



United Nations Population Fund  
Jordan, Amman.  
Amman, Jordan. 941631  
E-mail: [alkilani@unfpa.org](mailto:alkilani@unfpa.org)  
Website: [www.unfpa.org](http://www.unfpa.org)

Date: *March, 10, 2021*

## REQUEST FOR QUOTATION RFQ N° UNFPA/JOR/RFQ/21/001

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **“[Provision of Media services for Social Series Production]”.**

UNFPA requires the provision of Media services for social series production aiming to raise the awareness of young people living in Jordan through a regular YouTube streamed show, to enhance their abilities to exercise their sexual and reproductive health (SRH) rights. The proposed social series should work towards improving the quality of youth’s life by helping them gain knowledge about SRH and GBV and enabling them to make right decisions about their sexual and reproductive health. Through specialized weekly episodes and provision of information via social media platforms, different SRH and GBV topics should be tackled with scientific, innovative, social, **satirical comedy** and engaging methodologies.

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

### **I. About 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. UNFPA started its programmes of cooperation in Jordan in 1976. Since then, UNFPA has been supporting five-year programme cycles which are developed between the Government of Jordan, represented by the Ministry of Planning and International Cooperation and UNFPA. Each programme cycle is based on achievements and lessons learned of the preceding cycles and the evolving national development priorities. UNFPA Jordan is currently supporting the Ninth Country Programme of Cooperation-CPD (2018-2022). Under the CPD, the agency is working towards: Improving young people’s ability to exercise sexual and reproductive Health and rights (SRHR) in development and humanitarian settings, and strengthening national capacities to prevent and respond to Gender Based Violence (GBV) with focus on advocacy, data and coordination in development and humanitarian settings. To read more about UNFPA, please go to: [UNFPA about us](#)

### **II. Terms of Reference (ToR)**

Background:

Jordanian youth faces many challenges mainly related to employment, and political participation. However, many underlying challenges are related to gender equality and women’s empowerment. Gender disparities



have led to Jordan's low rankings on the Gender Development Index (0.864), it is also, a high and troubling prevalence of violence against women in Jordan. Furthermore, child marriages still represent 14% of all marriages in Jordan. Thus, despite significant improvements, prevailing gender disparities thwart the health prospects of female youth. There is a need for integration of the policies that combat child marriage and promote awareness on sexual and reproductive health and rights. Moreover, increasing the ability of young people to exercise their sexual and reproductive health and rights is critical in order to reverse negative trends such as child and early marriage, gender based violence and women's limited access to formal employment.

The project seeks to address gaps in SRH knowledge and awareness, with a focus on youth and young girls. As per various assessments many young people seek information and services related to SRHR, especially in a context where youth SRH services are taboo in many communities in Jordan. Moreover, many young Jordanians have insufficient knowledge about sexual and reproductive health, compounded by limited access to adequate services. In particular, when related to issues of sexual and reproductive health, Jordanian youth are not well informed. The 2015 National Youth Survey indicated while 88,5% of surveyed youth reported to have heard about HIV/AIDS, 70.5% of them reported to have never heard about STDs (Shetawi, 2015).

Regarding sources of information for youth, the results of the National Youth Survey (2015) showed that the majority (64.5%) said that their source of information about puberty is the teacher /school and about half of them indicated the mother as the source with a significant difference between females and males. The percentage of females was 79%, compared to 18% for males. When young people aged 15-24 were asked where they seek help and advice in case of a reproductive problem, about half (86% for females and 14% for males) seek help from their mothers followed by 35% who consult doctors.

It is true that young people can take responsibility for their sexual and reproductive health, given the right tools and information. At the same time, we must recognize that socioeconomic, cultural, and educational disparities can make it difficult for many young people to take that responsibility, even if provided information and resources. How can young people champion and adopt healthy behaviors, such as seeking out information about puberty, sexuality, their bodies, and relationships, or accessing contraception, pregnancy or STI testing, if the world around them discourages them from doing so?

Parents or guardians often constitute a key part of that world – and unfortunately in many cases discourage their children from learning about sex and sexuality. While it may not seem like young people want to hear from parents and adults about sexuality issues, research shows that they do. Further, studies have also shown that parental involvement and culturally competent programs that provide complete and accurate information can go a long way toward helping young people make healthy decisions including decisions around practicing safer sex. When young people don't feel connected to home, family, and school, they may become involved in activities that put their health at risk. But when parents affirm the value of their children, young people are more likely to develop positive, healthy attitudes about themselves.

Although most parents want their children to have some knowledge about sexual and reproductive health, they often struggle to broach the subject.

Accordingly there is a need to create awareness on sexual and reproductive health and rights, especially with a focus on youth and young women to create demand for gender transformative content. The lack of accurate information about sexual and reproductive health and reproduction reflects a wider public policy reluctance to impart SRH knowledge. Young people's reproductive health needs are not being fully met due to societal reluctance to address these issues and cultural and religious sensitivities. In addition, health services generally fail to recognize the special needs of young people, particularly those who are unmarried.



The aim of this bid is to create a social series show through a regular YouTube broadcast that is satirical comedy in innovative and interactive segments that tackle youth SRHR and GBV issues in a youth friendly approach. The overall objective of this project is to improve the quality of youth's life by helping them to gain knowledge about SRHR and enabling them to make right decisions about their sexual and reproductive health.

### **Objective:**

The objective of this assignment is to produce one season of a YouTube social series show segment (12 episodes). The show shall be streamed in UNFPA Jordan channel as well as on the selected social media influencer/s' channels. Episodes sponsoring shall take into consideration the browsing behavior, interest affinity, and the relevant segment. The show includes famous comedian characters or/and social media influencer/s that represent the Jordanian society, and creates a narrative that is culturally relevant and representative. Reflecting the pros and cons in the society on SRHR and GBV in Jordan in a satirical comedy approach by engaging different cultural beliefs and norms. Preferably the proposed show would represent people living in Jordan from different backgrounds "refugees, single mothers, traditional family, conservative housewives, working mothers...etc" Each episode will tackle an SRH or GBV topic of young women and men concerns and main cultural beliefs and practices that are an impediment for advancement of gender equality and women empowerment in Jordan. Each episode is expected to last up to 5 minutes. Accordingly, the selected bidder would be expected to produce & stream the segment where the topics should be presented in a light, innovative, scientific, social, comedy and engaging approach.

The proposed topics for the 12 episodes could include:

1. Physical and Psychological changes during puberty
2. What happens to your hormones during puberty – Reflection on the psychological changes
3. Menstruation– Myths and Facts
4. Relationships between adolescents and their families during puberty. Conflict and misunderstandings between Parents/guardians and children are common, especially during adolescence, and are usually resolvable
5. Cyber Harassment and privacy. Internet and social media use require special care and consideration
6. Gender roles between family members. Core values during adolescents
7. Sexual Harassment
8. Porn addiction
9. Common reproductive health problems among adolescents and youth
10. Peer pressure during adolescents and how to say no to negative peer influence
11. Body image during puberty. People's feelings about their bodies can affect their health, self-image and behavior
12. Child and early marriage
13. Teasing, bullying and violence among young people
14. Masturbation
15. Sexually transmitted diseases
16. Body Integrity including myths about virginity
17. Young people with disabilities and SRHR
18. Accessing SRH clinics by single women

19. Gender inequalities and violence against women
20. Substance abuse “And risk of increased STI’s exposure”
21. Young people advocating for greater accountability for those facing multiple and intersecting discriminations and vulnerabilities.
22. Meaningful youth participation. Young people as equal partners, co-creators, and experts on issues that concern them.
23. The impact of COVID-19 on physical and mental health, education, and employment opportunities, as well as access to SRH. COVID-19 has in particular impacted young people living as refugees, IDPs - in and outside the camps.

In relation to episodes content development, UNFPA Jordan will support the selected bidder with the necessary technical expertise on topics related to youth SRHR and GBV, and ensure engagement with identified experts, and active members living in Jordan. UNFPA applies SG policy on gender equality that translates to equal representation of both genders in all public events (minimum 50% of women) including time in episodes, hosts and interviews.

Importantly, the bidder should ensure that the submitted proposal should clarify:

- The process of developing the scripts adopting a participatory approach engaging youth and women living in Jordan, in addition to experts and activists in the fields of SRH, GBV and youth development.
- List in detail the proposed structure of the episodes including creative comic scripts that highlights narratives for characters from the Jordanian society means of sharing knowledge, animations, and innovative approaches in producing the segments.
- Outline detailed social media outreach plan including proposed platforms to share the broadcasted episodes including on YouTube, Facebook ...etc. The produced segments should be developed to suit an easy sharing on social media.
- Confirm proposed influencer/s social media platform/s that will repost and share the produced episodes. Taking into consideration that each episode must reach at least 50,000 views targeting youth (14 - 24 y.o). Moreover, each published episode must tag and mention UNFPA Jordan’s relevant social media platforms.

### Outputs/Deliverables:

	Outputs/Deliverables	Timeframe
1.	Inception Report that includes: <ul style="list-style-type: none"> <li>● Attractive and relevant title,</li> <li>● Clear methodology of content development</li> <li>● Proposed storyboard for the episode flow. This should describe in details proposed pitch for the show, innovative tools applied for producing the episodes</li> <li>● Proposed guests’ characters for each episode</li> <li>● Main messages for each episode in consultation with UNFPA</li> <li>● Detailed social media plan</li> <li>● The episodes are designed to be developed in a participatory approach with experts and youth.</li> </ul>	Apr 2021

	<ul style="list-style-type: none"> <li>• Demo of one episode script to be shared with stakeholders during the consultations</li> </ul>	
2.	12 episodes scripts that are approved by UNFPA	Jun 2021
3.	Produce and stream the approved 12 episodes.	July – Oct 2021
3.	<p>Final report, including detailed analysis for reach and interaction on the 12 episodes. The expected immediate results of the project is raising the awareness of youth, and young girls on SRH issues of their concern. The report should reflect on the below indicators</p> <ul style="list-style-type: none"> <li>• Number of viewership, engagement and reach for each episode on social media platforms (Disaggregated by Sex, Age and Geographical location)</li> <li>• Level of knowledge increased in SRH topics. This can be measured by a pre and post online poll for each episode and or by qualitative research via focus group discussions.</li> </ul>	Nov 2021

**Activities:**

- Develop inception report including attractive and relevant show title episodes design, main messages, guests, interactive segments in addition to two demo episodes. The episodes are designed to be developed in a participatory approach.
- Engage in an interactive process with experts and members of the local community “women and youth, including those with disabilities.” to test and enhance the developed content based on the inception report. This could be a validation workshop, or a work with a technical committee.
- Prepare, produce and stream 12 episodes of the show.
- Share episodes on identified social media platforms.
- Write and submit a final report of overall process and final outcomes.

**Inputs**

Contribution from UNFPA:

UNFPA’s contribution includes all resources and support that UNFPA will be able to provide to the Contractor free of charge or as deemed appropriate in completing the assignment (e.g. personnel available to assist the contractor, as well as background information, etc.). This includes supporting the drafting of technical components of episodes plans and messages.

Contribution from Contractor:

As part of the contractor’s contribution, all logistical and technical services for the production must be included in the offer including directing, production, lighting, presenter and staff, filming and set, and all technical related expenses including music composing, lighting, photography, sound tech, in addition to social media platform upload. Additionally, the contractor should identify key presenters and producers who have expertise and qualifications in sexual and reproductive health for youth and Gender Based Violence issues related to young people in Jordan, the team should present the episodes in a youth friendly and funny manner.

### 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>Omar Kilani</i>
Tel N°:	+962 6 593 0689
Email address of contact person:	<a href="mailto:alkilani@unfpa.org">alkilani@unfpa.org</a>

The deadline for submission of questions is *17 March 2021 at 2:00 PM Amman time (GMT+2)*. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

### IV. 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.

### 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 email to the contact person indicated below no later than: [**Wednesday, 24 March 2021 at 2:00 PM Amman**]<sup>1</sup>.

Name of contact person at UNFPA:	<i>Omar Kilani</i>
Email address of contact person:	<a href="mailto:jordan-bids@unfpa.org">jordan-bids@unfpa.org</a>

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/JOR/RFQ/21/001 – Provision of Media services for Social Series Production**. 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.

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



## VI. 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

### Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs 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
<b>Expertise and Capability of Organization</b>				
Reputation of Organization and Staff (Competence / Reliability)	100		10%	
General organizational technical and financial capability, and the relevance of: A. Specialized knowledge B. Specific experience and expertise relevant to the assignment. C. Work for other UN agencies / major multilateral / bilateral programmes	100		15%	
<b>Proposed Work plan &amp; Approach</b>				
Technical approach, methodology and level of understanding of the objectives of the project	100		30%	
A detailed work plan and M&E framework	100		15%	
<b>Key Personnel</b>				
Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.)	100		30%	
<i>Grand Total All Criteria</i>	500		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
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 whose technical proposals achieve a minimum score of 70 points in the technical evaluation. The password of the financial proposal file will be requested upon the completion of the technical proposal evaluation and for only those bidders who passed the technical stage.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in All other price quotes will receive points in inverse proportion according to the following formula:

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

**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.

$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$
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**VII. Award Criteria**

UNFPA shall award a Professional Service Contract on a fixed-cost basis to the Bidder that obtains the highest total score. It is expected to come into effect on 15 Apr 2021.

**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 Head of the Business Unit [Enshrah Ahmad, Representative] at [aabubarham@unfpa.org](mailto:aabubarham@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](mailto:procurement@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

<b>Name of Bidder:</b>	
<b>Date of the quotation:</b>	<a href="#">Click here to enter a date.</a>
<b>Request for quotation N°:</b>	UNFPA/JOR/RFQ/21/001
<b>Currency of quotation :</b>	JOD
<b>Validity of quotation:</b> <i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Item	Deliverable	Percentage of Total price	Delivery time	Price
1.	Inception Report verified by UNFPA	15%	1 month	
2.	12 approved scripts	20%	2 months	
3.	12 streamed episodes	35%	4 months	
4.	Final report	30%	1 month	
<b>Total Contract Price (JOD)</b>				

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/JOR/RFQ/21/001 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.

	<a href="#">Click here to enter a date.</a>	
Name and title	Date and place	

	United Nations Population Fund Jordan, Amman. Amman, Jordan. 941631 E-mail: <a href="mailto:alkilani@unfpa.org">alkilani@unfpa.org</a> Website: <a href="http://www.unfpa.org">www.unfpa.org</a>
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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](#)

## ANNEX II: Format of Technical Proposals

**Bidders are expected to adhere to the below structure while submitting their proposals.**

1. Expertise and Capability of Organization					
1.1 Organizational Architecture					
<ul style="list-style-type: none"> <li>Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue. Any accreditations or certificates (e.g. ISO)</li> </ul>					
1.2 Relevance of Specialized Knowledge and Experience on Similar Projects					
<ul style="list-style-type: none"> <li>Detail any specialized knowledge that may be applied to performance of the TOR.</li> <li>Describe the experience of the organization performing similar services/works. Experience with other UN organizations/ major multilateral / or bilateral programmes is highly desirable.</li> <li>Provide at least 3 references</li> </ul>					
Project	Client	Contract Value	Period of performance (from/to)	Role in relation to the undertaken to services/works	Reference Contact Details (Name, Phone Email)
1-					
2-					
3-					
1.3 General organizational technical and financial capability which is likely to affect implementation (i.e. holding company or one firm, size of the firm, strength of project management support and quality controls, internet & online strength, quality certifications ...etc.)					

2. Proposed Workplan & Approach	
Methodology and Approach	Description/Guidance
Executive Summary	An overview of the work and its aims.
Project Duration and tasks timeline	Should be aligned with the ToR
Context and Justification	This should outline how you intend to undertake the work.
Project Description	Technical approach, methodology and level of understanding of the objectives of the project. This section should reflect innovative approaches the bidder is proposing.
Logical Framework	Indicate the goal, outcome, activities, indicators, and means of verification for each deliverable
Workplan	Please indicate responsibilities and timeframes for each of your activities.
Monitoring and Evaluation	This section should detail the plan for the monitoring of the project. This should also include information on reporting to UNFPA with clear indicators that are specific, measurable, achievable, and relevant and

	<p>time bound (SMART). This section should detail the reporting system between the bidder and UNFPA.</p>
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<p><b>3. Key Personnel</b></p>
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<p><b>Personnel / Qualifications</b></p>	<p>Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time.          Highlight the relevant academic qualifications, specialized training and pertinent work experience.          Nominated celebrities/s and social media influencer/s that are public figures in Jordan with wide reach, and proven history of advocating for human rights. Female influencer/s are preferred.</p>
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**ANNEX IX:  
 Submission Checklist**

<b>Technical Proposal PDF sent to the e-mail address specified in Section V:</b>	
• Technical Proposal <b>Annex II template</b>	<input type="checkbox"/>
• All company registration papers	<input type="checkbox"/>
<b>Financial Proposal PDF sent to the e-mail address specified in Section V:</b>	
• Price Quotation Form (Page 9)	<input type="checkbox"/>

<b>Please check-off to confirm the below:</b>	
The general conditions of contracts have been read, understood, duly reviewed by a legal entity for my organization's ability to comply and accept all terms.	<input type="checkbox"/>