-grade videography and photography equipment. This ensures the capability to produce high-quality multimedia content.
9. The ability to produce broadcast-quality video and audio content, ideally in HD 1920x1080 or better, is a must. This includes proficiency in video shooting, editing, and audio recording.
10. Strong capability with the technical aspects of video production, including file transfer and optimization for digital platforms, is important to ensure content is effectively distributed.
11. A strong understanding of the specific communication requirements of a UN or and nonprofit organization, including sensitivity to their mission, values, and goals, is essential.

### III. Questions

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

Name of contact person at UNFPA: *Mr. Jose Jordao Estelvidio*  
Tel Nº: *+67078186508*  
Fax Nº: *N/A*  
Email address of contact person: *estelvidio@unfpa.org*

The deadline for submission of questions is [26<sup>th</sup> - 27<sup>th</sup> 2023, 15.00, and Dili zone]. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

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**IV. Eligible Bidders**

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested services/works [– and have legal capacity to enter into a contract with UNFPA to deliver/perform the services] in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](#) and has not been suspended, debarred, sanctioned or otherwise identified as ineligible by any [UN Organization](#) or the [World Bank Group](#).
- Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).

**I. Content of quotations**

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


**II. Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section II above, along with a properly filled out and signed price quotation form, and are to be sent by email to the dedicated office email or in sealed envelopes to Mr. Jose A.D.S Soares, Admin & Finance Associate, of Operations for UNFPA indicated below no later than : [Monday, 30<sup>th</sup> October, 2023 and 17.00 Dili, time]<sup>1</sup>.

Name of contact person at UNFPA: *Jose A.D.S Soares*  
Email address of dedicate office email: *timor-leste.office@unfpa.org*

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



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Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: RFQ N° UNFPA/TLS/RFQ/2023/012 – [Provision of digital content and communications Company]. Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total email size may not exceed 20 MB (including email 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.

**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.

**III. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a [Purchase Order / Professional Service Contract on a fixed-cost basis or ceiling prices basis/ Long Term Agreement with duration of (*one year*) initial and possibility of extension] to the Bidder(s) that obtain the lowest-price technically acceptable offer.

**IV. 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.


**V. 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.

**VI. 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.



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Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representative’s agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

**VII. 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](#).


**VIII. RFQ Protest**

Bidder(s) perceiving that they have been unjustly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint directly to the Chief, Supply Chain Management Unit at [procurement@unfpa.org](mailto: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 [the Representative] at [arifin-cabo@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, Supply Chain Management Unit at [procurement@unfpa.org](mailto:procurement@unfpa.org).

**IX. 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).

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**PRICE QUOTATION FORM**

**Name of Bidder:**

**Date of the quotation:**

[Click here to enter a date.](#)

**Request for quotation N°:**

UNFPA/TLS/RFQ/2023/012

**Currency of quotation:**

USD

**Delivery charges based on the following 2020 Incoterm:**

[Choose an item.](#)

**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: *[Delete after properly completing the Price Schedule, also develop excel version]*

Item	Description	Number & Description of Staff by Level	Hourly Rate	Hours to be Committed	Total
<b>1. Professional Fees</b>					
<i>Total Professional Fees</i>					\$\$
<b>2. Out-of-Pocket expenses</b>					
<i>Total Out of Pocket Expenses</i>					\$\$
<b>Total Contract Price</b> <i>(Professional Fees + Out of Pocket Expenses)</i>					\$\$

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/TLS/RFQ/2023/012 including all annexes, amendments to the RFQ



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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.

Name and title	<p>Click here to enter a date.</p> <p>Date and place</p>
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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](#)