REQUEST FOR QUOTATION
RFQ Nº UNFPA/MYS/RFQ/23/002

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“Communication Consultancy Agency for UNFPA Malaysia Country Office”

UNFPA requires the provision of a communications consultancy company to support the communications work of the Country Office. The consultant company will provide a wide range of support to the Country Office including development of a communication and advocacy strategy, communications and advocacy materials, articles, stories and opinion pieces, content for social media, and support in delivery of key events.

About UNFPA
UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. UNFPA’s strategic plan (2022-2025) focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices against women and girls.

In a world where fundamental human rights are at risk, we need principled and ethical staff, who embody these international norms and standards, and who will defend them courageously and with full conviction.

UNFPA Malaysia Country Office is dedicated to ensuring UNFPA’s position as a credible and trusted development agency in the country, supporting advocacy efforts and raising awareness about UNFPA’s work and its impact in Malaysia.

UNFPA expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA Malaysia, please visit the Country Office’s official website here.

Service Requirement/Terms of Reference (ToR)
Objective and scope of the Services

To conceptualise and execute the following advocacy campaigns and events based on campaign agenda set by UNFPA:

1. Conference with Religious Leaders (September 2023)
2. Sabah Report Launch and Policy Dialogue (October/November 2023)
3. Launch of Confinement Centre Report
4. International Day of the Older Persons (October 2023)
6. International Day for the Elimination of Violence Against Women (November 2023)
   a. Orange the Nation Campaign

The appointed Communications Agency will support the UNFPA Malaysia Country Office (CO) with the aforementioned events/campaigns to:

- Advancing gender equality and women’s empowerment
- Ensuring universal access to sexual and reproductive health and rights and
- Promoting healthy aging.

These goals are aligned with goals set in the ICPD (International Conference on Population and Development), the SDGs (Sustainable Development Goals), and the CEDAW (Convention on the Elimination of All Forms of Discrimination Against Women). The target includes changing public social norms, building advocates for the issues among key stakeholders such as young people, parliamentarians, and other important public figures; strengthening collaborations/campaigns with other like-minded agencies with common goals; and building strategies to advance goals with policymakers.

Scope of work:

All events and campaigns are to include:

1. Creation and dissemination of press releases
   a. To be available in English and Bahasa Malaysia
2. Creation and dissemination of media article (1 for each event/campaign and 2 ad-hocs when the need arises)
3. All event and campaign or ad-hoc related materials including but not limited to
   a. Event brochures, buntings and posters
b. Digital advocacy materials including but not limited to: Videos (must: optimised for Reels/vertical format), ad-hoc live streams/videos for reactive content.

4. Securing media opportunities
   a. Print and online media

5. Monthly meetings
   a. To receive updates and understand the barriers and opportunities to carry out the said events and campaigns.

6. Monthly reports to include:
   a. Of stakeholder engagements, new relationships cultivated for the UNFPA
   b. List of press releases picked up.
   c. Media features - interviews, other UNFPA mentions.

7. Support with media monitoring
   a. Highlight to CO local sensitivities to be aware of
   b. Highlight to CO list of relevant topics

8. Positioning the presence and role of UNFPA & relevant UN agencies as the intellectual and rights-based narratives in all engagements (SDG 2030 agenda)

9. Identifying and making new connections with key stakeholders
   a. In the public, CSOs, NGOs, private sector and media
   b. Building strategies to advance goals with policymakers – work with UNFPA to develop communications strategies that will generate buy-in from the government and policymakers to support UNFPA goals.
   c. Strengthening collaborations/campaigns with other like-minded agencies with common goals – work with UNFPA to identify specific agenda suitable for collaborations with partners, and support establishing collaborations with those partners.

**Duration of Consultancy**

The duration and working schedule are from September 2023 to December 2023.

**Inputs**

UNFPA will provide information and documentation to the vendor including previously developed communications strategy, and other relevant materials. CO will also share previously developed communications materials developed for the Program including videos, country examples, talking points, and thematic briefs. UNFPA will provide access to a Google Drive folder of available photos and videos.
For event support, the cost of venue and required facilities will be borne by UNFPA. For printing of advocacy materials, printing costs will be borne by UNFPA. For all expenses related to travel within Klang Valley (Selangor, Kuala Lumpur and Putrajaya), vendor will bear the cost. For all expenses related to travel outside Klang Valley, the cost will be borne by UNFPA.

For information on UNFPA’s key thematic areas and campaigns, kindly refer to the following:

https://www.unfpa.org/
https://www.unfpa.org/comprehensive-sexuality-education
https://www.unfpa.org/gender-equality

An initial and comprehensive briefing for the vendor by UNFPA staff will be held at the outset of the project. Following this, UNFPA staff will hold weekly update meetings with the vendor throughout the project period and be available to respond to queries on an ad hoc basis by email and phone.

**Supervisory arrangements**

The vendor will directly report to the UNFPA Malaysia Assistant Representative in close consultation with the Communications Consultant. On-going monitoring of the work and periodic reviews will be made on a continuous basis by the UNFPA Representative (Senior Management). Where required, the vendor will also work in coordination with other UNFPA staff who will assist in the process at suitable points of engagement.

**The consultancy company should ideally have:**

- Key personnel with degrees in communication, journalism, social marketing or other relevant fields with extensive work experience for a minimum of two years at least (CV of at least 1 key personnel to be assigned to this project).
- Proven track record of at least 2 years of developing, designing and producing creative content for different types of media campaigns, social messaging.
- Experience and expertise in graphic design, layout and designing, photo and video editing experience and related software
- Knowledge and experience of computers, office software package, website and social media management
- 2 year or more of working experience at the national and international levels in communications, advocacy or related roles
- Extensive experience working with multi-stakeholders, in particular the Government.
- Working experience within the United Nations or similar organisations is highly recommended.
- Strong writing and analytical skills.
United Nations Population Fund  
Menara PJH, Level 10,  
No 2, Jalan Tun Abdul Razak, Precint 2,  
62100 Putrajaya  
Email: mysprocurement@unfpa.org  
Tel : +603-8689 6092 Website: malaysia.unfpa.org

- Full proficiency in English and Bahasa Malaysia is essential.  
- Demonstrate excellent communication and human relations skills.  
- Able to work with a team, adaptable and work under pressure to meet tight deadlines.  
- A degree of familiarity with UN systems particularly the ICPD mandate and understanding of the Malaysian context (political, socio–cultural and economic).

Technical Proposal: Kindly submit the following information for the Technical Evaluation:  
- Brief description of the company and the company’s qualifications: providing information that will facilitate our evaluation of your company/institution’s substantive reliability, such as business licence, company profile, catalogues of the company, and managerial capacity to provide the services.  
- Your company’s understanding of the requirements for services and the objective of this project, including assumptions: Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary.  
- Proposed Approach, Methodology, Timing and Outputs as well as your detailed description of the manner in which your company/institution would respond to the TOR. You should include the number of person hours/days in each specialisation that you consider necessary to carry out all work required.  
- Proposed Team Structure: The composition of the team that you would propose to provide to the assignment, and the work tasks (including supervisory) which would be assigned to each. An organogram/organisation chart illustrating the reporting lines, together with a description of such organisation of the team structure should support your Bid.  
- Proposed Project Team Members: attach the curriculum vitae of the senior professional member of the team and members of the proposed team, providing details of qualification and experience. Evidence of similar contracts/LTAs executed for other clients including contact details, preferably to UN or similar organisations; recommendations letters of executed contracts  
- Audited financial statements from the past three years of operation.

Financial Proposal  
- Kindly submit the Price Quotation Form.

II. Questions  
Questions or requests for further clarifications should be submitted in writing to the contact person below:  
Akylai Apylova, Operations Manager,  
apylova@unfpa.org  
Name of contact person at UNFPA:  
Tel N°:  
+603-8689 6092
United Nations Population Fund
Menara PJH, Level 10,
No 2, Jalan Tun Abdul Razak, Precint 2,
62100 Putrajaya
Email: mysprcurement@unfpa.org
Tel : +603-8689 6092 Website: malaysia.unfpa.org
Fax Nº: +603-8881 0458
Email address of contact person: apylova@unfpa.org

The deadline for submission of questions is **14 August 2023, at 5:00pm (MYT – Time in Malaysia)**. Questions will be answered in writing and shared will parties as soon as possible after this deadline.

### III. Eligible Bidders

This Request for Quotation is open to all eligible bidders; to be considered an eligible bidder for this solicitation process you must comply with the following:

- A bidder must be a legally-constituted company that can provide the requested services and have legal capacity to enter into a contract with UNFPA to perform in the country, or through an authorized representative.
- A bidder must not have a conflict of interest regarding the solicitation process or with the TORs / Technical Specifications. Bidders found to have a conflict of interest shall be disqualified.
- At the time of Bid submission, the bidder, including any JV/Consortium members, is not under procurement prohibitions derived from the [Compendium of United Nations Security Council Sanctions Lists](https://www.un.org/sc/standards/). Bidders have 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](https://www.un.org/sg/strategy/).  

### IV. Content of quotations

Quotations should be submitted via a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid & Declaration From separately (1st email) from their Financial Bid (2nd email) 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 prepared in separate documents and 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: **18 August 2023, at 5:00pm (MYT – Time in Malaysia).**

Name of contact person at UNFPA: **Mohamad Sufian Mohamed Salleh**  
Official Email address: mysprocurement@unfpa.org

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

- The following reference must be included in the email subject line:
- RFQ Nº UNFPA/MYS/RFQ/23/02 – [Company name], Technical Bid
- RFQ Nº UNFPA/MYS/RFQ/23/02 – [Company name], Financial Bid

- Submissions without this text in the email subject line may be overlooked, therefore not considered.
- It is the Bidder’s responsibility to assure compliance with the submission process. If the 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 20 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.
- Should you offer require 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.
- 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.
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<td>Proposed Approach, Methodology, Timing and Outputs and detailed description of the manner in which company/institution would respond to the TOR.</td>
<td>100</td>
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<td>20%</td>
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<td>Company’s understanding of the requirements for services and the objective of this project, including assumptions: assumptions, comments on the data, support services and facilities to be provided as indicated in the TOR</td>
<td>100</td>
<td></td>
<td>20%</td>
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<tr>
<td>Proposed Team Structure: The composition of the team assigned to cater to the assignment, and the work tasks (including supervisory) which would be assigned to each. An organogram/organization chart illustrating the reporting lines, together with a description of such organisation of the team structure should support your Bid. Proposed Project Team Members: the curriculum vitae of the senior professional member of the team and members of the proposed team, providing details of qualification and experience.</td>
<td>100</td>
<td></td>
<td>20%</td>
<td></td>
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<tr>
<td>Evidence of similar contracts/Long Term Agreements executed for other</td>
<td>100</td>
<td></td>
<td>20%</td>
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clients including contact details, preferably to UN or similar organisations if available, at least one without pricing details; Recommendations letters of executed contracts at least one

| Brief description of the company and the company’s qualifications: company/institution’s substantive reliability, such as business license, company profile, catalogs of the company, and managerial capacity to provide the services. | 75 | 15% |
| Audited financial statements from the past three years of operation. | 25 | 5% |

| **Grand Total All Criteria** | 500 | 100% |

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

<table>
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<th>Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted</th>
<th>Points out of 100</th>
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<tr>
<td>Significantly exceeds the requirements</td>
<td>90 – 100</td>
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<td>Exceeds the requirements</td>
<td>80 – 89</td>
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<td>Meets the requirements</td>
<td>70 – 79</td>
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<tr>
<td>Partially meets the requirements</td>
<td>1 – 69</td>
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<tr>
<td>Does not meet the requirements or no information provided to assess compliance with the requirements</td>
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**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 in the specific formula indicated in the TORs. All other price quotes will receive points in inverse proportion according to the following formula:

\[
\text{Financial score} = \left( \frac{\text{Lowest quote (§)}}{\text{Quote being scored (§)}} \right) \times 100 \text{ (Maximum score)}
\]

**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.

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

**VII. Award Criteria**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Purchase Order and Contract for Professional Services 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.

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.

IX. 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 Asa Torkelsson, Representative of UNFPA Malaysia Country Office at torkelsson@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.

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

**Name of Bidder:**

**Date of the quotation:**  
Click here to enter a date.

**Request for quotation Nº:**  
UNFPA/MYS/RFQ/23/02

**Currency of quotation:**  
MYR (Malaysian Ringgit)

**Validity of quotation:**  
*(The quotation shall be valid for a period of at least 3 months after the submission deadline.)*

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

## Item | Description | Quotation
---|---|---
1. Professional Fees | | |
1  | Conference with Religious Leaders (September 2023) | |
2  | Sabah Report Launch and Policy Dialogue (October/November 2023) | |
3  | Launch of Confinement Centre Report | |
4  | International Day of the Older Persons (October 2023) | |
5  | Day of the Girl Child: Launch of Report on Adolescent Pregnancies in Malaysia (October 2023) | |
6  | International Day for the Elimination of Violence Against Women (November 2023) - Orange the Nation Campaign | |
7  | Malaysia Women and Girls Forum 2023 | |

**Total Professional Fees**

## 2. Out-of-Pocket expenses

| Item | Description | Quotation |
---|---|---|
1  | | |
2  | | |
3  | | |

**Total Out of Pocket Expenses**

**Total Contract Price**
I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/MYS/RFQ/23/02 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.

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<th>Vendor’s Comments:</th>
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<tr>
<th>Name and title</th>
<th>Date and place</th>
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<td>Click here to enter a date.</td>
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**DECLARATION FROM**

The undersigned, being a duly authorised representative of the Company represents and declares that:

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<th>The Company and its Management(^1) have not been found guilty pursuant to a final judgement or a final administrative decision of any of the following:</th>
<th>YES</th>
<th>NO</th>
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<td>1.</td>
<td>a. Fraud;</td>
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<td>b. Corruption;</td>
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<td>c. conduct related to a criminal organisation;</td>
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<td>d. money laundering or terrorist financing;</td>
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<td></td>
<td>e. terrorist offences or offences linked to terrorist activities;</td>
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<td>f. sexual exploitation and abuse;</td>
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<td></td>
<td>g. child labour, forced labour, human trafficking; or</td>
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<td>h. irregularity (non-compliance with any legal or regulatory requirement applicable to the Organization or its Management).</td>
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<tr>
<td>2.</td>
<td>The Company and its Management have not been found guilty pursuant to a final judgement or a final administrative decision of grave professional misconduct.</td>
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</tbody>
</table>

\(^1\) “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.
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. ☐ ☐

4. The Company and its Management have not been the subject of a final judgement or a final administrative decision finding them in breach of their obligations relating to the payment of taxes or social security contributions. ☐ ☐

5. The Company and its Management have not been the subject of a final judgement 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 (creating a shell company). ☐ ☐

6. The Company and its Management have not been the subject of a final judgement or a final administrative decision which found the Company was created with the intent referred to in point (5) (being a shell company). ☐ ☐

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 Nº: 

Postal Address: 

Email: 
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](#).

Please note that a PDF version of the General Con