



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: *July, 25, 2021*

## REQUEST FOR QUOTATION RFQ N° UNFPA/JOR/RFQ/21/011

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **“Provision of Media services for Video Show Episodes Production”**

UNFPA requires the provision of media services for the production of video show episodes aiming to raise the awareness of women, girls and the community in Jordan on the impact of Gender-Based Violence (GBV) on women’s and girls’ lives, by producing 2 episodes of a streamed show on GBV topics through TV, Youtube or any other media streaming platform. The produced episodes should also work towards creating an environment in which dialogue on and discussion of GBV that is sensitive to the Arab listener is the norm. Moreover, the produced episode should enrich the community’s knowledge on the impact of GBV on women, girls and the community as a whole, in addition to support in the empowerment of women and adolescent girls in Jordan by providing them with information on available services and to raise their awareness on the benefit of seeking help, in addition to providing them with skills enabling them to act against GBV. Through 2 specialized episodes and provision of information via social media platforms on the occasions of the **International Day of the Girl Child** which is celebrated yearly on the 11th of October and **16 Days of Activism against GBV campaign** which starts on the 25th of November and continues until the 10th of December; different GBV topics should be tackled with scientific, innovative, social 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:

Gender-Based Violence (GBV) is considered a commonplace in the life of many women and girls in Jordan due to gender inequality, social norms, harmful traditional practices and unequal education opportunities. According to Jordan GBV Information Management System (IMS) data of 2020, 94.1% of GBV survivors who reported exposure to GBV were women or girls. 88% GBV perpetrators reported to case management agencies in Jordan were husbands or family members, mainly males.

In times of crisis and pandemics such as COVID-19; the risks of GBV against women and girls drastically increases; and that was highlighted in several assessments that were conducted in Jordan. The “Daring to ask Report”; a risk assessment undertaken by UNFPA Jordan in collaboration with Plan International and the Institute for Family Health (IFH) has shown that GBV - particularly domestic violence - has increased since the pandemic: A majority 69% of all survey respondents as well as key informants and women and girls in FGDs agree that GBV has increased since the beginning of the pandemic<sup>1</sup>. Moreover, official data from Family Protection Department (FPD) corroborate this with 33% in increased cases of domestic violence reported during pandemic restriction time.<sup>2</sup>

Assessments have also shown that COVID-19 has impacted the lives of adolescent girls in specific. Due to school closures, the loss of household income and higher risk of violence in the household have increased the risk of child marriage among adolescent girls especially between 15 - 17 years old<sup>3</sup>. In 2020, and based on a released statistics from Supreme Judge Department showed a further increase in child marriage from 10.6% of registered marriages in 2019 to 11.8% in 2020<sup>4</sup>. Those risks increase when in a refugee context; in 2020, around 60% of the overall marriages in Zaatari Camp were child marriages, and the same is applied in Azraq Camp where child marriages reached to 76%<sup>5</sup>. The breakdown of social networks has also heightened families’ and communities’ desire to control girls’ sexuality and protect their “honour”. Parents might marry their daughters out of fear of premarital pregnancy or relationships, which can bring shame on the family.

Accordingly, there is a need to create awareness on the impact of GBV on women and girls and break the silence about the issues. For this year, and through the celebration of the two occasions: The **International Day of the Girl Child** and the **16 Days of Activism against GBV campaign**; which are one of the main campaigns the UNFPA focuses on to advocate for the rights of women and girls and for eliminating all types of GBV; UNFPA is aiming to create innovative, social and interacting episodes in an innovative and interactive show that tackles GBV issues in a community friendly approach. The overall objective of this project is to shed light on the impacts of GBV on the lives of women and girls in Jordan but also its impact on the community, and on ways on how to combat them.

<sup>1</sup> UNFPA, IFH, Plan International, *Daring to Ask, Listen and Act*, 2020: <https://bit.ly/2UVOW6K>

<sup>2</sup> <https://petra.gov.jo/Include/InnerPage.jsp?ID=154064&lang=ar&name=news>

<sup>3</sup> UNFPA ASRO and UNICEF MENA, *Child marriage in the context of COVID-19*, 2021: <https://uni.cf/3jAkf7Y>

<sup>4</sup> Supreme Judge Department, Report for 2020: <https://sjd.gov.jo/EchoBusV3.0/SystemAssets/PDFs/AR/2020.pdf>

<sup>5</sup> UNFPA ASRO and UNICEF MENA, *Child marriage in the context of COVID-19*, 2021: <https://uni.cf/3jAkf7Y>



## Objective:

The objective of this assignment is to produce 2 episodes of a streamed show that tackles GBV against women and girls issues whether on youtube, TV or other platforms. The show shall be streamed in UNFPA Jordan channel as well as on the selected contactor/ media agency channels. Episodes sponsoring shall take into consideration the browsing behavior, interest affinity, and the relevant segment. The show should have a high audience of viewers from the population in Jordan with a focus on women and adolescent girls. The narratives of the episodes should be culturally relevant and representative by reflecting the pros and cons in the society on GBV in Jordan in an innovative and engaging approach by displaying different cultural beliefs and norms. Preferably the proposed show would represent people/ characters living in Jordan from different backgrounds “refugees, single mothers, traditional family, conservative housewives, working mothers...etc”. Both episodes will tackle a GBV topic of adolescent girls and women 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 8 minutes max. Accordingly, the selected bidder would be expected to produce, stream and distribute the segments where the topics should be presented in a light, innovative, scientific, social and engaging approach.

The proposed topics for the 2 segments/ episodes will be related to the themes of both campaigns (the International Day of the Girl Child and 16 days Campaign) and could include:

1. Impact of Gender Based Violence on women and girls
2. Child and early marriage
3. Cost of violence on the communities
4. Social issues related to adolescent girls
5. Empowerment of women and adolescent girls
6. Available help and services for survivors of violence
7. The social impact of COVID-19 on women and girls especially survivors of GBV in accessing services and information and the ability to seek for help.
8. Gender inequalities and violence against women
9. Gender roles between family members. Core values during adolescents
10. Online Harassment/ Digital Violence
11. Women and girls advocating for greater accountability for those facing multiple and intersecting discriminations and vulnerabilities.

In relation to the episode's content development, UNFPA Jordan will support the selected bidder with the necessary technical expertise on topics related to 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 women, adolescent girls and the community in Jordan, in addition to experts and activists in the fields of GBV and women and girls empowerment.



- List in detail the proposed structure of the episodes including creative scripts that highlight narratives for characters from the Jordanian society, means of sharing knowledge, animations, and innovative approaches in producing the segments.
- Outline detailed distribution plan including social media outreach plan and the 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 social media platform that will repost and share the produced episodes. Taking into consideration that each episode must reach at least 50,000 views targeting the general community with a specific focus on women and girls. 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, women and girls.</li> <li>● Demo of one episode script to be shared with stakeholders during the consultations</li> </ul>	Mid of August 2021
2.	2 episodes scripts that are approved by UNFPA	End of August 2021
3.	Produce and stream the approved 2 episodes. 1st episode to be streamed in the beginning of October and second episode by the end of November.	September - November 2021
3.	Final report, including detailed analysis for reach and interaction on the 2 episodes. The expected immediate results of the project is raising the awareness of women, girls and the community on GBV tackled issues. The report should reflect on the below indicators: <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 GBV topics. This can be measured by a pre and post online poll for each episode and or by qualitative research via focus group discussions or other methodologies.</li> </ul>	December 2021

**Activities:**

- Develop inception report including attractive and relevant show title episodes design, main messages, guests, interactive segments in addition to 1 demo episode. 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 adolescent girls, including those with disabilities.” to test and enhance the developed content based on the inception report. This could be done through focus group discussions or other methodologies with the support of UNFPA.
- Prepare, produce and stream 2 episodes of the show.
- Share episodes on identified social media platforms, in addition to other media platforms like radio, TV, newspapers, etc...
- 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 and distribution. Additionally, the contractor should identify key presenters and producers who have expertise and qualifications in GBV against women and girls with a specific focus on the context of Jordan, the contractor should present the episodes in a community 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>Mrs. Khawla Azizieh</i>
Tel N°:	<i>+962 6 593 0689</i>
Email address of contact person:	<a href="mailto:azizieh@unfpa.org">azizieh@unfpa.org</a>

The deadline for submission of questions is *29 July 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: **[Tuesday, 3 August 2021 at 2:00 PM Amman]**<sup>6</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/21/011 – 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.

## 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
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<sup>6</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>

<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



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**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

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 August 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



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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/21/011
<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%	Mid - End of August	
2.	2 approved scripts	20%	End of August - Beginning of September	
3.	2 streamed episodes	35%	1 episode by Beginning of October and 1 episode by end of November	
4.	Final report	30%	Mid of December	
<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.**

<b>1. Expertise and Capability of Organization</b>					
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.)					

<b>2. Proposed Workplan &amp; Approach</b>	
<b>Methodology and Approach</b>	<b>Description/Guidance</b>
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.

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<p>Monitoring and Evaluation</p>	<p>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 time bound (SMART). This section should detail the reporting system between the bidder and UNFPA.</p>
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**3. Key Personnel**

<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.</p> <p>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"/>