



United Nations Population Fund
CO Ukraine
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Date: 25 June, 2020

Authorized by:
Jaime Nadal
UNFPA Representative

DocuSigned by:

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REQUEST FOR QUOTATION **RFQ N° UNFPA/UKR/RFQ/20/15**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

Development of a concept for communication campaign aimed at promoting men's participation in child caring

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform in Ukraine, or through an authorized representative.

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](#)

I. Terms of Reference (ToR)

Background

In 2020, UNFPA and UN Women start implementing the "EU4Gender Equality: Together against gender stereotypes and gender-based violence" programme funded by European Union. The programme aims to shift societal perceptions around gender stereotypes and patriarchal norms limiting women's rights and improve men's involvement in care-taking of their children and participation in father's programmes.

Key trends in Eastern Europe illustrate that elimination of gender inequality and the push towards the empowerment of women and girls represent both a driver of progress towards the Sustainable Development Goals (SDGs) and a solution for the sustainable development of the whole region including Ukraine. Ukraine shows evidence that cultural beliefs around the roles of men and women persevere. Norms, culture and stereotypes perpetuate gender inequalities that can be expressed through violence and discrimination against women.

More than 40% of men in Ukraine believe that a woman should leave her paid work in order to spend more time with her family. Only 3% of those who take paternity leave are men (fathers). According to the recent UNFPA Ukraine study in 2019, in case of illness it's mostly a mother that stays at home with a child. Men's acceptance of the opportunity to take parental leaves until the child turns 3 years old remains so marginal that less than a half of the male respondents (44%) basically knew that a father has the same right to take parental leave as a mother. These findings have been proved by the recent Rating survey in Ukraine, according to which 83% of respondents agree with the statement that the most important task of a woman is to take care of home and family, and that 75% of respondents name earning money as a main male's duty. Key data on current masculinity and men's attitudes to fatherhood and equality in house duties can be found here: https://ukraine.unfpa.org/sites/default/files/pub-pdf/Masculinity%20Today_Infographics.pdf



Rigid gender roles impact both men, women and their children. The rigid gender division of labor restricts men's roles to the breadwinner and ties women to their reproductive role, maternal care, and the private sphere. Men suffer from limited engagement with children, based on the concept of fatherhood as a 'parental status' that differs from fatherhood as 'parenting behavior.' The distribution of household responsibilities is highly unequal, with many more women shouldering the double burden of working a job and at home.

UNFPA has worked with men and boys in the EECA region for more than 40 years and in Ukraine for more than 5 years. In Ukraine, UNFPA implemented the "4 Hands Happiness" project and informational campaign. The following important observations can be integrated into future programming:

- younger generations tend to be more in favor of changing social norms, as there is a shift among young men and women toward challenging traditional gender roles and notions of masculinity; fatherhood programmes and the engagement of men in reproductive health issues are critical, because becoming a parent is a life-changing and emotional moment for many men, and using this emotional connection as an entry point to break the cycle allows men to embrace a caring masculinity;
- a two-income family model is becoming more and more acceptable; this increases the weight of the double burden carried by women but at the same time may encourage men – especially young men – to start participating more meaningfully in unpaid work;
- modern technologies and new modalities of work allow men (and women) to combine their parental and other household responsibilities in more flexible ways and have a better work-family balance;
- the role of the private sector in allowing male employees to be involved in childcare is becoming crucial, and this is another promising opportunity, if business leaders realize how gender equality is connected to business performance, productivity, and employee satisfaction;
- digital channels and social media have opened new avenues for working with younger generations, leading to increased outreach; the building of partnership platforms, mobilizing networks and creating a movement of social media ambassadors who advertise companies.

It is important to mention that under the "EU4Gender Equality: Together against gender stereotypes and gender-based violence" programme there is a plan to develop Papa Schools (Clubs for Fathers) in 3 municipalities. The general concept for these Clubs is under development now. The main objective is to support active parenthood and challenge discriminatory gender norms around the role of fathers, by developing communities of responsible fathers and health workers to engage men in prenatal care and in general guide public and private sector policy makers on how to address gender inequality and engage men at the household and societal levels.

As part of UNFPA's response to the COVID-19 crisis, the project can contribute to the development of information campaigns on sharing unpaid work, the elimination of stereotypes and the importance of the equal distribution of household duties among men and women, which is important for the equal opportunities of women and men and could help to overcome some of the socio-economic challenges of the crisis.

This procurement case is announced in the framework of the "EU4Gender Equality: Together against gender stereotypes and gender-based violence" programme, funded by European Union, implemented jointly by UN Women and UNFPA.

Scope of work

The selected service provider will be expected to develop a concept for the designed awareness raising and behavior change campaign (DBC campaign). It is aimed at changing attitudes to family responsibilities with a focus on men's engagement into responsible fatherhood and taking of paternity leave in order to shift societal perceptions around gender stereotypes and patriarchal norms.

To achieve the results set out by this TOR the selected service provider should also review the similar successful DBC campaigns conducted in other countries. The concept of the campaign is to be developed for



changing people's perceptions about paternity leave through shifting people's attitudes to caretaking and household chores as joint responsibilities of both men and women. The campaign strategy should identify and select the most appropriate priority and influencing groups, determinants and informational activities to address the issue. The DBC campaign should be built on a positive deviance approach.

The concept will 1) outline identified target groups (priority and influential), identified barriers and motivators to behavior change, the expected results of the campaign, 2) suggest and substantiate its contents, 3) recommend delivery channels and timeline, 4) estimate the cost and provide monitoring and evaluating (M&E) framework for the DBC campaign. Development of proposals for the campaign slogan(s), public messages and activities is required as well.

The developed concept should be relevant as a continuing campaign for the "[4 Hands Happiness](#)" project which is already well-known and recognized by key stakeholders. The main principle of interaction with the target audience is the precise segmentation according to the demographic features (gender, age, literacy, income, residence, language) and formative research (could be conducted as survey, omnibus, structured and/or key informant interviews or focus groups). The main principle of delivering key messages through communication channels is using of the native and BTL advertising (not direct advertisement). Thus the required information should appear in the information field that is natural for it.

The concept must include SMART objectives and respective targets (objectives must be Specific, Measurable, Achievable, Relevant and Time-bound), description of activities, campaign implementation plan with a M&E mechanism to measure the campaign's impact as well as general behavior change among selected target group's members. Substantively, the concept should geographically cover the entire country (or some specific regions, which will be agreed upon jointly with UNFPA Ukraine).

Target Audiences

Priority target group: men, specifically fathers.

Additional target groups - influential (specifically should be detected after the survey or other conducted people's behavior and attitudes research): examples - general public, communities (women, men, boys, and girls), private sector (employers), governmental panthers and policy makers at national and local levels

Specific priority and influential target groups must be detected through survey, provided by the successful bidder before the DBC campaign concept development. The main principle of interaction with the target audience is the precise segmentation according to the demographic features (gender, age, literacy, income, residence, language) and formative research (could be conducted as survey, omnibus, structured and/or key informant interviews or focus groups).

The project is focused on behavior change in men in relations to caregiving and uptake of paternity and parental leave, so it's expected that the priority target group will be men, who have or plan to have children. Influential target groups as well as specific priority target audience's interests and other relevant information must be identified through the baseline research (survey) that assesses our TA's perspectives, the barriers they face and the positive examples they can follow.

It is expected that the bidder will be experienced in organizing and conducting such formative marketing research (survey, focus groups) and able to analyze received data.

Purpose

The main project's purpose is to transform traditional social perceptions, discriminatory attitudes and stereotypes on the roles of men and fathers within the families and the society in general through advocating for shared caregiving and uptaking of paternity and parental leave among fathers.

The DBC campaign's concept should meet such purposes:



- increase awareness of paternity leave, fathers' programmes and existing legal provisions that allow men to utilize their parental rights; engage actual and prospective fathers to uptake parental leave and be engaged in responsible active fatherhood without stereotypes;
- advocate for more male engagement in domestic and care duties within families, including child-care and household responsibilities and promote responsible fatherhood by developing tailored messages to emphasize the role of fathers in bringing up a child and be actively engaged in roles traditionally seen as "women's only" especially in time of global crisis and COVID-19 pandemic;
- To foster support for family friendly policies like flexible parental leave schemes, family-friendly working modalities, and incentives for men to get involved in care provision;
- To support men who are responsible fathers and take paternity leave by their communities and/or other groups/people who influence on them.

The expected social norms and behavior changes are:

Priority TA: young men and men with children	<ol style="list-style-type: none"> 1. Men are engaged in domestic and care duties within families, including child-care and household responsibilities, they support women and their career and life decisions; are aware of and practice all types of caregiving to children; men don't recognize any house duties as "male" or "female" only. 2. Men's involvement in the care taking of their children and participation in fathers programmes have increased. 3. Men are aware of the national legislation granting them parental leave and use this opportunity more often. 4. Men do not share discriminatory attitudes and stereotypes among their friends and support ideas of gender equality (family roles, career preferences, women's roles etc.).
Priority TA: young men and boys-teenagers	<ol style="list-style-type: none"> 1. Young men and boys do not believe in discriminatory attitudes and stereotypes on the roles of men and women at homes and families such as male and female responsibilities in childcare, that women are better at home as mums than men; that taking care of houses and children are fully (or mostly) women's responsibilities etc. 2. Boys and young men do not share discriminatory attitudes and stereotypes among their friends and support ideas of gender equality, but share positive examples of male attitudes to home duties and women's career opportunities rather than reproductive ones. Possible focus on the usage of non-violent language and avoiding sexist hate speech among young generation.



<p>Influential target groups (examples: women, wives, mothers, mothers-in-law, male friends, employers etc.)</p>	<ol style="list-style-type: none"> 1. TA representatives do not believe in discriminatory attitudes and stereotypes on the roles of men and women at homes and families such as male and female responsibilities in childcare, that women are better at home as mums than men; that taking care of houses and children are fully (or mostly) women's responsibilities etc. 2. TA representatives do not share discriminatory attitudes and stereotypes among their friends and support ideas of gender equality, but share positive examples of male attitudes to home duties and women's career opportunities rather than reproductive ones. 3. TA representatives support and encourage men to be more involved in child caring and uptaking paternity leave. 4. TA representatives support women's and men's choice on sharing home responsibilities and childcare without stereotypes.
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Requirements

The concept of the DBC campaign for aimed for men's involvement in the care taking of their children and participation in equal house responsibilities must:

1. Formulate and suggest the expected results of the DBC campaign based on the overall goal of changing attitude towards men's involvement in the care taking of their children and participation in equal house responsibilities
2. Justify and describe in details methods, formats, instruments, time schedules, contents and target audience communication strategy of DBC campaign
3. Propose and substantiate logical and transparent informational and behavior change activities and delivery channels to achieve the expected results of the campaign
4. Provide evidence-based cost assessment of the campaign
5. Ensure the most effective and efficient use of EU funds allocated for this DBC campaign

Duration of the implementation of the campaign - 2,5 years.

The following Deliverables must be achieved:

1. Concept of the DBC campaign
2. Implementation plan with detailed description of activities, descriptions of proposed materials, mockups, designs and messages of the campaign, timeframe table, monitoring framework
3. Detailed implementation budget

More specifically, the concept development process must include performing the following tasks:

1. Formulate the communication campaign's expected results using the SMART principle
2. All the proposed activities should be based on the results of the formative research (survey, focus groups) with well-warranted understanding of key barriers and motivators of behavior change. Conducting the formatting baseline research (survey) is on the side of the successful bidder
3. Have the campaign's frame of the concept (approaches) endorsed by the UNFPA before developing information content, methods and means of campaign delivery
4. Develop a monitoring framework (implementation milestones, quantitative and qualitative performance indicators for the campaign, as well as appropriate monitoring tools and mechanisms) to measure the progress and success of the campaign. It is expected that successful bidder will



conduct baseline campaign research and provide detailed methodology for the next milestones and final assessment on the campaign's effectiveness and results

5. Keeping in mind the target audience of the campaign (men and women), develop appropriate culturally sensitive key information messages
6. Develop and justify a list of supporting and auxiliary information products (if such will be needed) required to achieve the goal
7. The selection of channels should be planned considering target audience of specific information and communication materials within the campaign. Communication channels for target audiences, but not limited:
 - Social media (with possible incl. of opinion leaders)
 - Media Outreach (Print and online media, TV and Radio)
 - Multi-media (Producing appealing multi-media content)
 - Other possible digital promotions
 - Offline events and social experiments
8. Perform an approximate costs analysis of a campaign based on the suggested concept and draft a provisional itemized budget for such a campaign
9. Submit the draft concept for review and feedback to the UNFPA; finalize the draft based on the received feedback and submit the concept for approval
10. Present the complete concept in Ukrainian language as a MS Word document and a MS PowerPoint presentation of the concept

Any creative ideas falling within the scope of these provisions are welcome.

Indicative time frames for the campaign

All deliverables envisaged by these terms of reference should be submitted to the requestor until 30 of October, 2020.

#	Deliverables	Payment terms and time frame
1	To develop the Designing of Behavior Change (DBC) Framework and conducting all needed baseline surveys (focus groups) to identify baselines, target groups, barriers and motivators analysis.	30% of the contract fee, upon submission and approval by UNFPA, 10 th day after the contract signature
2	To develop a concept of the DBC campaign and to present it	50% of the contract fee, upon submission and approval by UNFPA, 10 th day after the approval.
3	To develop implementation plan with detailed description of activities, timeframe table, monitoring framework, detailed budget, baselines and presentation of the final report. All final documents must be presented in Ukrainian and English.	20% of the contract fee, upon submission and approval by UNFPA, 20 th day after the report approval.



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II. Requirements and qualifications:

UNFPA seeks a service provider with proven experience in communication campaign planning and accomplishment, preferably social campaigns (references to recent implemented campaigns of social nature are required) and good working knowledge of the Ukrainian media and advertising markets.

The offeror should:

- be a resident entity of or have legal representation in Ukraine with respective official registration;
- work in the area of public communications for at least 3 years;
- have experience in the field of public information and communication research and development, preferable in social advertising and conducting similar media campaign;
- demonstrate ability to meet deadlines and work under pressure;
- be fluent in Ukrainian or Russian, and English.

The advantage is previous experience of collaboration with a UN agency.

Intellectual Property

All information related to this project (documentary, visual, digital, cyber, project documentation, etc.) with which the Contractor may come into contact in the performance of its duties under this task shall remain the property of the United Nations Population Fund, which has exclusive rights to use them. Except for the purposes of this task, the information shall not be disclosed to the public or used in any form without the written permission of the United Nations Population Fund in accordance with national and international copyright laws.

Proposal evaluation

The detailed evaluation of the quotations will consist of technical evaluation and financial evaluation.

Questions

Questions or requests for further clarifications can be requested during an organizational meeting - debriefing, which will take place on 7 July, 2020 at 15.00 via ZOOM conference (the link for conference meeting will be provided later).

In case of your participation in the debriefing, we ask you to send a confirmation with a full name of your representative to the contact person of the UNFPA up to 15:00 Kyiv time, 6 July, 2020.

Name of contact person at UNFPA:	<i>Alona Zubchenko</i>
Tel №:	<i>+38 044 281 32 31; +38096 506 55 88</i>
Email address of contact person:	<i>zubchenko@unfpa.org</i>

If you can not participate in the debriefing, please send us your questions and requests regarding commercial offer to the contact person at UNFPA (see the contacts in the table above).

The question will be answered in writing, which will be distributed among all parties as soon as possible. The deadline for submission of questions is Monday, 13 July, 2020 at 17:00 Kyiv time.



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 have to contain the information that would provide evidence for proposal evaluation due to the criteria as well as information about the legal entity.

The Technical Bid must be submitted by electronic method of transmission at the email address indicated in the section IV.

b) Price quotation with proposed budgets should be submitted strictly in accordance with the price quotation form.

c) Language of the proposal – English or Ukrainian.

d) **Separate Technical Proposal and Financial Proposal should be signed by the bidding company's relevant authority and to be submitted in pdf format;**

Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section IV and III, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the secured e-mail and contact person indicated below no later than: **Friday, 24 July, 2020 at 10:00 Kyiv time**. Proposals sent to any other address will not be considered.

Name of contact person at UNFPA:	<i>Iryna Bohun</i>
Email address of contact person:	ua-procurement@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ № UNFPA/UKR/RFQ/20/15**. 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.

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.

IV. Technical Evaluation (100 points max)

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section I 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
Vision, Ideas, creative approach, accordance to ToR.	100		45%	
Degree, depth of the thoroughness of the offer for the subsequent provision of requested services according to the TOR.	100		30%	



The experience of the agency and key employees in social campaigns. Portfolio.	100		20%	
Experience of collaboration with a UN agency	100		5%	
Grand Total All Criteria	400		100%	

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
Does not meet the requirements or no information provided to assess compliance with the requirements	0-69

Only those technical proposals achieving the score of 65 points and above will be considered as qualifying for evaluation of the financial proposal.

Financial Evaluation (100 points max)

Financial proposals should follow the results-based budgeting approach. They will be assessed based on their clarity, completeness, level of detail and appropriateness. The maximum number of points shall be scored to the lowest price proposal among all technically qualifying applications. Other financial proposals will receive scores according to the following formula:

Financial score =	Lowest quote (\$)	X 100 (Maximum score)
	Quote being scored (\$)	

Total score

The total score of each application will represent the weighted sum of its technical and financial scores as follows:

Total score = 70% Technical score + 30% Financial score

Award Criteria

UNFPA shall award a Purchase Order/Contract with duration until 31 December 2020 to the offer with the highest overall score.

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.

Payment Terms

The payment will be done in accordance with the above deliverables acceptance of the Contractor's invoice and complete set of supporting documentation.



The payment will be done in currency: Ukrainian Hryvnias. In case of two currencies involved, the United Nations Operational Rate of Exchange should be used on the day UNFPA instructs that payment(s) (web: www.treasury.un.org).

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](#).

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](#).

RFQ Protest

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

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Programme Manager Olesia Kompaniiets at e-mail: kompaniiets@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

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). English version of request for quotations prevails.



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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/UKR/RFQ/20/15

Currency of quotation:

UAH

Validity of quotation:

(The quotation shall be valid for a period of at least 3 months after the submission deadline)

Item	Description	Number of Staff Level	by	Hourly Rate	Hours to be Committed	Total
1. Professional Fees						
Total Professional Fees						UAH
2. Out-of-Pocket expenses						
Total Out of Pocket Expenses						UAH
Total Contract Price, excl. VAT <i>(Professional Fees + Out of Pocket Expenses)</i>						UAH
Total Contract Price, incl. VAT <i>(Professional Fees + Out of Pocket Expenses)</i>						UAH

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/UKR/RFQ/20/15 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



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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](#)