



United Nations Population Fund
70A Nahda St., Saryat El- Maadi,
Cairo.
P.O. 11435, Egypt
Email: egypt.tenders@unfpa.org
Website: <http://www.unfpa.org>

Date: 15 August 2024

REQUEST FOR QUOTATION RFQ N° UNFPA/EGY/RFQ/24/022

Dear Sir/Madam,
UNFPA hereby solicits a quotation for the following service:

“Producing 10 Podcast Episodes “Shorts” on RH, GBVAGW, Youth Mental Health, and Family Planning”

UNFPA is seeking to hire a consultancy firm that can preform the digitization of the Family Planning FP Courses as per the attached detailed ToRs.

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](#)

Service Requirements/Terms of Reference (ToR): please review detailed TORs attached as Annex II

Background:

UNFPA is the United Nations reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. In Egypt, UNFPA works to advance the ICPD agenda and support the achievement of SDGs 3, 5, and 17, focusing on adolescents and youth, women's empowerment, and gender equality.

In Egypt, RH, GBV, Mental Health, and Family Planning are interconnected issues that significantly impact individuals and communities. UNFPA Egypt aims to address these issues through an informative and engaging podcast series that can reach a broad audience, especially youth, women, and marginalized groups.

Objective and scope of work:

- Educate listeners about RH, GBVAGW, mental health, and family planning in the Egyptian context, using culturally relevant language and examples.
- Provide a safe platform for sharing personal stories, expert insights, and community perspectives.
- Promote understanding, challenge harmful social norms, and reduce the stigma associated with these topics.
- Encourage positive behavior change, increase service uptake, and foster community engagement in addressing these issues.
- Amplify the voices of young people, women, and marginalized groups in discussions around RH, GBVAGW, mental health, and family planning

Activities

The selected company will be responsible for the following tasks:

4.1 Content Development

- **Scriptwriting:** Under the guidance of UNFPA, develop engaging and informative scripts for each episode, tailored to the Egyptian audience. Incorporate diverse perspectives, including those of experts, service providers, community leaders, people with lived experience, and relevant stakeholders. Topics of each episode to be agreed upon with UNFPA.
- **Interview Guides:** Prepare comprehensive sketch interview guides to ensure focused and meaningful stories related to the topics.

4.2 Production

- **Recording:** Conduct professional video and audio recordings and ensure high-quality sound and clear dialogue.
- **Editing:** Edit recordings to create polished and engaging episodes, including sound design, music, and transitions, aligned with UNFPA guidelines
- **Review and Approval:** Submit draft episodes to UNFPA Egypt for review and feedback to ensure alignment with UNFPA's mandate, values, and communication guidelines.
- Submit different formats of each episode tailored to each social media platform.

4.3 Post-Production and Distribution

- **Transcripts and Subtitling:** Provide written transcripts for each episode in both Arabic and English and add subtitling in English. Consider translating episodes into other relevant languages for wider reach.
- **Distribution:** Collaborate with UNFPA Egypt to publish and promote episodes on major podcast platforms (e.g. Spotify, Apple Podcasts, Anghami) and UNFPA Egypt's website and social media channels.
- **Promotion:** Develop and execute a comprehensive promotional strategy, leveraging social media, influencers, community networks, and media partnerships to maximize audience engagement.



Deliverable(s); Please review detailed deliverables including the time frame for each deliverable attached as Annex II – TORs

- Written transcripts in Arabic and English for each episode.
- Raw and edited video and audio files for each episode.
- Developing a unique name and comprehensive branding strategy for the podcast series.
- Promotional materials, including social media graphics, teaser videos, and press releases.
- 10 high-quality audio and video podcast episodes (approximately 2-3 minutes each) in Arabic, with English transcripts and translations available upon request.
- A final report summarizing the podcast viewership results, production process, challenges, lessons learned, and recommendations.

Timing / Schedule

Project duration: Till end of December 2024

I. Questions

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

| | |
|----------------------------------|---|
| Name of contact person at UNFPA: | <i>Noha El Maraghy, procurement Associate</i> |
| Email address of contact person: | <i>elmaraghy@unfpa.org</i> |

The deadline for submission of questions is Sunday August 25th 2024: 13:00pm Cairo Local Time. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

I. 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 and have legal capacity to enter into a contract with UNFPA perform in the country of Egypt, 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](#).

II. Content of quotations



Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration Form **separately** from their Financial Bid containing the price information. Each envelope shall consist of a single email whenever possible, depending on file size.

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- a) Signed Declaration Form, to be submitted strictly in accordance with the document.
- 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.

III. 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 : **Saturday, August 31st, 2024 at 23:00 PM Cairo Time**¹.

| | |
|----------------------------------|--------------------------------|
| Name of contact person at UNFPA: | <i>Operations Unit</i> |
| Email address of contact person: | <i>egypt.tenders@unfpa.org</i> |

Please note the following guidelines for electronic submissions:

- The following reference must be included by the Bidder in the email subject line:
 - UNFPA/EGY/RFQ/24/022 – [Company name], Technical Bid
 - UNFPA/EGY/RFQ/24/022- [Company name], Financial Bid
 - Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.
- It is the Bidder's responsibility to assure compliance with the submission process. If the envelopes or emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the bid's misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.
- The total email size may not exceed **10 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.

IV. 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.

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

| Criteria | [A] Maximum Points | [B] Points obtained by Bidder | [C] Weight (%) | [B] x [C] = [D] Total Points |
|---|--------------------------|--|-------------------|---------------------------------|
| Technical approach, methodology and level of understanding of the objectives of the project & mandates | 100 | | 20% | |
| Professional experience in producing high-quality podcasts on social issues, excellent research, scriptwriting, interviewing, and audio production skills | 100 | | 25% | |
| Professional experience of the staff that will be employed to the project proving demonstrated expertise (CVs required) | 100 | | 15% | |
| Specific experience and expertise relevant to the assignment, strong understanding of RH, GBVAGW, mental health, and family planning issues | 100 | | 25% | |
| Profile of the company and relevance to the Project. | 100 | | 15% | |
| <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%] 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 based on the specific formula indicated in the TORs. 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.

| |
|--|
| $\text{Total score} = [70\%] \text{ Technical score} + [30\%] \text{ Financial score}$ |
|--|

V. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis to the Bidder(s) that obtain the highest total score.

VI. 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.

VII. 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.

VIII. 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](#).



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IX. 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](#).

X. 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 **Mr. Yves Sansserath, Representative** ; sassenrath@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.

XI. Disclaimer

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

PRICE QUOTATION FORM

| | |
|--|-----------------------------|
| Name of Bidder: | |
| Date of the quotation: | Click here to enter a date. |
| Request for quotation N°: | UNFPA/EGY/RFQ/24/022 |
| Currency of quotation : | EGP |
| Validity of quotation: | |
| <i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i> | |

NB : Prices must include VAT

| Item | Description | Number & Description of Staff by Level | Daily/Monthly Rate | Days/months to be Committed | Total |
|--|--|--|--------------------|-----------------------------|-------|
| 1. Professional Fees | | | | | |
| 1 | Written transcripts in Arabic and English for each episode. | | | | |
| 2 | Raw and edited video and audio files for each episode. | | | | |
| 3 | Developing a unique name and comprehensive branding strategy for the podcast series. | | | | |
| 4 | Promotional materials, including social media graphics, teaser videos, and press releases. | | | | |
| 5 | Production of 10 high-quality audio and video podcast episodes (approximately 2-3 minutes each) in Arabic, with English transcripts and translations available upon request. | | | | |
| 6 | A final report summarizing the podcast viewership results, production process, challenges, lessons learned, and recommendations. | | | | |
| Total Professional Fees | | | | | EGP |
| 2. Out-of-Pocket expenses | | | | | |
| | Please specify in detail | | | | |
| | | | | | |
| Total Out of Pocket Expenses | | | | | EGP |
| Total Contract Price <i>(Professional Fees + Out of Pocket Expenses)</i> | | | | | EGP |

Vendor's Comments:



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I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/EGY/RFQ/24/022 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](#):

<https://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20Services%20EN.pdf>

Annex II
Terms of Reference (ToR)
**for Producing 10 Podcast Episodes “Shorts” on RH, GBVAGW,
Youth Mental Health, and Family Planning**

1. Introduction

The United Nations Population Fund (UNFPA) Egypt Country Office seeks to engage a professional media production company to produce a series of 10 podcast episodes (shorts) focusing on Reproductive Health (RH), Gender-Based Violence Against girls and women (GBVAGW), Youth Mental Health, and Family Planning in the Egyptian context. This podcast series aims to raise awareness, educate the public, and foster dialogue on these critical issues, aligning with UNFPA Egypt's mandate and priorities.

2. Background

UNFPA is the United Nations reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. In Egypt, UNFPA works to advance the ICPD agenda and support the achievement of SDGs 3, 5, and 17, focusing on adolescents and youth, women's empowerment, and gender equality.

In Egypt, RH, GBV, Mental Health, and Family Planning are interconnected issues that significantly impact individuals and communities. UNFPA Egypt aims to address these issues through an informative and engaging podcast series that can reach a broad audience, especially youth, women, and marginalized groups.

3. Objectives

- Educate listeners about RH, GBVAGW, mental health, and family planning in the Egyptian context, using culturally relevant language and examples.
- Provide a safe platform for sharing personal stories, expert insights, and community perspectives.
- Promote understanding, challenge harmful social norms, and reduce the stigma associated with these topics.
- Encourage positive behavior change, increase service uptake, and foster community engagement in addressing these issues.
- Amplify the voices of young people, women, and marginalized groups in discussions around RH, GBVAGW, mental health, and family planning.

4. Scope of Work

The selected company will be responsible for the following tasks:

4.1 Content Development

- **Scriptwriting:** Under the guidance of UNFPA, develop engaging and informative scripts for each episode, tailored to the Egyptian audience. Incorporate diverse perspectives, including those of experts, service providers, community leaders, people with lived experience, and relevant stakeholders. Topics of each episode to be agreed upon with UNFPA.
- **Interview Guides:** Prepare comprehensive sketch interview guides to ensure focused and meaningful stories related to the topics.

4.2 Production

- **Recording:** Conduct professional video and audio recordings and ensure high-quality sound and clear dialogue.
- **Editing:** Edit recordings to create polished and engaging episodes, including sound design, music, and transitions, aligned with UNFPA guidelines
- **Review and Approval:** Submit draft episodes to UNFPA Egypt for review and feedback to ensure alignment with UNFPA's mandate, values, and communication guidelines.
- Submit different formats of each episode tailored to each social media platform.

4.3 Post-Production and Distribution

- **Transcripts and Subtitling:** Provide written transcripts for each episode in both Arabic and English and add subtitling in English. Consider translating episodes into other relevant languages for wider reach.
- **Distribution:** Collaborate with UNFPA Egypt to publish and promote episodes on major podcast platforms (e.g. Spotify, Apple Podcasts, Anghami) and UNFPA Egypt's website and social media channels.
- **Promotion:** Develop and execute a comprehensive promotional strategy, leveraging social media, influencers, community networks, and media partnerships to maximize audience engagement.

5. Deliverables

The company will deliver:

- 10 high-quality audio and video podcast episodes (approximately 2-3 minutes each) in Arabic, with English transcripts and translations available upon request.
- Raw and edited video and audio files for each episode.

- Written transcripts in Arabic and English for each episode.
- The company will be responsible for developing a unique name and comprehensive branding strategy for the podcast series.
- Promotional materials, including social media graphics, teaser videos, and press releases.
- A final report summarizing the podcast viewership results, production process, challenges, lessons learned, and recommendations.

6. Timeline

The project is expected to commence on [1/9/2024] and be completed by [28/12/2024]. A detailed timeline with specific milestones will be agreed upon during the project inception phase.

7. Budget

A detailed budget breakdown is required in the proposal.

8. Required Qualifications

The production company should have:

- Demonstrated experience in producing high-quality podcasts on social issues, preferably in the Egyptian context.
- Strong understanding of RH, GBVAGW, mental health, and family planning issues.
- Experience in working with diverse stakeholders, including government officials, NGOs, community leaders, and individuals with lived experience.
- Excellent research, scriptwriting, interviewing, and audio production skills.

9. Proposal Submission

Interested companies are invited to submit a detailed proposal including:

- Company profile and relevant experience
- Proposed approach and methodology
- Work plan and timeline
- Detailed budget breakdown
- Team composition and CVs
- Examples of previous awareness videos or podcast work

10. Evaluation Criteria



Proposals will be evaluated based on:

- Technical quality and relevance of previous work
- Understanding of project objectives and UNFPA's mandate
- Proposed methodology and work plan
- Cost-effectiveness and budget justification
- Team qualifications and experience

11. Terms and Conditions

Standard UNFPA terms and conditions will apply.

12. Contact Information

Proposals and inquiries should be submitted to UNFPA Egypt Country Office

Email: egypt.tenders@unfpa.org

Deadline for submission: [31st of August, 2024]

13. Payment Conditions

30% After receiving and approving the branding strategy and the written transcripts in Arabic and English for each episode

50% upon receiving and approving the 10 high-quality audio and video podcast episodes in Arabic, with English transcripts and Promotional materials, including social media graphics, teaser videos, and press releases

20% upon approving the final report summarizing the podcast viewership results, production process, challenges, lessons learned, and recommendations