



Date: 25 February 2025

**REQUEST FOR QUOTATION
RFQ N° UNFPA/EGY/RFQ/25/007**

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

“Menstrual health short videos production assignment Noura programme”

UNFPA is seeking to hire a consultancy firm that can perform the community sensitization assignment for Noura programme target communities 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:

Girls Assets Framework is a programme with the aim of providing guidance to design and implement girl-centered programmes focused on the improvement of coverage, how to reach the most marginalized adolescent girls and the expected impact. This approach looks to shape intensive programmes that can equip girls with social, health, and economic assets for girls’ decision-making.

In October 2021, the National Council for Women (NCW) together with UNFPA and its partners launched Noura, the icon of the Girls Assets Framework in Egypt. As the everyday Egyptian adolescent girl, Noura is the central character who represents the investment in adolescent girls in Egypt to the government, private sectors, NGOs, and communities.

Objective and scope of work:

- Empowers adolescent girls by providing them with health, social, economic, and digital assets to make their own choices.
- Creates positive social and gender norms towards adolescent girls within their households and communities.
- Strengthens systems to ensure quality and accessible services responsive to adolescent girls in Haya Karima villages.

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



Outline and scope of delivery:

The **Noura Programme** currently operates in **four governorates (Assuit, Sohag, Benisweif, Cairo and Dakhlia)** where young mentors (ages 18-24) lead 40 training sessions for adolescent girls (ages 10-14). Each mentor engages with 20-25 girls per session, delivering a year-long program. The programme's main focus is to invest in adolescents' potentials and allow them to make better decisions in their future through equipping them with economic, social and health assets.

The programme is not just investing in adolescents, moreover, it engages families and community members at large to pave the way for an enabling society that supports adolescents on different levels. Community engagement is conducted through different methods including but not limited to art performances, movie screening, positive parenting and raising awareness sessions.

Throughout the implementation period and discussions with adolescents, menstrual health has emerged as a highly sensitive and often avoided topic within communities and families. The lack of accurate information on this subject can have significant consequences on girls' lives, affecting their social well-being, health, and educational engagement.

In light of this context, **UNFPA Egypt Country Office** seeks to contract a consultant to carry out the following services as **key deliverables**:

1. **Write a script for 10 short videos** about menstruation with the cooperation of UNFPA and one of its partners who specialize in this topic. (Deliverable 1)
2. **Produce a series of 10 short videos** (each with a maximum duration of 3 minutes) addressing key topics related to menstruation, menstrual health, and adolescent puberty. The technical proposal should outline the most effective approach to presenting these topics, including any recommended modifications for optimal impact. (Deliverables 2 & 3)
3. **Adding translation and sign language to videos:** all videos should be translated into English and come with a sign language to facilitate usage for adolescents with disabilities. In your financial offer, please submit the cost of translation and sign language separately. (Deliverable 4)

Timing / Schedule

Contract duration: One year starting from March to September 2025

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 Wednesday 5 March 2025 , 13:00pm Cairo Local Time. Questions will be answered in writing and shared will 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 From **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 15 March 2025 , 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/25/007– [Company name], Technical Bid
 - UNFPA/EGY/RFQ/25/007- [Company name], Financial Bid
 - Submissions without this text in the email subject line may be rejected or overlooked and therefore not considered.

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

- 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.

Criteria	[A] Maximum Points	[B] Points obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Experience with similar assignments: <ul style="list-style-type: none"> • Experience in working on social and developmental related topics • Accuracy and quality of the past video productions 	100		25%	
Adequacy of the proposed technical offer to the ToR: <ul style="list-style-type: none"> • Understanding of the assignment Creative vision and technical approach	100		30%	
Experience and portfolio of the company and team expertise: <ul style="list-style-type: none"> • Company portfolio and clients 	100		25%	

Experience of staff involved in this assignment				
Innovation & Value-Added Elements <ul style="list-style-type: none"> • Experience in the use of interactive or innovative elements (animations, infographics, etc.) • Unique approaches to making the content more engaging and impactful • Additional value offered, such as promotional strategies or adaptation for different platforms 	100		20%	
<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

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)
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	Quote being scored (\$)	
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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.

Total score = [70%] Technical score + [30%] 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](#).

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



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>

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/25/007
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	Write a script for 10 short videos about menstruation with the cooperation of UNFPA and one of its partners who specialize in this topic. (Deliverable 1)				
2	Produce the first 5 short videos (each with a maximum duration of 3 minutes) addressing key topics related to menstruation, menstrual health, and adolescent puberty. The technical proposal should outline the most effective approach to presenting these topics, including any recommended modifications for optimal impact. (Deliverable 2)				
3	Produce second 5 short videos (each with a maximum duration of 3 minutes) addressing key topics related to menstruation, menstrual health, and adolescent puberty. The technical proposal should outline the most effective approach to presenting these topics, including any recommended				

	modifications for optimal impact. (Deliverable 3)				
4	Adding translation and sign language to videos: all videos should be translated into English and come with a sign language to facilitate usage for adolescents with disabilities. <u>In your financial offer, please submit the cost of translation and sign language separately.</u> (Deliverable 4)				
Total Professional Fees					EGP
2. Out-of-Pocket expenses					
	Travel, accommodations, meeting package, stationary ..etc, out of pocket expenses to be settled based on actual invoices.				
	Any Other, 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:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/EGY/RFQ/25/007 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 ² 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"/>

² "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.



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"/>
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:



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>

**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**

Menstrual health short videos production assignment

Noura programme

Background

Girls Assets Framework is a programme with the aim of providing guidance to design and implement girl-centered programmes focused on the improvement of coverage, how to reach the most marginalized adolescent girls and the expected impact. This approach looks to shape intensive programmes that can equip girls with social, health, and economic assets for girls' decision-making.

In October 2021, the National Council for Women (NCW) together with UNFPA and its partners launched Noura, the icon of the Girls Assets Framework in Egypt. As the everyday Egyptian adolescent girl, Noura is the central character who represents the investment in adolescent girls in Egypt to the government, private sectors, NGOs, and communities.

The Noura Framework responds to the National Strategy for the Empowerment of Egyptian Women 2030 and the National Action Plan for Family Development and will contribute to the SDG targets set in Egypt's Vision 2030. The program places adolescent girls' aspirations and needs at the center:

- Empowers adolescent girls by providing them with health, social, economic, and digital assets to make their own choices.
- Creates positive social and gender norms towards adolescent girls within their households and communities.
- Strengthens systems to ensure quality and accessible services responsive to adolescent girls in Haya Karima villages.

Outline and scope of delivery:

The **Noura Programme** currently operates in **four governorates (Assuit, Sohag, Benisweif, Cairo and Dakhlia)** where young mentors (ages 18-24) lead 40 training sessions for adolescent girls (ages 10-14). Each mentor engages with 20-25 girls per session, delivering a year-long program. The programme's main focus is to invest in adolescents' potentials and allow them to make better decisions in their future through equipping them with economic, social and health assets.

The programme is not just investing in adolescents, moreover, it engages families and community members at large to pave the way for an enabling society that supports adolescents on different levels. Community engagement is conducted through different methods including but not limited to art performances, movie screening, positive parenting and raising awareness sessions.

Throughout the implementation period and discussions with adolescents, menstrual health has emerged as a highly sensitive and often avoided topic within communities and families. The lack of accurate information on this subject can have significant consequences on girls' lives, affecting their social well-being, health, and educational engagement.

In light of this context, **UNFPA Egypt Country Office** seeks to contract a consultant to carry out the following services as **key deliverables**:

4. **Write a script for 10 short videos** about menstruation with the cooperation of UNFPA and one of its partners who specialize in this topic. (Deliverable 1)
5. **Produce a series of 10 short videos** (each with a maximum duration of 3 minutes) addressing key topics related to menstruation, menstrual health, and adolescent puberty. The technical proposal should outline the most effective approach to presenting these topics, including any recommended modifications for optimal impact. (Deliverable 2&3)
6. **Adding translation and sign language to videos:** all videos should be translated into English and come with a sign language to facilitate usage for adolescents with disabilities. In your financial offer, please submit the cost of translation and sign language separately. (Deliverable 4)

The below topics are guidance suggested for videos content:

- Understanding menstruation, the menstrual cycle, and menstrual health.
- Personal hygiene tips during menstruation.
- The role of families in supporting adolescents during menstruation.
- Menstruation from a religious perspective.
- Common myths and misconceptions about menstruation.
- Proper management of menstrual waste.
- Menstrual management for adolescents including those with disabilities, in addition to challenges for having proper management and suggested solutions.
- Differentiating between normal and abnormal menstrual symptoms.
- Puberty-related changes for adolescent boys.
- Role of the private sector in both sensitization, promotion of products and availing them particularly in less advantaged areas.
- A summary video highlighting the key messages from the previous nine videos.

Please note:

- Each video will conclude with a brief message directing viewers to available resources for more information on menstruation and menstrual health.
- All short videos should come with English subtitles and sign language translation.
- UNFPA will have the right of two round of modification for each video before giving the final approval.
- Reference for preferred videos direction [Movie 1](#), [Movie 2](#), [Movie 3](#)
- The videos are intended for use in awareness-raising activities on the ground, as well as on the UNFPA website and other platforms as part of a digital library on the subject matter.

Monitoring, progress control and reporting:

- All deliverables are to be submitted to UNFPA for clearance prior to finalization.
- UNFPA is entitled for two rounds of modifications before the final approval.
- Regular follow up meetings will be held between 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:

Phase	March	April	May	June	July	August	Sep
Contract Signing							
Coordination meetings and video direction discussions							
Script submission for UNFPA review							
Videos production							
Review and finalization							

Competency and expertise:

- Proven minimum of 7 years' experience in media industry.

- Proven experience in conducting such assignments with very good understanding to development sector.
- Have a good experience in creative writing.
- Demonstrated impact or outcomes from previous campaigns.
- Solid experience in media campaigns, precisely social media; with a proven track record of managing similar projects. Bidders are requested to provide samples of their previous projects as part of their technical offer.
- Good experience in dealing with Government partners.

Assessment criteria:

Technical & financial evaluation

Experience with similar assignments: <ul style="list-style-type: none"> ● Experience in working on social and developmental related topics ● Accuracy and quality of the past video productions 	25%
Adequacy of the proposed technical offer to the ToR: <ul style="list-style-type: none"> ● Understanding of the assignment ● Creative vision and technical approach 	30%
Experience and portfolio of the company and team expertise: <ul style="list-style-type: none"> ● Company portfolio and clients ● Experience of staff involved in this assignment 	25%
Innovation & Value-Added Elements <ul style="list-style-type: none"> ● Experience in the use of interactive or innovative elements (animations, infographics, etc.) ● Unique approaches to making the content more engaging and impactful ● Additional value offered, such as promotional strategies or adaptation for different platforms 	20%

Payment terms:

- **First Payment (20%):** Upon finalizing script writing for the videos. (Deliverable 1)
- **Second Payment (30%):** Upon successful delivery of the first 5 videos. (Deliverable 2)
- **Third Payment (30%):** Upon successful delivery of the second 5 videos. (Deliverable 3)
- **Fourth Payment (20%):** Upon adding the translation and sign language to the videos and delivering the final approved version of the 10 requested videos. (Deliverable 4)

Deadline: All offers are expected to be received no later than 15th of March 2025 @ 23:00H Cairo Time.