



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: 3 October 2024

## **REQUEST FOR QUOTATION RFQ N° UNFPA/EGY/RFQ/24/039**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **“ Shamandora Filming”.**

UNFPA requires the provision of Promotion for the Shamndora Music Initiative Production through Documentary Film, Short Videos, Reels, Social Media Strategy, and TikTok.

#### **I. About UNFPA**

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person’s potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](https://www.unfpa.org)

#### **Service Requirements/Terms of Reference (ToR)**

##### **Objectives and scope of the Services**

- **Background information**

The United Nations Population Fund (UNFPA) seeks to promote and document the Shamndora Music Initiative, a youth-focused project addressing critical population issues such as Gender-Based Violence (GBV), Harmful practices against girls (HP), and Reproductive Health (RH). The Shamndora initiative is one of the initiatives of the Population awareness clubs program that is being implemented in collaboration with the Ministry of Youth and Sports, Etijah and ZAD Art team. The initiative aims at empowering young volunteers with use music as a tool for social change.

- **The assignment Objectives:**

To further enhance the visibility and engagement of the initiative, UNFPA requires a media marketing company to develop engaging content and implement a marketing and promotion plan along with it. This plan will specifically focus on promoting the Shamndora initiative through TikTok, Facebook, Instagram, and creating captivating video content for these platforms along with other creative ideas the candidate will propose.



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● **Outputs / Deliverable(s)**

1. Develop engaging and captivating content and implement a digital promotion plan to the initiative. This includes: create social media accounts, develop a content calendar and posting plan for promoting the documentary, short videos, reels, and TikTok clips.
2. Document the Shamndora Music Initiative's activities through a high-quality documentary film (10-15 minutes): This will include shooting
3. Join the filming of Shamandora songs that will be in November (through our partner Etijah) and create short, engaging video clips, behind-the-scenes footage, and TikTok videos to highlight key moments and stories from the initiative

● **Inputs**

Links about the initiative and the program:

- Some Songs [Playlist](https://www.youtube.com/watch?v=mJseBw4bCu0&list=PLeZNKqTya1TloaOmfEI49ARqr-BGImCBf)  
<https://www.youtube.com/watch?v=mJseBw4bCu0&list=PLeZNKqTya1TloaOmfEI49ARqr-BGImCBf>
- About the Population Awareness Clubs [Program](https://www.youtube.com/watch?v=LoAF61dl0jc&list=PLeZNKqTya1Tm09Z6AT8ycRy2TuPDZvgaO)  
<https://www.youtube.com/watch?v=LoAF61dl0jc&list=PLeZNKqTya1Tm09Z6AT8ycRy2TuPDZvgaO>

● **Timing / Schedule**

The assignment is expected to be completed within 2 months from the start of the contract. Detailed timelines will be agreed upon in consultation with UNFPA upon contract signing.

**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</i>
Email address of contact person:	<i>elmaraghy@unfpa.org</i>

The deadline for submission of questions is Saturday 12 October 2024 @23:00H Cairo Time. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

**II. 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 to perform in the country, or through an authorized representative.



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- 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](#).

### III. 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.

### IV. 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 16 October 2024, 11:00am Cairo time**

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/24/039 – [Company name], Technical Bid
  - UNFPA/ EGY/RFQ/24/039 - [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 **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.

## V. 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 obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Professional relevant experience: producing high-quality promotional videos on social issues, media marketing, managing social media content, and video production skills	100		30%	
Technical relevant experience and creativity: Previous experience in working with art projects	100		25%	
Expertise in audience engagement strategies to foster a strong online community and drive interaction with produced content	100		25%	
Experience and expertise relevant to the assignment and strong understanding of the related topics including Gender based violence against girls and women, and Family planning	100		10%	
Profile of the company and relevance to the Project.	100		10%	
<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%] 49 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 based on the specific formula indicated in the TORs. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

**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.

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

**VI. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order to the Bidder(s) that obtain the highest total score.

**VII. 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.

**VIII. 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.

**IX. 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



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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](#).

**X. 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](#).

**XI. 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 **Yves Sassenrath, Egypt CO Representative**] at [sassenrath@unfpa.org](mailto: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](mailto:procurement@unfpa.org).

**XII. Disclaimer**

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



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## PRICE QUOTATION FORM

<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/EGY/RFQ/24/039
<b>Currency of quotation:</b>	EGY
<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 **inclusive of all taxes**, since UNFPA is not exempt from taxes.

Item	Description	Number & Description of Staff by Level	Daily Rate	Days to be Committed	Total
<b>1. Professional Fees</b>					
	1. Develop engaging and captivating content and implement a digital promotion plan to the initiative. This includes: create social media accounts, develop a content calendar and posting plan for promoting the documentary, short videos, reels, and TikTok clips.				
	2. Document the Shamndora Music Initiative's activities through a high-quality documentary film (10-15 minutes): This will include shooting				
	3. Join the filming of Shamandora songs that will be in November (through our partner Etijah) and create short, engaging video clips, behind-the-scenes footage, and TikTok videos to highlight key moments and stories from the initiative				
<i><b>Total Professional Fees</b></i>					EGP
<b>2. Out-of-Pocket expenses</b>					
	Please specify in details				
<i><b>Total Out of Pocket Expenses</b></i>					EGP
<i><b>Total Contract Price</b></i> <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/24/039 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	





## DECLARATION FROM

The undersigned, being a duly authorized representative of the Company represents and declares that:

1.	The Company and its Management <sup>1</sup> have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:	YES	NO
	a. Fraud;	<input type="checkbox"/>	<input type="checkbox"/>
	b. Corruption;	<input type="checkbox"/>	<input type="checkbox"/>
	c. conduct related to a criminal organization;	<input type="checkbox"/>	<input type="checkbox"/>
	d. money laundering or terrorist financing;	<input type="checkbox"/>	<input type="checkbox"/>
	e. terrorist offences or offences linked to terrorist activities;	<input type="checkbox"/>	<input type="checkbox"/>
	f. sexual exploitation and abuse;	<input type="checkbox"/>	<input type="checkbox"/>
	g. child labour, forced labour, human trafficking; or	<input type="checkbox"/>	<input type="checkbox"/>
	h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).	<input type="checkbox"/>	<input type="checkbox"/>
2.	The Company and its Management have not been found guilty pursuant to a final judgment or a final administrative decision of grave professional misconduct.	<input type="checkbox"/>	<input type="checkbox"/>
3.	The Company and its Management are not: bankrupt, subject to insolvency or winding-up procedures, subject to the administration of assets by a liquidator or a court, in an arrangement with creditors, subject to a legal suspension of business activities, or in any analogous situation arising from a similar procedure provided for under applicable national law.	<input type="checkbox"/>	<input type="checkbox"/>
4.	The Company and its Management have not been the subject of a final judgment or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions.	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> "Management" means any person having powers of representation, decision-making or control over the Organization. This may include, for example, executive management and all other persons holding downstream managerial authority, anyone on the board of directors, and controlling shareholders.



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5.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found they created an entity in a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations in the jurisdiction of its registered office, central administration, or principal place of business ( <i>creating a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>
6.	The Company and its Management have not been the subject of a final judgment or a final administrative decision which found the Company was created with the intent referred to in point (5) ( <i>being a shell company</i> ).	<input type="checkbox"/>	<input type="checkbox"/>

The UNFPA reserves the right to disqualify the Company, suspend or terminate any contract or other arrangement between the UNFPA and the Company, with immediate effect and without liability, in the event of any misrepresentation made by the Company in this Declaration.

It is the responsibility of the Company to immediately inform the UNFPA of any changes in the situations declared above.

This Declaration is in addition to, and does not replace or cancel, or operate as a waiver of, any terms of contractual arrangements between the UNFPA and the Company.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Name of the Company: \_\_\_\_\_

UNGM N°: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_



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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

### Shamandora Filming

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#### TOR Title:

Promotion for the Shamndora Music Initiative Production through Documentary Film, Short Videos, Reels, Social Media Strategy, and TikTok .

#### Project Duration:

[20 October 2024] – [31 December 2024]

### I. Background and Context

The United Nations Population Fund (UNFPA) seeks to promote and document the Shamndora Music Initiative, a youth-focused project addressing critical population issues such as Gender-Based Violence (GBV), Harmful practices against girls (HP), and Reproductive Health (RH). The Shamndora initiative is one of the initiatives of the Population awareness clubs program that is being implemented in collaboration with the Ministry of Youth and Sports, Etijah and ZAD Art team. The initiative aims at empowering young volunteers with use music as a tool for social change.

#### Links about the initiative and the program:

- Some Songs [Playlist](#)
- About the Population Awareness Clubs [Program](#)

#### The assignment Objectives:

To further enhance the visibility and engagement of the initiative, UNFPA requires a media marketing company to develop engaging content and implement a marketing and promotion plan along with it. This plan will specifically focus on promoting the Shamndora initiative through TikTok, Facebook, Instagram, and creating captivating video content for these platforms along with other creative ideas the candidate will propose.

### II. Deliverables

1. Develop engaging and captivating content and implement a digital promotion plan to the initiative. This includes: create social media accounts, develop a content calendar and posting plan for promoting the documentary, short videos, reels, and TikTok clips.



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2. Document the Shamandora Music Initiative's activities through a high-quality documentary film (10-15 minutes): This will include shooting:

- Volunteers training sessions
- Community engagement events
- Musical performances
- Interviews with participants and stakeholders

3. Join the filming of Shamandora songs that will be in November (through our partner Etijah) and create short, engaging video clips, behind-the-scenes footage, and TikTok videos to highlight key moments and stories from the initiative. This include:

- Create at least 15 short videos, TikTok clips, and reels (1-3 minutes each) to be used on social media platforms such as Instagram, Facebook, and TikTok.
- Videos should include key moments such as the making of Shamandora, interviews, performances, testimonials, and behind-the-scenes footage specifically tailored for TikTok trends.
- Develop a social media content plan focusing on engaging audiences on TikTok, Instagram, and Facebook to maximize visibility and interaction with the produced content.

NOTE: All raw and edited footage should be delivered in HD format to UNFPA

#### **V. Duration and Timeline**

The assignment is expected to be completed within 2 months from the start of the contract. Detailed timelines will be agreed upon in consultation with UNFPA upon contract signing.

#### **VI. Qualifications and Experience**

- At least 10 years of experience in media production, media marketing, and social media strategy.
- Previous experience with delivering projects targeting social initiatives, youth empowerment projects, or community-based projects.



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- Familiarity with current social media trends and best practices for increasing online visibility and interaction.
- Expertise in audience engagement strategies to foster a strong online community and drive interaction with produced content.

## VII. Requirements:

- 1) Detailed Technical proposal explaining the strategies and the timeline to achieve the objectives.
- 2) Financial proposal
- 3) Company profile
- 4) Sample of previous projects: videos and social media achievement reports.

## VIII. Evaluation Criteria

The proposals will be evaluated based on:

- Professional relevant experience: producing high-quality promotional videos on social issues, media marketing, managing social media content, and video production skills - **(30%)**
- Technical relevant experience and creativity: Previous experience in working with art projects - **(25%)**
- Expertise in audience engagement strategies to foster a strong online community and drive interaction with produced content. **(25 %)**
- Experience and expertise relevant to the assignment and strong understanding of the related topics including Gender based violence against girls and women, and Family planning - **(10%)**
- Profile of the company and relevance to the Project. **(10%)**

## IX. Submission of Proposals

- Proposals should be submitted by [ 16 October] to [egypt.tenders@unfpa.org](mailto:egypt.tenders@unfpa.org) with the subject line: "Proposal for Shamandora Music Initiative."