



Date: 29 August 2022

## **Re-Advertising REQUEST FOR QUOTATION RFQ N° UNFPA/EGY/RFQ/22/012**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

### **“Branding of Safe Women’s Clinics”**

UNFPA requires the provision of; develop and evolve the brand strategy into creative conception and to lay out the execution stages to further promote Safe Women clinics including a digital launching of the brand.

#### **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/about-us)

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

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

- **Background information**  
Safe Women Clinics fall under UNFPA’s national program to combat all forms of GBV through a direct partnership with the National Council for Women since 2019 to implement the national Women’s Empowerment Strategy 2030 in partnership with line-ministries, state partners and CSOs. The program adopted the international Essential Services Package (ESP) global standards. Through the ESP framework the legal, medical and social services in Egypt for women subjected to violence are enhanced to better respond to their needs. Under the same programmatic vision adopted by UNFPA, the adoption of the national referral pathway in 2019 for women subjected to violence is one of the important results of the ESP national implementation in Egypt. The referral pathway currently serves as the baseline of national interventions in the legal, medical, social services coordinated by the National Council for Women to ensure that women subjected to violence have access to comprehensive response, and that national service providers are able to ensure referral among the three sectors.
  
- **Development objective(s)**  
UNFPA will require the development of the branding identity and the creative concept, development of branding strategy and launching (through media, digital media and public engagement). UNFPA will also require the company to carry out the digital media launching of the branding concept through proposed modes of social media engagement, public figures partnerships and digital media platforms during the 16 days of Activism Global Campaign.

- **Outputs / Deliverable(s);** Please review detailed deliverables including the time frame for each deliverable attached as Annex II - TORs
  - 1- Desk review conducted (including meetings) with service providers and beneficiaries of the clinics. 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 “Safe Women clinics” brand are developed. 3x full 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
- **Activities;** please review detailed required activities attached as Annex II- TORs
  1. Conduct a desk review
  2. Develop 3 creative branding concepts
  3. Conduct a pretesting consultative process to test the branding concepts
  4. Conduct a testing process of the branding concepts
  5. Refine and finalize the selected branding identity
  6. Develop guidelines on branding (positioning). in light of
- **Inputs;**  
UNFPA branding guidelines
- **Timing / Schedule**  
Project duration: September 2022- February 2023

## 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 Tuesday 6 September 2022; 02:00pm Cairo Local Time. Questions will be answered in writing and shared with 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 **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.
- 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 address indicated below no later than : [Monday, 12 September, 2022, 02:00pm Cairo Local Time ]<sup>1</sup>.

Name of contact person at UNFPA:	<i>Operations Unit</i>
Official Email address:	<a href="mailto:egypt.tenders@unfpa.org">egypt.tenders@unfpa.org</a>

Please note the following guidelines for electronic submissions to UNFPAs SCMU’s dedicated email address:

- The following reference must be included by the Bidder in the email subject line:
  - UNFPA/EGY/RFQ/22/012 – [Company name], Technical Bid
  - UNFPA/EGY/RFQ/22/012 - [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.
- Please do **NOT** send the emails containing your offer to any other email address (not even as a copy (CC) or blind copy (BCC)); otherwise UNFPA will not be able to guarantee confidentiality and fair and transparent handling of your bid. UNFPA reserves the right to reject bids sent via the appropriate channel but copied or blind copied to other email addresses.
- 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.
- When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the **first** email. Should your offer require you to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. If you do not receive any auto-reply for the first email from UNFPA’s email system, please inform [Noha El-Maraghy] at: [\[elmaraghy@unfpa.org\]](mailto:elmaraghy@unfpa.org)

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

- 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
Demonstrated experience in advertising, branding and media in Egypt	100		40%	
Proposed methodology, approach and timeline	100		20%	
Organizational capacity of company/organization	100		15%	
Relevance of proposal to requirements outlined in the TOR	100		15%	
Demonstrated experience working with international development organizations and large-scale digital media presence	100		10%	
<b>Grand Total All Criteria</b>	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] 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:

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

### 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 / Professional Service Contract on a fixed-cost basis] 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

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.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).



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**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 Ms. Frederika Meijer, Egypt Country Office Representative at [meijer@unfpa.org](mailto:meijer@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/22/012
<b>Currency of quotation :</b>	EGP
<b>Delivery charges based on the following 2020 Incoterm:</b>	Choose an item.
<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 **exclusive of all taxes**, since UNFPA is exempt from taxes.

Item	Description	Number & Description of Staff by Level	Daily/Monthly Rate	Days/months to be Committed	Total
<b>1. Professional Fees</b>					
1	- Desk review conducted (including meetings) with service providers and beneficiaries of the clinics. - 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 "Safe Women clinics" brand are developed - 3x full 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				
<b>Total Professional Fees</b>					EGP
<b>2. Out-of-Pocket expenses</b>					



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<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/22/012 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click here to enter a date.	
Name and title	Date and place	





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**ANNEX I:**  
**General Conditions of Contracts:**  
**De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in [English](#):

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



## **Annex II.**

### **TOR – Branding of Safe Women’s Clinics**

#### **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.

Safe Women Clinics fall under UNFPA’s national program to combat all forms of GBV through a direct partnership with the National Council for Women since 2019 to implement the national Women’s Empowerment Strategy 2030 in partnership with line-ministries, state partners and CSOs. The program adopted the international Essential Services Package (ESP) global standards. Through the ESP framework the legal, medical and social services in Egypt for women subjected to violence are enhanced to better respond to their needs. Under the same programmatic vision adopted by UNFPA, the adoption of the national referral pathway in 2019 for women subjected to violence is one of the important results of the ESP national implementation in Egypt<sup>2</sup>. The referral pathway currently serves as the baseline of national interventions in the legal, medical, social services coordinated by the National Council for Women to ensure that women subjected to violence have access to comprehensive response, and that national service providers are able to ensure referral among the three sectors.

Hence, the establishment of the “**Safe Women Clinics**” comes to fill the gap in existing socio-medical services and to improve referral mechanisms among the three sectors. Since 2020, UNFPA supported the establishment of 8 Safe Women clinics in university hospitals (Cairo, Ain Shams, Mansoura, Assiut, Bani Sweif, Banha, Menya and 6th of October University Hospitals). In addition to a pilot partnership with the Ministry of Health to offer Safe Women clinics services for women subjected to violence under the Primary Health Care in Cairo. In each clinic, doctors and nurses are regularly trained to offer comprehensive socio-medical response, psychological support, reporting and case management of incidents of violence. The role of the clinics goes beyond primary medical services, first line psychological support and reporting where it offers referral to National Council for Women for legal and social services, internal hospital referral if needed and also case management for every patient.

The clinics model is now considered a promising good practice for specialized medical response and an important entry point for victims of violence. UNFPA continues in partnership with NCW and Ministry of Health to expand the model to reach additional governorates.

#### **Objective:**

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<sup>2</sup> <https://egypt.unfpa.org/en/national-referral-pathway-women-and-girls-subjected-violence>



Contract a suitable branding/production agency to develop and evolve the brand strategy into creative conception and to lay out the execution stages to further promote Safe Women clinics including a digital launching of the brand.

UNFPA will require the development of the branding identity and the creative concept, development of branding strategy and launching (through media, digital media and public engagement). UNFPA will also require the company to carry out the digital media launching of the branding concept through proposed modes of social media engagement, public figures partnerships and digital media platforms during the 16 days of Activism Global Campaign<sup>3</sup>.

**Timeline:**

Contract duration: Five months

**Timeframe and Scope of Work**

	<b>Deliverable</b>	<b>Percentage</b>	<b>Deadline</b>
<b>1</b>	<ul style="list-style-type: none"> <li>- <b>Desk review conducted (including meetings) with service providers and beneficiaries of the clinics.</b></li> <li>- <b>report with findings and recommendation developed and submitted to UNFPA</b></li> </ul>	<b>15%</b>	<b>3 weeks from signature</b> (9 October 2022)
<b>2</b>	<ul style="list-style-type: none"> <li>- <b>At least 3x creative concepts for a complete branding and visual identity that communicates the objective of the “Safe Women clinics” brand are developed</b></li> <li>- <b>3x full rounds of reviews, feedback and amends conducted to agree upon the best option</b></li> </ul>	<b>15%</b>	<b>6-8 weeks from signature</b> (10th November 2022)
<b>3</b>	<ul style="list-style-type: none"> <li>- <b>Testing the selected concept with FGDs</b></li> <li>- <b>3x production proposals for the execution of the chosen concept finalized (covering brand logo, campaign tagline, messages for online and offline campaign)</b></li> </ul>	<b>20%</b>	<b>10 weeks from signature</b> (24th November 2022)
<b>4</b>	<ul style="list-style-type: none"> <li>- <b>Final branding refined and submitted to UNFPA</b></li> <li>- <b>Development and submission of branding strategy to be launched through digital media</b></li> </ul>	<b>20%</b>	<b>14 weeks from signature</b> (22nd December 2022)
<b>5</b>	<ul style="list-style-type: none"> <li>- <b>Submission of digital media campaign launch plan to be approved by UNFPA and national partners</b></li> </ul>	<b>10%</b>	<b>16 weeks from signature</b> (5th January 2022)
<b>6</b>	<ul style="list-style-type: none"> <li>- <b>Support the execution of the digital launch plan</b></li> <li>- <b>Submission of the final report with recommendations for offline activations on-campus and for online creative engagement</b></li> </ul>	<b>20%</b>	<b>final week before contract expiry</b> (10th February 2023)

**Detailed Description of deliverables:**

<sup>3</sup> <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism>

- The agency will present **3 visual identity concepts** to UNFPA . Each visual identity concept will include a new/renewed 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

#### **Expected activities and deliverables:**

1. Conduct a desk review, in-depth meetings with doctors, nurses and direct beneficiaries of the clinics and provide a mapping with findings and recommendation of the branding concepts: study Safe Women clinics background, defining its target audience and learning its objectives to inform the production phase of the 3 creative concepts of Safe Women Clinics branding identity,
2. Develop 3 creative branding concepts: The concepts will be shared with UNFPA (who will also discuss with its partners) and after three rounds of reviewing and amending the concepts, UNFPA will select one concept to be adopted.
3. Conduct a pretesting consultative process to test the branding concepts: The company will test the selected concept to a focus group with a criterion that UNFPA provides
4. Conduct a testing process of the branding concepts: this includes collecting partners' input including through the FGDs and agreement on a chosen concept. This will be followed by presenting 3x production proposals for the execution of the chosen concept.
5. Refine and finalize the selected branding identity based on the feedback from the previous stages and deliver to UNFPA
6. Develop guidelines on branding (positioning) in light of UNFPA branding guidelines and the partnerships with the Private Sector under the Private Sector Coalition.

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

- The company will work in close coordination with UNFPA's communications and gender team
- All deliverables are to be submitted to UNFPA for discussion/clearance prior to finalization.
- Present ToR may be subject to modification without changing the overall objective and the scope of work on the basis of mutual consultation. UNFPA will hold the copyright of the assignment products.



**Competency and expertise:**

1. Proven extensive experience ( 3-5 years) in the implementation of offline and online media campaigns (public area branding, social media, TV spots, etc.).
2. Proven expertise for a minimum of 5 years in the area of advertising, media, branding, or any other relevant field.
3. Prior experience working with international organizations on women’s empowerment, reproductive health and family planning, gender-based violence and harmful practices, is considered an asset.

**Professionalism:**

The selected company has to demonstrate solid experience in design thinking and social innovation, conducting capacity development workshops, the ability to work under strict deadlines and flexibility to accommodate various requests and needs of the client/s.

**Coordination:**

UNFPA will closely collaborate with the selected company to ensure the smooth and timely implementation of the assignment.

**Teamwork:**

Proven teamwork experience will be highly considered.

**Technical Experts:**

The selected company shall make sure that the needed number of high caliber professionals in each necessary aspect of work are available to ensure the optimal quality of the project.

**Supervision:**

UNFPA will provide job-related guidance in a timely manner through the UNFPA team. The selected implementing agency will report to the Gender Specialist and will coordinate with the UNFPA Communications team and UNFPA implementing partners communications teams.

**Qualifications and Experience:**

Company’s portfolio and CV is required in order to prove the standard of quality of the company’s previous work.

**Submission and Selection Criteria:**

Demonstrated experience in advertising, branding and media in Egypt	Proposed methodology, approach and timeline	Organizational capacity of company/organization	Relevance of proposal to requirements outlined in the TOR	Demonstrated experience working with international development organizations and large-scale digital media presence	Total



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40 Points	20 Points	15 Points	15 points	10 points	100 Points
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The submission of each company shall contain technical and financial offers as follows:

1. Technical offer
2. Financial offer including; Detailed Budget
3. Completed Quotation Form (attached with the Request for Quotations Announcement)