



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: 8 April, 2025

REQUEST FOR QUOTATION
RFQ N° UNFPA/EGY/RFQ/25/011

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

“Branding the Anti VAW Units at Universities”

UNFPA is seeking to hire a consultant firm to perform the branding of the Anti VAW Units at Universities in Egypt 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](https://www.unfpa.org)

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

Background:

In 2018, UNFPA launched efforts to achieve three transformative results, ambitions that promise to change the world for every man, woman and young person: (a) end the unmet need for family planning, (b) end preventable maternal deaths and (c) end gender-based violence and all harmful practices. The UNFPA Egypt current country programme is relevant to the 2030 Agenda, it contributes primarily to the progressive achievement of SDG Goals 3 (Good Health and Well-Being) and 5 (Gender Equality). The programme is aligned with national development priorities outlined in Egypt’s Vision 2030 and National Population Strategy and the United Nations Partnership Development Framework (2018-2022).

The Anti-Violence Against Women (VAW) University Units is a national initiative to support a safe educational space for women in Universities. This model was designed by UNFPA in partnership with the National Council for Women (NCW) and is currently established in 42 universities across Egypt.

These units serve as a direct entry point for women on campus who have been exposed to gender-based violence (GBV), providing informal and formal reporting channels, access to psychological first aid, and referrals to essential medical and legal services. Beyond service provision, the units also engage students in awareness campaigns to increase understanding of different forms of GBV and the available support services for survivors. The initiative aligns with Egypt’s Women Empowerment Strategy 2030, focusing on the protection pillar and the findings of the Economic Cost of Violence Study.

To enhance the visibility and impact of the Anti-VAW University Units, UNFPA seeks to contract a branding/production agency to develop a comprehensive branding strategy that will elevate the recognition and awareness of these units among students, faculty, and stakeholders.

Objective:

The objective of this contract is to develop and evolve the brand strategy for the Anti-VAW University Units into a creative concept and lay out execution stages to further promote the initiative. The branding strategy should effectively communicate the mandate, services, and impact of the units while ensuring accessibility and engagement among university students.

Scope of Work

The contracted agency will be responsible for the following:

A. Brand Development

1. Conduct a **brand assessment** of the current identity and perception of the Anti-VAW University Units collect insights from university students and staff members through surveys, focus groups, or interviews to explore their perceptions and expectations
2. Develop a **branding strategy** that includes:
 - Brand positioning
 - Key messaging and value proposition
 - Target audience analysis
 - Visual identity concept
 - Create a **brand identity package**, including:
 - Logo and tagline
 - Color palette and typography
 - Graphic elements and brand guidelines

B. Creative Concept & Content Development

4. Design and produce **high-quality visual and digital assets**, including:
 - Brochures, posters, and awareness materials for university campuses
 - Social media assets (graphics, infographics, animations)
 - Branded templates for reports and presentations
5. Create student engagement toolkits, including interactive content and awareness-raising materials.

C. Brand Activation & Implementation Plan

6. Develop an **execution roadmap** detailing steps to roll out the brand across 42 universities.
7. **Propose an engagement strategy** to involve students, faculty, and university staff in the promotion of the units.
8. Recommend branding techniques for both online and offline platforms to ensure broad reach and impact.
- 9. **Develop a social media campaign** to launch the brand identity.
 - Create **social media posts, key messages, and a campaign timeline**.
 - Develop a content plan for different platforms to ensure broad engagement.
 - Provide a **campaign toolkit** that UNFPA and NCW can use to implement the campaign

Contract Duration: May- September 2025

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

Deliverable	Timeline
<ul style="list-style-type: none"> - Desk review conducted (including meetings) with service providers and beneficiaries of the units. - report with findings and recommendation developed and submitted to UNFPA 	Within 3 weeks from signing the Contract
<ul style="list-style-type: none"> - At least 3x creative concepts for a complete branding and visual identity that communicates the objective of the “Anti VAW Units” brand are developed - 3x rounds of reviews, feedback and amends conducted to agree upon the best option 	6-8 weeks from signing the Contract
<ul style="list-style-type: none"> - Testing the selected concept with FGDs - 3x production proposals for the execution of the chosen concept finalized (covering brand logo, campaign tagline, messages for online and offline campaign) 	10 weeks (Mid-July 2025) from signing the Contract
<ul style="list-style-type: none"> - Final branding refined and submitted to UNFPA - Development and submission of branding strategy to be launched through digital media 	14 weeks (Mid-August 2025) after the contract signing
<ul style="list-style-type: none"> - Submission of digital media campaign launch plan to be approved by UNFPA and national partners 	16 Weeks (End of August 2024) after the contract signing
<ul style="list-style-type: none"> - Support the execution of the digital launch plan - Submission of the final report with recommendations for offline activations on-campus and for online creative engagement 	18 Weeks (Mid-September 2025) after the contract signing

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 Saturday 19 April 2025, 23:00pm 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.

- Technical proposal, in response to the requirements outlined in the service requirements / TORs.
- Signed Declaration Form, to be submitted strictly in accordance with the document.
- 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 : **[Wednesday 23 April 2025 , at 14:00 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:

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

- The following reference must be included by the Bidder in the email subject line:
 - UNFPA/EGY/RFQ/25/011– [Company name], Technical Bid
 - UNFPA/EGY/RFQ/25/011- [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.

Criteria	[A] Maximum Points	[B] Points obtained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology, level of understanding of the assignment objectives and responding to requirements outlined in the TORs	100		30%	
Relevant professional experience in advertising , branding and media in Egypt (Full score for at least 5 years' experience)	100		30%	
Specific experience and expertise in working with International development organizations with large scale digital media presence (CVs, links & references mandatory requirement)	100		20%	

Quality of previous similar assignments and clarity of communication campaigns and reporting (sample: links for similar campaigns, reports and portfolio required)	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)
	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](#).

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/25/011
Currency of quotation :	EGP
Validity of quotation: (The quotation must be valid for a period of at least 3 months after the submission deadline)	

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	-Desk review conducted (including meetings) with service providers and beneficiaries of the units. -Report with findings and recommendation developed and submitted to UNFPA				
2	-At least 3x creative concepts for a complete branding and visual identity that communicates the objective of the “Anti VAW Units” brand are developed -3x rounds of reviews, feedback and amends conducted to agree upon the best option				
3	- Testing the selected concept with FGDs - 3x production proposals for the execution of the chosen concept finalized (covering brand logo, campaign tagline, messages for online and offline campaign)				
4	- Final branding refined and submitted to UNFPA - Development and submission of branding strategy to be launched through digital media				
5	-Submission of digital media campaign launch plan to be approved by UNFPA and national partners				
6	-Support the execution of the digital launch plan				

	-Submission of the final report with recommendations for offline activations on-campus and for online creative engagement				
<i>Total Professional Fees</i>					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 details				
<i>Total Out of Pocket Expenses</i>					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/25/011 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"/>
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"/>

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.

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**

Branding of Anti VAW Units

Background

In 2018, UNFPA launched efforts to achieve three transformative results, ambitions that promise to change the world for every man, woman and young person: (a) end the unmet need for family planning, (b) end preventable maternal deaths and (c) end gender-based violence and all harmful practices. The UNFPA Egypt current country programme is relevant to the 2030 Agenda, it contributes primarily to the progressive achievement of SDG Goals 3 (Good Health and Well-Being) and 5 (Gender Equality). The programme is aligned with national development priorities outlined in Egypt's Vision 2030 and National Population Strategy and the United Nations Partnership Development Framework (2018-2022).

The programme aims to assist the country in achieving the goals of Egypt's Vision 2030 and The programme target groups are women, adolescents and youth, particularly those most in need, including persons with disabilities, rural communities, migrants and people affected by emergencies.

The Anti-Violence Against Women (VAW) University Units is a national initiative to support a safe educational space for women in Universities. This model was designed by UNFPA in partnership with the National Council for Women (NCW) and is currently established in 42 universities across Egypt.

These units serve as a direct entry point for women on campus who have been exposed to gender-based violence (GBV), providing informal and formal reporting channels, access to psychological first aid, and referrals to essential medical and legal services. Beyond service provision, the units also engage students in awareness campaigns to increase understanding of different forms of GBV and the available support services for survivors. The initiative aligns with Egypt's Women Empowerment Strategy 2030, focusing on the protection pillar and the findings of the Economic Cost of Violence Study.

To enhance the visibility and impact of the Anti-VAW University Units, UNFPA seeks to contract a branding/production agency to develop a comprehensive branding strategy that will elevate the recognition and awareness of these units among students, faculty, and stakeholders.

Objective:

The objective of this contract is to develop and evolve the brand strategy for the Anti-VAW University Units into a creative concept and lay out execution stages to further promote the initiative. The branding strategy should effectively communicate the mandate, services, and impact of the units while ensuring accessibility and engagement among university students.

Scope of Work

The contracted agency will be responsible for the following:

A. Brand Development

3. Conduct a **brand assessment** of the current identity and perception of the Anti-VAW University Units collect insights from university students and staff members through surveys, focus groups, or interviews to explore their perceptions and expectations
4. Develop a **branding strategy** that includes:
 - Brand positioning
 - Key messaging and value proposition
 - Target audience analysis
 - Visual identity concept
5. Create a **brand identity package**, including:
 - Logo and tagline
 - Color palette and typography
 - Graphic elements and brand guidelines

B. Creative Concept & Content Development

6. Design and produce **high-quality visual and digital assets**, including:
 - Brochures, posters, and awareness materials for university campuses
 - Social media assets (graphics, infographics, animations)
 - Branded templates for reports and presentations
7. Create student engagement toolkits, including interactive content and awareness-raising materials.

C. Brand Activation & Implementation Plan

6. Develop an **execution roadmap** detailing steps to roll out the brand across 42 universities.
7. **Propose an engagement strategy** to involve students, faculty, and university staff in the promotion of the units.
8. Recommend branding techniques for both online and offline platforms to ensure broad reach and impact.
9. **Develop a social media campaign** to launch the brand identity.
 - Create **social media posts, key messages, and a campaign timeline**.
 - Develop a content plan for different platforms to ensure broad engagement.
 - Provide a **campaign toolkit** that UNFPA and NCW can use to implement the campaign

Deliverable time frame and payment conditions

	Deliverable	Percentage	Deadline
1	<ul style="list-style-type: none"> - Desk review conducted (including meetings) with service providers and beneficiaries of the units. - report with findings and recommendation developed and submitted to UNFPA 	15%	Within 3 weeks from signing the Contract
2	<ul style="list-style-type: none"> - At least 3x creative concepts for a complete branding and visual identity that communicates the objective of the “Anti VAW Units” brand are developed - 3x rounds of reviews, feedback and amends conducted to agree upon the best option 	15%	6-8 weeks from signing the Contract
3	<ul style="list-style-type: none"> - Testing the selected concept with FGDs - 3x production proposals for the execution of the chosen concept finalized (covering brand logo, campaign tagline, messages for online and offline campaign) 	20%	10 weeks (Mid-July 2025) from signing the Contract
4	<ul style="list-style-type: none"> - Final branding refined and submitted to UNFPA - Development and submission of branding strategy to be launched through digital media 	20%	14 weeks (Mid-August 2025) after the contract signing
5	<ul style="list-style-type: none"> - Submission of digital media campaign launch plan to be approved by UNFPA and national partners 	10%	16 Weeks (End of August 2024) after the contract signing
6	<ul style="list-style-type: none"> - Support the execution of the digital launch plan - Submission of the final report with recommendations for offline activations on-campus and for online creative engagement 	20%	18 Weeks (Mid-September 2025) after the contract signing

Detailed Description of deliverables:

- The agency will present **3 visual identity concepts** to UNFPA . Each visual identity concept will include a logo and font direction, with different mock-ups where the logo will be applied (corporate, advertising, ... etc.), and guidelines on how the logo shall be placed next to other logos.
- Through three rounds of reviews and amendments, UNFPA will select one direction.
- The selected direction will be tested to a focus group discussions (FGDs) of the following criteria:
 1. cultural sensitivity

2. simple language
 3. meets the needs and sensitivity of VAW victims
 4. attractive
 5. approved by national partners
 6. follows UNFPA guidelines
- Social Media Campaign toolkit which includes: posts, key messages, and a timeline for implementation by UNFPA-NCW

Qualifications & Experience

The selected agency should have:

- Sold experience and proven track record in branding, marketing, and communications.
- At least 5 years' experience in social impact campaigns, preferably related to gender equality, women's rights, or GBV awareness.
- Excellent Expertise in graphic design and content production
- Strong understanding of digital engagement strategies for youth audiences.
- Previous experience working with UN agencies, International/multinational companies, NGOs, or governmental entities is an asset.

Proposal Submission Requirements

Interested agencies must submit a proposal that includes:

1. **Company profile** outlining relevant experience.
2. **Portfolio of previous branding and communication campaigns.**
3. **Technical proposal** detailing the approach, methodology, and work plan.
4. **Financial proposal** including a detailed cost breakdown.
5. **Team composition** and CVs of key personnel.