



Date: **[June, 23, 2016]**

## **REQUEST FOR QUOTATION RFQ N° UNFPA/IRQ/RFQ/16/006**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following items:

### **“Production of 3 Public Service Announcements as part of Behavioral Change Campaign to Combat Child Marriage in Kurdistan Region, North Iraq”.**

UNFPA requires the provision of UNFPA Iraq and its partners are working to initiate a behavioral change campaign to combat child marriage in Kurdistan region through using different media outlets and channels. Accordingly, UNFPA is planning to produce 3 Public Service Announcements each covering one segment of the campaign target audience, young women, families/parents, the general society in Kurdistan region.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver in the country, or through an authorized representative.

#### **I. Terms of Reference (ToR)**

##### **Background:**

While the rates of child marriage globally have decreased in the past 30 years, the rates of child marriage in Iraq are some of the highest in the Middle East. Child marriage is defined as marriage of a child under 18 years old and it disproportionately affects girls; globally, more than 700 million women alive today were married before their 18th birthday and more than one in three (about 250 million) entered into a union before age 15.

Child marriage has disastrous and life threatening effects on the health, protection, health, economic, social and psychological development and wellbeing of children. It limits their access to education, sexual and reproductive health care and increases their isolation. A girl under 15 years is five times more likely to die in childbirth than a grown woman is; young girls are at increased risk of contracting HIV due to a lack of negotiation power for safe sex and are more likely to experience domestic violence than those who marry later. Sex with a child under the minimum age of consent and unwanted sexual relationships are gross violations of a child’s rights, regardless of whether they take place within the context of a marriage. Child brides typically end up having children at a young age and are often much younger than their husbands. In many countries, marriages of children under 18 are not legally recognized and this has implications for the birth registration of their children.

In Iraq, child marriage is a practice that in many communities is culturally, religiously and socially accepted and this is exacerbated in refugee and Internally Displaced People (IDP) contexts. 21% of females between 15-19 years are currently married in Iraq. The recent and ongoing conflict and displacement has disproportionately affected adolescent girls. The majority are out of school, experience growing levels of sexual violence, abductions, sexual harassment, early and forced marriage, sexual exploitation and abuse and have restrictions placed on their movement by their families. Limited opportunities for education remain a major obstacle.



Additionally, many families are afraid to send their girls to school due to security concerns, and girls continue to be at risk of GBV and early marriage as a coping strategy. Key findings from the 2014 Interagency Child Protection Assessment Erbil, Sulaymaniyah and Duhok indicate that child marriage was one of the most common forms of GBV reported by key informants (24.06%). Whilst the amended Law on Personal Affairs No. 188/1959 sets the minimum age of marriage at 18 years, it allows for the marriage of children between the ages of 15 and 17 if the approval of their legal guardians is obtained. The Kurdish Regional Government (KRG) raised this age to 16, but it remains below the global standard of 18 years.

In the Kurdistan Region of Iraq (KRI), child protection and gender based violence (GBV) actors have identified a gap in the prevention of and response to child marriage. In order to harmonize efforts to prevent and respond to child marriage in the KRI, the Child Marriage Task Force was established, with representation from the child protection and SGBV working groups in KRI, to provide technical support, build capacity and coordinate responses to address child marriage.

**Product:**

UNFPA Iraq and its partners are working to initiate a behavioral change campaign to combat child marriage in Kurdistan region through using different media outlets and channels. Accordingly, UNFPA is planning to produce 3 Public Service Announcements each covering one segment of the campaign target audience, young women, families/parents, the general society in Kurdistan region.

**Responsibilities:**

The selected company will be responsible for all phases of the production of the 3 public service announcements. The company will also be responsible for testing and measuring the proposed messages and ideas in the PSAs will result in the expected impact among the local society with focus on the target audience segments.

**Target Audience:**

1. Primary: Young and adolescent girls in Kurdistan region. (including IDPs and Syrian Refugees)
2. Secondary: Households decision makers
3. Tertiary: Local community

**Deliverables:**

- Development of a visual Identity & branding toolkit for the campaign
- Development of creative concepts and main messages that suits each specific group of the target audience of the campaign (adolescent girls and young people, families, the society)
- Development & production of 3 TV spots
- Develop a PR outreach plan for the campaign in 2016 with special focus on highly viewed TV programs and talk shows by the target audience in each component respectively

**\* Copyrights, Patents and other Proprietary Rights**

- UNFPA shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract;



- Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UNFPA in compliance with the requirements of the applicable law.

### **Delivery Date of the final copies of the 3 Public Service Announcements: 1 August 2016**

#### **II. 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](#)

#### **III. Questions**

Questions or requests for further clarifications should be submitted in writing to the contact person below:

Name of contact person at UNFPA:	<i>Mr. Mohamed Megahed</i>
Tel No:	+964 750 0957456
Email address of contact person:	<a href="mailto:megahed@unfpa.org">megahed@unfpa.org</a>

The deadline for submission of questions is [**30 June 2016**]. Questions will be answered in writing and shared with all parties as soon as possible after this deadline.

#### **IV. Content of quotations**

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the specifications should comply with:
- b) Price quotation, to be submitted strictly in accordance with Price Quotation Form.

Both parts of the quotation must be signed by the 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 IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below no later than : [**Sunday, July 7 2016 at 5:00 PM Iraq Time**]<sup>1</sup>.

Name of contact person at UNFPA:	<i>Mr. Firas Hanna</i>
Email address of contact person:	<a href="mailto:bid.iraq@unfpa.org">bid.iraq@unfpa.org</a>

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/IRQ/RFQ/16/006**. Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total e-mail size may not exceed **10 MB (including e-mail 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.

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



## VI. Overview of Evaluation Process

Quotations will be evaluated based on the compliance with the technical specifications and the total cost of the goods (price quote).

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated for technical compliance prior to the comparison of price quotes.

## VII. Award

UNFPA shall award a Purchase Order to the lowest priced bidder whose bid has been determined to be substantially compliant with the bidding documents.

## 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 goods 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 shipping documents, invoice and other documentation required by 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 Office of Audit and Investigation Services of UNFPA as well as with any other oversight entity authorized by the Executive Director of UNFPA 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 contract, 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 treated in connection with the solicitation or award of a contract may submit a complaint directly to the UNFPA Head of Operations Unit Ms. Naila Akchurina at [Akchurina@unfpa.org](mailto:Akchurina@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, Procurement Services Branch 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>	Click here to enter a date.
<b>Request for quotation N°:</b>	UNFPA/IRQ/RFQ/16/06
<b>Currency of quotation:</b>	USD
<b>Validity of quotation:</b> <i>(The quotation shall be valid for a period of at least 3 months after the submission deadline.)</i>	
<b>Date of Delivery</b>	

Price Quotation Form					
Item	Product Name & Description	UOM	Unit Price	Number of Units	Total (USD)
1					
2					
3					
4					
<b>GRAND TOTAL</b>					

*Vendor's Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/IRQ/RFQ/16/03 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

### 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](#), [Spanish](#) and [French](#)