



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 November 2024

**Extending the deadline**  
**REQUEST FOR QUOTATION**  
**RFQ N° UNFPA/EGY/RFQ/24/045**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

**“Social media content creation**

**Promote positive social and gender norms towards adolescent girls”**

UNFPA requires the provision of Social media content creation to promote positive social and gender norms towards adolescent girls.

**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 childbirth 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: [www.UNFPA.com](http://www.UNFPA.com)

**II. Background**

UNFPA - the United Nations sexual and reproductive health agency - works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA was created in 1969; UNFPA works in more than 150 countries. UNFPA calls for the realization of reproductive rights for all and supports access to a wide range of sexual and reproductive health services – including voluntary family planning and maternal health care. In 2018, UNFPA launched efforts to achieve three transformative results, ambitions that promise to change the world for every man, woman and young person: Ending unmet need for family planning, Ending preventable maternal death, and Ending gender-based violence and harmful practices.

In the light of the above, UNFPA would like to contract a firm that can design social media campaign that contribute to Egypt’s Vision 2030 targets for the Sustainable Development Goals (SDGs). The campaign should place adolescent girls and their pressing issues and ‘aspirations as its core:

- Empower adolescent girls by equipping them with health, social, economic, and digital assets to make their own informed choices.
- Foster positive social and gender norms towards adolescent girls within their households and



Communities.

- Promote men's engagement in supporting girls' decisions and prevent harmful practices against them.

### III. Outline and scope of delivery:

This consultancy seeks firms to design a comprehensive social media campaign for adolescents and their families and community at large. The topics of the campaign will tackle different pillars UNFPA is working on, Ex. early marriage, education, FGM, economic empowerment.

The campaign will run for a duration of four months out of the six-month contract and will be divided into two parts as follows:

1- **Social media part** that should be posted across multiple platforms (Facebook, Instagram and Tik Tok), achieving a reach of **1 million** and engagement of **3-5%** from the total reach. **\*These numbers are subject to discussion with the winning bidder based on their submitted plan and proposed budget.**

Campaign should feature creative content that presents topics in an attractive manner for the audience. **The social media part will only address FGM and education topics.** Campaign should include 10 posts with illustrations and infographic if needed, 6 Tiktok videos.

2-**Video production:** producing 8 -10 short videos with religious men talking about myths around **early marriage, education, FGM, economic empowerment.** Short videos shouldn't exceed the duration of 10-15 minutes. UNFPA will provide main goal of the video and contact for the religious men while the selected bidder will provide the script and production.

- Company should provide in their proposal a clear strategy on how they will handle comments received on several posts.
- UNFPA will be entitled for two rounds of revisions on all suggested content of the campaign.
- Posting will be done in a cross-posting format, the company will post on its social media platforms tagging UNFPA.

### **Notes to be considered while applying for this ToR:**

While the campaign will target families and communities at large, raising their awareness about the above topics, all content should be designed in consideration of the intended audience group and in view of cultural sensitivities, especially the content designed for adolescent girls and boys should be age appropriate.

It's very recommended for the social media part to have at least one or two public figures, celebrities or influencers who can be part of it, either through posting the same posts, announcing their support to the campaign or being part of the TikTok videos. List of proposed celebrities and their specific role must be presented to UNFPA as part of the proposal.



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It's highly recommended to reach out to public figures, celebrities and influencers who can voluntarily support the campaign and who have a good history supporting such causes with no prior contradicting disclaimers or situations.

**Purpose of the Assignment :**

1. Increase awareness among families and communities about key issues such as early marriage, education, FGM, and economic empowerment.
2. Empower community members with knowledge about the above topics to support adolescents in their access to information.
3. Promote positive social and gender norms toward adolescent girls within households and communities.
4. Promote men's engagement in supporting girls' decisions and prevent harmful practices against them.

**Key deliverables:**

- Inception report with analysis to platforms that will be used to reach target audience along with a valid reasoning of choosing a specific platform over another, this should also include company suggestions to frequency of posts along the campaign duration of different platforms.

- 10 posts with illustrations and infographic "if needed" along with a posting timeline. posts should be interactive and the timeline of posting should be submitted in the timeline proposed by the company.

- 6 Tiktok videos along with a posting timeline. This deliverable is recommended to be done through influencers, celebrities.

- A series of 8 -10 short videos with religious men talking about myths around the above-mentioned topics. Short videos shouldn't exceed the duration of 10 -15 minutes, UNFPA will provide the content and the company should provide the script. The suggested format of the videos is Q&A format. However, the selected bidder can submit other alternatives in their proposal. Also, UNFPA can propose another format after a discussion with the selected bidder.

Company will provide a teaser for each video with the religious leader.

- Final analysis report that highlights the engagement and reach of each post, analysis for content and reactions and recommendations.



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**Monitoring, progress control and reporting:**

- All deliverables are to be submitted to UNFPA for clearance prior to finalization.
- Regular follow up meetings will be held between the UNFPA team and the selected bidder to follow up on implementation.
- Methodology of implementation might be subject to modifications without changing the overall objective and the scope of work on the basis of mutual consultation.

**Timeline:**

- 1- Selection process and contracting – November
- 2- Meeting with UNFPA team and Initial design of the campaign – end of November
- 3- Review and sending back comments – Beginning of December
- 4- Production and posting of content – December - March
- 5- Final report - April

**II. 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 Wed. 6 November , 2024 @23:00 H Cairo Time. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

**III. 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.
- 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](#).

**IV. 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.

**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 : **Sunday 10 November 2024, 12:00MD 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/24/045– [Company name], Technical Bid.
  - UNFPA/ EGY/RFQ/24/045 - [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.



**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 obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Profile of the company and its relevance to the Project. Professional relevant experience in conducting similar assignment	100		30%	
Adequacy of the proposed technical offer to the ToR	100		30%	
Creative execution of previous social change campaign	100		15%	
Team CVs and qualifications	100		25%	
<i>Grand Total All Criteria</i>	400		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
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%] 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.

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

**VII. 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.

**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 and conditions:**

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.



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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 **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).

#### **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/EGY/RFQ/24/045
<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	Inception report with analysis to platforms that will be used to reach target audience along with a valid reasoning of choosing a specific platform over another, this should also include company suggestions to frequency of posts along the campaign duration of different platforms. Company should provide in their proposal a clear strategy on how they will handle comments received on several posts.				
2	10 posts with illustrations and infographic "if needed" along with a posting timeline.				
3	6 Tiktok videos along with a posting timeline. This deliverable is recommended to be done through influencers, celebrities.				
4	A series of 8 -10 short videos with religious men talking about myths around the above-mentioned topics. Short videos shouldn't exceed the duration of 10 -15 minutes, UNFPA will provide the content/video objective and the company should provide the script.				



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5	Final analysis report that highlights the engagement and reach of each post, analysis for content and reactions and recommendations.				
<i>Total Professional Fees</i>					EGP
<b>2. Out-of-Pocket expenses</b>					
	Shooting equipment's, permits,				
	transportations				
	Rent studio charges				
	Others; please specify in details				
<i>Total Out of Pocket Expenses</i>					EGP
<b>Total Contract Price</b> <i>(Professional Fees + Out of Pocket Expenses)</i>					EGP

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/EGY/RFQ/24/045 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>



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## **Annex II Terms of Reference Social media content creation**

### **Promote positive social and gender norms towards adolescent girls**

#### **Background**

UNFPA - the United Nations sexual and reproductive health agency - works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA was created in 1969; UNFPA works in more than 150 countries. UNFPA calls for the realization of reproductive rights for all and supports access to a wide range of sexual and reproductive health services – including voluntary family planning and maternal health care. In 2018, UNFPA launched efforts to achieve three transformative results, ambitions that promise to change the world for every man, woman and young person: Ending unmet need for family planning, Ending preventable maternal death, and Ending gender-based violence and harmful practices.

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- Empower adolescent girls by equipping them with health, social, economic, and digital assets to make their own informed choices.
- Foster positive social and gender norms towards adolescent girls within their households and communities.
- Promote men's engagement in supporting girls' decisions and prevent harmful practices against them.

#### **Outline and scope of delivery:**

This consultancy seeks firms to design a comprehensive social media campaign for adolescents and their families and community at large. The topics of the campaign will tackle different pillars UNFPA is working on, Ex. early marriage, education, FGM, economic empowerment.

The campaign will run for a duration of four months out of the six-month contract and will be divided into two parts as follows:

**1- Social media part** that should be posted across multiple platforms (Facebook, Instagram and Tik Tok), achieving a reach of **1 million** and engagement of **3-5%** from the total reach. **\*These numbers are subject to discussion with the winning bidder based on their submitted plan and proposed budget.**



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Campaign should feature creative content that presents topics in an attractive manner for the audience. **The social media part will only address FGM and education topics.** Campaign should include 10 posts with illustrations and infographic if needed, 6 Tiktok videos.

**2-Video production:** producing 8 -10 short videos with religious men talking about myths around **early marriage, education, FGM, economic empowerment.** Short videos shouldn't exceed the duration of 10-15 minutes. UNFPA will provide main goal of the video and contact for the religious men while the selected bidder will provide the script and production.

- Company should provide in their proposal a clear strategy on how they will handle comments received on several posts.

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#### **Purpose of the Campaign:**

1. Increase awareness among families and communities about key issues such as early marriage, education, FGM, and economic empowerment.
2. Empower community members with knowledge about the above topics to support adolescents in their access to information.
3. Promote positive social and gender norms toward adolescent girls within households and communities.
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#### **Key deliverables:**



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Company will provide a teaser for each video with the religious leader.

5. Final analysis report that highlights the engagement and reach of each post, analysis for content and reactions and recommendations.

### **Monitoring, progress control and reporting:**

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- Methodology of implementation might be subject to modifications without changing the overall objective and the scope of work on the basis of mutual consultation.

### **Timeline:**

1. Selection process and contracting – November
2. Meeting with UNFPA team and Initial design of the campaign – end of November
3. Review and sending back comments – Beginning of December
4. Production and posting of content – December - March
5. Final report - April

### **Competency and expertise:**





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1. Proven minimum of 7 years' experience in media industry;
2. Proven experience in conducting such assignments with very good understanding to development sector;
3. Demonstrated impact or outcomes from previous campaigns
4. Number of followers on the company's social media pages
4. Solid experience in media campaigns, precisely social media; with proven track record of executing successful campaign "samples of previous campaigns should be attached"
5. Good experience in dealing with partners
6. Solid experience in monitoring and evaluating media campaigns

***During selection process, UNFPA might ask any of applicants for an interview to request more information about any part of the proposal.***

**Payment terms:**

**First payment:** 20% upon approving the inception report (deliverable 1)

**Second payment:** 30% will be paid after the successful creation of the social media content (deliverables 2 & 3) .

**Third payment:** 30% after shooting the videos (deliverable 4)

**Forth payment** 20% will be paid after the successful submission of the final report (deliverable 5).

**Deadline:**

All offers are expected to be received no later than 3<sup>rd</sup> of November 2024 , 11:00 am.