



**Request for Proposal (RFP)**

Ref.no. RFP12/00537/WEE/

Date: 1 June 2012

Dear Sir/Madam,

**Subject: RFP for selection of an organization to facilitate gender self-assessment of print media in the Republic of Moldova**

---

1. You are requested to submit a proposal for consulting services, as per enclosed Terms of Reference (TOR).
2. To enable you to submit a proposal, attached are:
  - i. Instructions to Offerors ..... (Annex I)
  - ii. General Conditions of Contract..... (Annex II)
  - iii. Terms of Reference (TOR)..... (Annex III)
  - iv. Proposal Submission Form .....(Annex IV)
  - v. Price Schedule/Financial Proposal ....(Annex V)
3. Your offer comprising of (1) technical proposal and (2) price schedule/financial proposal, in separate sealed envelopes, marked with “**RFP: Services for facilitation of gender self-assessment of print media in the Republic of Moldova**” should reach the UN Women Moldova office no later than June 27, 2012, 12.00 (Chisinau time) at:

**UN Women Moldova**  
**131, 31 August 1989 Street, MD-2012 Chisinau, Republic of Moldova**  
**Attention: UN Women Gender Advisor**

Contact person for clarifications: Violeta Bunescu, Communication Specialist, UN Women, WEE Programme ([violeta.bunescu@unwomen.org](mailto:violeta.bunescu@unwomen.org))

4. If you request additional information, we would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.
5. You are requested to acknowledge receipt of this letter and to indicate whether or not you intend to submit a proposal.

Yours sincerely,

Ulziisuren Jamsran  
Gender Advisor for Moldova and Ukraine

## Instructions to Offerors

### A. Introduction

#### 1. General

The purpose of this Request for Proposal (RFP) is to solicit proposals from the qualified companies for facilitating gender self-assessment of print media both at national and local level. The assignment will be performed according to the ToR (Annex III) herewith. The Contract will be awarded to the Company with the best proposal, i.e. the proposal that will have the highest score according to the evaluation criteria stipulated under p.22 of Instructions to Offerors.

#### 2. Cost of proposal

The Offeror shall bear all costs associated with the preparation and submission of the Proposal, the UN Women will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

### B. Solicitation Documents

#### 3. Contents of solicitation documents

Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

#### 4. Clarification of solicitation documents

A prospective Offeror requiring any clarification of the Solicitation Documents may notify the procuring UN Women entity in writing at the organisation's mailing address or fax number indicated in the RFP. The procuring UN Women entity will respond in writing to any request for clarification of the Solicitation Documents that it receives earlier than two weeks prior to the deadline for the submission of Proposals. Written copies of the organisation's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

#### 5. Amendments of solicitation documents

At any time prior to the deadline for submission of Proposals, the procuring UN Women entity may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.

In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, the procuring UN Women entity may, at its discretion, extend the deadline for the submission of Proposals.

### C. Preparation of Proposals

#### 6. Language of the proposal

The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and the procuring UN Women entity shall be written in the English language. Any printed literature furnished by the Offeror may be written in another language so long as accompanied by an English translation of its pertinent passages in which case, for purposes of interpretation of the Proposal, the English translation shall govern.

#### 7. Documents comprising the proposal

The Proposal shall comprise the following components:

- (a) Proposal submission form (Annex IV);
- (b) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements;
- (c) Price schedule, completed in accordance with clauses 9 and 10 (Annex V);

## 8. Operational and technical documentation

The operational and technical part of the Proposal shall contain the following documents:

- Company profile containing the description of relevant experience in the field (experience, human resources, technical and managerial capacity in the related field);
- Copy of registration certificate;
- Work-plan and methodology (detailed description of methodology and activities, schedule, agenda);
- CVs of involved consultants, including the role and tasks of each of them;
- Description of quality assurance procedures
- Detailed budget (**presented in a separate envelope**);
- Other relevant documents.

## 9. Proposal form

The Offeror shall structure the operational and technical part of its Proposal as follows:

### (a) Management plan

This section should provide corporate orientation to include the year and state/country of incorporation and a brief description of the Offeror's present activities. It should focus on services related to the Proposal.

This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with the procuring UN Women entity.

### (b) Resource plan

This should fully explain the Offeror's resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror's current capabilities/facilities and any plans for their expansion.

### (c) Proposed methodology

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror's Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response.

Information which the Offeror considers proprietary, if any, should be clearly marked "proprietary" next to the relevant part of the text and it will then be treated as such accordingly.

## 10. Proposal prices

The Offeror shall indicate on an appropriate Price Schedule/Financial Proposal, an example of which is contained in these Solicitation Documents, the prices of services it proposes to supply under the contract.

## 11. Proposal currencies

All prices shall be quoted in MDL and shall be VAT exclusive. For comparison purposes, all other currencies shall be converted into Moldovan Lei using the UN Operational Rate of Exchange on the day of the competition deadline.

## 12. Period of validity of proposals

Proposals shall remain valid for ninety (90) days after the date of Proposal submission prescribed by the procuring UN Women entity, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by the procuring UN Women entity on the grounds that it is non-responsive.

In exceptional circumstances, the procuring UN Women entity may solicit the Offeror's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. An Offeror granting the request will not be required nor permitted to modify its Proposal.

**13. Format and signing of proposals**

The Offeror shall prepare two copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall govern.

The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorised to bind the Offeror to the contract. The latter authorisation shall be indicated by written power-of-attorney accompanying the Proposal.

A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialled by the person or persons signing the Proposal.

**14. Payment**

UN Women shall effect payments to the Contractor after acceptance by UN Women of the invoices submitted by the contractor, upon achievement of the corresponding milestones.

**D. Submission of Proposals**

**15. Sealing and marking of proposals**

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be:

- addressed to –

**UN Women Moldova  
131, 31 August 1989 Street, MD-2012 Chisinau, Republic of Moldova  
Attention: UN Women Gender Advisor**

and,

- marked with –

**"RFP: Services for facilitation of gender self-assessment of print media in the Republic of Moldova"**

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 8 (*Operational and technical documentation*) and in Clause 9 (*Proposal form*) above, with the copies duly marked "Original" and "Copy". The second inner envelope shall include the price schedule duly identified as such.

**Note: if the inner envelopes are not sealed and marked as per the instructions in this clause, the procuring UN Women entity will not assume responsibility for the Proposal's misplacement or premature opening.**

**16. Deadline for submission of proposals**

Proposals must be received by the procuring UN Women entity at the address specified under clause *Sealing and marking of Proposals* no later than **June 27, 2012, 12:00 pm**, Chisinau time.

The procuring UN Women entity may, at its own discretion extend this deadline for the submission of Proposals by amending the solicitation documents in accordance with clause *Amendments of Solicitation Documents*, in which case all rights and obligations of the procuring UN Women entity and Offerors previously subject to the deadline will thereafter be subject to the deadline as extended.

**17. Late Proposals**

Any Proposal received by the procuring UN Women entity after the deadline for submission of proposals, pursuant to clause *Deadline for the submission of proposals*, will be rejected.

**18. Modification and withdrawal of Proposals**

The Offeror may withdraw its Proposal after the Proposal's submission, provided that written notice of the withdrawal is received by the procuring UN Women entity prior to the deadline prescribed for submission of Proposals.

The Offeror's withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause Deadline for Submission of Proposals. The withdrawal notice may also be sent by telex or fax but followed by a signed confirmation copy.

No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the Interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

## E. Opening and Evaluation of Proposals

### 19. Opening of proposals

The procuring entity will open the Proposals in the presence of a Committee formed by the Head of the procuring UN Women entity.

### 20. Clarification of proposals

To assist in the examination, evaluation and comparison of Proposals, the Purchaser may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

### 21. Preliminary examination

The Purchaser will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.

Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The Purchaser's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Offeror by correction of the non-conformity.

### 22. Evaluation and comparison of proposals

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 700 points in the evaluation of the technical proposals.

The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR) and the Instructions to Offerors.

In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation, will be compared. The **cumulative analysis scheme** will be applied with a total score being obtained upon the combination of weighted technical and financial attributes. An Offeror's response to the solicitation document is evaluated and points are attributed based on how well they meet the defined desirable criteria. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 1000 of all the desirable factors of the RFP. The contract will be awarded to the offeror obtaining the highest cumulative score. The following formula will be applied in calculating the cumulative score:

$$B = T + \frac{C_{low}}{C} \times 300,$$

where

$T$  – is the total technical score awarded to the evaluated proposal;

$C$  – is the price of the evaluated proposal; and

$C_{low}$  – is the lowest of all evaluated proposal prices among responsive proposals.

### Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company				
				A	B	C	D	E
1.	Offerors's Expertise and Capacity	30%	210					
2.	Proposed Concept, Work Plan and Approach	35%	245					
3.	Personnel	35%	245					
<b>Total</b>			<b>700</b>					

Evaluation forms for the technical proposals follow. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process.

The Technical Proposal Evaluation Forms are:

Form 1: Expertise of Firm / Organisation Submitting Proposal

Form 2: Proposed Work Plan and Approach

Form 3: Personnel

Technical Proposal Evaluation Form 1			Points Obtainable
<b>1.</b>	<b>Offeror's Expertise and Capacity, including:</b>		
1.1	Reputation of Organisation and Staff (Competence/Reliability)		25
1.2	General Organisational Capability which is likely to affect implementation (i.e. number and type of products/assessments produced/implemented in the past)		35
1.3	Quality insurance procedures		20
1.4	Relevance of:		60
	- Specialized Knowledge	20	
	- Experience in similar Projects	20	
	- Experience with donor/international and/or national governmental organisations	20	
1.5	Proven cumulative experience in development of methodologies for assessments, working with media, organization of trainings, facilitation of long-term exercises, data collection, processing and evaluation of the results of the gender self-assessment exercise, submission of assessment reports		70
	- less than 3 years	50	
	- between 3 and 5 years	60	
	- more than 5 years	70	
Total Part 1			<b>210</b>

Technical Proposal Evaluation Form 2			Points Obtainable
<b>Proposed Work Plan and Methodology</b>			
2.1	The task is well understood and properly (in sufficient detail) addressed and correspond to the ToR		35
2.2	Important aspects of the task are addressed in sufficient details		55
2.3	Different components of the project are adequately weighted relative to one another		55
2.4	Proposal is based on a survey of the project environment, data input is properly used in the preparation of the proposal		30
2.5	Efficient and realistic work plan corresponding to the needs/specifics stipulated in the TOR (sequence of activities is realistic and will ensure effective implementation of the work plan, plan is falling in indicated under the ToR time frames)		70
Total Part 2			<b>245</b>

Technical Proposal Evaluation Form 3			Points Obtainable
<b>Personnel</b>			
3.1	<b>Task Manager/Team leader</b>	Sub-score	<b>150</b>
	Advanced degree in journalism, communication, public relations, social sciences, or equivalent working experience in the sector	15	
	At least 5 years of professional experience in management and	30	

	implementation of media projects and programmes at national level		
	- 5 years	20	
	- more than 5 years	30	
	At least 3 years of professional experience in development of methodologies for media, conducting assessment and analysis of media landscape with focus on gender	40	
	- 3 years	20	
	- more than 3 years	40	
	Excellent analytical skills and abilities to synthesize and clearly present complex procedures and information	25	
	Excellent communication and interpersonal skills required for collaboration with various professional group	15	
	Experience with UN or other donor agencies	5	
	Language qualifications: Fluency in Romanian , English and good knowledge of Russian	20	
	Sub-Score	<b>150</b>	
3.2	<b>Team members/experts</b>	Sub-score	<b>95</b>
	University degree in journalism, communication, public relations, social sciences, or equivalent working experience in the sector	20	
	Sound knowledge of media environment in Moldova and gender issues	50	
	Excellent planning, writing and reporting skills	10	
	Experience with UN or other donor agencies	5	
	Language qualifications: Fluency in Romanian and English. Knowledge of Russian is an asset	10	
	Sub-score	<b>95</b>	
	Total Part 3		<b>245</b>

The nominated Task Manager must be the employee who will be responsible for the overall management and coordination of the project inputs and distribution of operational tasks among the other consultants/experts the entire period set for this contract.

#### **F. Award of Contract**

##### **23. Award criteria, award of contract**

The procuring UN Women entity reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the Purchaser's action

Prior to expiration of the period of proposal validity, the procuring UN Women entity will award the contract to the qualified Offeror whose Proposal after being evaluated is considered to be the most responsive to the needs of the organisation and activity concerned.

##### **24. Purchaser's right to vary requirements at time of award**

The Purchaser reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

##### **25. Signing of the contract**

Within 30 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to the Purchaser.

Failure of the successful Offeror to comply with the requirement of Clause 25 shall constitute sufficient grounds for the annulment of the award and forfeiture of the Proposal security if any, in which event the Purchaser may make the award to the next lowest evaluated Offeror or call for new Proposals.

**General Conditions of Contract****1. LEGAL STATUS**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis UN Women. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UN Women or the United Nations.

**2. SOURCE OF INSTRUCTIONS**

The Contractor shall neither seek nor accept instructions from any authority external to UN Women in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect UN Women or the United Nations and shall fulfil its commitments with the fullest regard to the interests of UN Women.

**3. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES**

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

**4. ASSIGNMENT**

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UN Women.

**5. SUB-CONTRACTING**

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UN Women for all sub-contractors. The approval of UN Women of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.

**6. OFFICIALS NOT TO BENEFIT**

The Contractor warrants that no official of UN Women or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

**7. INDEMNIFICATION**

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UN Women, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

**8. INSURANCE AND LIABILITIES TO THIRD PARTIES**

- 8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4 Except for the workmen's compensation insurance, the insurance policies under this Article shall:
  - (i) Name UN Women as additional insured;
  - (ii) Include a waiver of subrogation of the Contractor's rights to the insurance carrier against UN Women;



(iii) Provide that UN Women shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.

8.5 The Contractor shall, upon request, provide UN Women with satisfactory evidence of the insurance required under this Article.

**9. ENCUMBRANCES/LIENS**

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with UN Women against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

**10. TITLE TO EQUIPMENT**

Title to any equipment and supplies that may be furnished by UN Women shall rest with UN Women and any such equipment shall be returned to UN Women at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UN Women, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UN Women for equipment determined to be damaged or degraded beyond normal wear and tear.

**11. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS**

UN Women 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. At the UN Women's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UN Women in compliance with the requirements of the applicable law.

**12. USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UN WOMEN OR THE UNITED NATIONS**

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UN Women, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UN Women or the United Nations, or any abbreviation of the name of UN Women or the United Nations in connection with its business or otherwise.

**13. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION**

13.1 All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UN Women, shall be treated as confidential and shall be delivered only to UN Women authorized officials on completion of work under this Contract.

13.2 The Contractor may not communicate at any time to any other person, Government or authority external to UN Women, any information known to it by reason of its association with UN Women which has not been made public except with the authorization of UN Women; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

**14. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS**

14.1 Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force which are beyond the control of the Parties.

14.2 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to UN Women, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify UN Women of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, UN Women shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

14.3 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, UN Women shall have the right to suspend

or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

## **15. TERMINATION**

- 15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16 "Settlement of Disputes" below shall not be deemed a termination of this Contract.
- 15.2 UN Women reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UN Women shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3 In the event of any termination by UN Women under this Article, no payment shall be due from UN Women to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures.
- 15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, UN Women may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform UN Women of the occurrence of any of the above events.

## **16. SETTLEMENT OF DISPUTES**

### **16.1. Amicable Settlement**

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

### **16.2. Arbitration**

Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining, including its provisions on applicable law. The arbitral tribunal shall have no authority to award punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

## **17. PRIVILEGES AND IMMUNITIES**

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

## **18. TAX EXEMPTION**

- 18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter-alia, that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with UN Women to determine a mutually acceptable procedure.
- 18.2 Accordingly, the Contractor authorizes UN Women to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with UN Women before the payment thereof and UN Women has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide UN Women with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

## **19 CHILD LABOUR**

- 19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32

thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UN Women to terminate this Contract immediately upon notice to the Contractor, at no cost to UN Women.

## **20 MINES**

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UN Women to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UN Women.

## **21 OBSERVANCE OF THE LAW**

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

## **22 AUTHORITY TO MODIFY**

No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against UN Women unless provided by an amendment to this Contract signed by the authorized official of UN Women.

**Terms of Reference for a Media Association/Organization to facilitate  
Gender Self-Assessment of Print Media in the Republic of Moldova**

**July 2012-July 2013**

**BACKGROUND:**

UN Women jointly with the Government of Moldova represented by the Ministry of Labour, Social Protection and Family and the Ministry of Economy with funding support from Government of Sweden/Swedish International Development Agency (Sida) is implementing the programme “Women’s Economic Empowerment through increasing Employability in the Republic of Moldova” (2009-2013).

This programme aims at addressing the needs of the rural and sub-urban population, especially poor women exercising their social and economic rights through increasing access to quality information and services, strengthening of the key stakeholders capacities and improvement of the legislative and normative framework. It is designed to be fulfilled within four years and aims to target 28 rayons with activities. In 2010 activities were initiated in **four pilot raions**: Singerei, Telenesti, Nisporeni and Cantemir.

The overall goal will be achieved through improved access to quality information and services especially for poor women to gain meaningful job and access to social protection and assistance services provided by the state, private sector and civil society. The programme also envisages to sensitize the media representatives on gender issues and gender based discrimination in Moldova especially in area of employment, self-employment and social protection.

While the project recognizes and respects the ability and credibility of the media organizations in reporting accurately, there is still a need to enhance the capacity of media in gender sensitive reporting, focusing at the local level. UNIFEM (now part of UN Women) implemented successfully a pioneer approach on media gender self-assessment intervention in 2009 among print media. The initiative was based on the consideration that the task of shaping gender realities by changing the public opinion and attitude towards the existing gender misconceptions lies deeply with the mass media institutions due to several reasons:

- Men are represented as independent persons from an economic point of view, or being favored, while women are shown as wives economically dependent of their husbands/partners.
- Discrimination of this type often comes unintentionally, and represents the result of existing preconceptions, stereotypes and cultural norms (dominantly patriarchal), as well as unawareness of the need and requirement to take human rights and gender equality approach in the journalist work.

UNIFEM (now part of UN Women) monitored media institutions –participants of the exercise on the follow up of the initiative. Therefore, human rights and gender sensitive based approach continued to be used in Moldova by media organizations after the exercise.

Methodical self-assessment of mass media’s own products and development of a gender balanced and equitable journalistic message represented the efficient way to assure that media articles are presented in a gender sensitive manner, there is the equal balance of photos and images of women and men in number and message and ongoing remediation of the gender imbalances before release of the article.

Based on this successful implementation, UN Women was requested by the partners to replicate the experience to a broader range of media: print, electronic, and audio-visual. These three initiatives will be mutually coordinated and implemented in close cooperation with UN Women. In this context UN Women intends to hire a media association/s to replicate the media gender self-assessment with special focus on women's employment and social protection aspects.

This initiative will feed into WEE Programme Outcome 2 "Key service delivery and media institutions in MOL have increased resources, structures, procedures, incentives and capacities to implement policies at the local level that promote and protect women's human rights to access to employment and social protection" with specific focus on output 2 "Capacities of the Social Partners (Trade Unions, Employers' Associations) and media enhanced to deliver and/or monitor enforcement of measures aimed at ensuring gender equality in employment, occupation, and pay as well as in social protection areas in MOL", and contribute to fulfillment of activity 2.2.2 "Expand media self-assessment through gender lenses to audio-visual and e-media and continue for print media".

### **SCOPE of WORK:**

Under direct supervision of the Programme Chief Technical Adviser and Programme Analyst, the selected media association (further as Contractor) is expected to fulfill the following objective with the view to promote gender equality and women's human rights in the country:

**Objective:** Strengthen capacities of the representatives from print media from national, regional and local levels for promoting gender equality in Moldova by (i) ensuring a balanced portrayal of women and men in media products, (ii) promoting women as equal partners of development on the pages of print media as well as (iii) promoting gender equality.

This will be done through replicating the media gender self-assessment exercise and building capacity of print media organizations to take into account national legislation, international conventions and treaties in the field of Women's Human Rights and Gender Equality.

More specifically, the Contractor will implement these initiatives in the following stages and will be responsible for the following:

#### **1. Preparatory stage**

- a) Develop the methodology for gender self-assessment of print media in consultation with lead print media representatives and based on previous experience and lessons learnt from the earlier experience in print media gender self-assessment initiative undertaken within UNIFEM Programme. The key criteria, according to which media gender self-assessment was done previously and which needs to be further adjusted/improved is hereto attached as Annex III.1;
- b) Establish print media Evaluation Committee/Board and develop its regulation/Terms of Reference, taking into account an earlier experience. The Evaluation Committee/Board will provide guidance and advice and will assess the results achieved during the entire exercise of media self-assessment;
- c) Develop full Terms of Reference and eligibility criteria for relevant print media organizations that will be involved in a training on Gender and Media and selected to take part in gender self-assessment exercise;
- d) Announce an open Call for Applications from print media at the national and local level to take part in the training on Gender and Media. The initial number of print media

organizations selected for participation in training can be much higher than the number of media to be selected for the gender self assessment exercise per se.

- e) Prepare and conduct 2 days training for the print media representatives selected to participate in the training aiming at providing an introduction to “Gender and Media”, and guidance on how to undertake gender self-assessment of their media products. It is envisaged that self-assessment exercise should lead to improved knowledge and skills of media representatives on gender equality concept ultimately leading to promotion of women as equal partners of development in the context of Moldova.

***Note:** The training module with required handouts and guide for print media is available with UN Women, which needs to be updated.*

- f) Select the participants, from the print media organizations which were involved in the training to undertake gender self-assessment with the financial and conceptual support of the Contractor. 10 national and local media institutions should be selected in the exercise for gender self assessment. Media institutions should be well recognized throughout Moldova, widely read, reliable and trustworthy. 2-3 media institutions should be from local level, ideally from four pilot raions of WEE programme.

***Note:** The selection of the participants will be managed by the Contractor and will consist of the following main steps to be undertaken:*

- Develop an assessment criteria;
- Assist and support conceptually print media organizations in the preparation of their proposals;
- Organize meeting(s) of the Evaluation Committee/Board to review and assess proposals as per established criteria;
- Provide recommendation for the selection of organizations to be sub-contracted by the contractor;
- Document the decisions and recommendations made by the Board;
- Sign sub-contracts with selected organizations for gender self-assessment, comprising of: Action plan, Budget, monitoring/reporting requirements, etc.

*The assessment criteria, evaluation, selection and awarding of sub-contracts will be done in consultation with UN Women.*

- g) Develop and prepare a report on the preparatory stage of the exercise on media self-assessment by the contractor and present to UN Women. The report should comprise of (i) narrative part providing detailed description of the interventions, (ii) qualitative analysis of the process reflecting main conclusions and (iii) recommendations for the selected media institutions to improve the image of women in their media products. . The structure of the report will be jointly coordinated and approved by UN Women.

## **2. Media gender self-assessment**

- a) Selected 10 print media institutions will undertake media gender self-assessment during 9 months according to the agreed methodology, with guidance from the Contractor, resulting in improved representation and image of women on the products of print media, as well as gender balanced media products;
- b) Selected 10 print media institutions will develop monthly self-assessment reports and submit to the Evaluation Committee/Board. The report should include the following aspects: (i) the results achieved from self-assessment work based on criteria and indicators, (ii) modifications operated to eliminate the gender imbalances within the

media products, (iii) lessons learnt during the exercise per se. The structure of the report will be jointly coordinated and approved by the Contractor and UN Women;

### **3. Reporting on media gender self-assessment initiative**

- a) The Contractor will provide three quarterly reports coordinated with the Evaluation Committee/Board on print media gender self-assessment exercise to UN Women and results achieved by the media institutions participating in the exercise. The structure of the report will be jointly coordinated and approved by UN Women;
- b) The Evaluation Committee will carry out the final evaluation upon completion of the media gender self-assessment and the Contractor will submit the final evaluation report to UN Women. The structure of the report will be jointly coordinated and approved by UN Women;
- c) Contractor will collect reports (narrative/financial) from selected media organizations and prepare final cumulative report for submission to UN Women. The structure of the report will be agreed with UN Women;
- d) Coordinate with other Contractors responsible for gender self –assessment of audio-visual and electronic media and develop one comprehensive, compiled report covering “Gender Self-Assessment of Print, Electronic and Audio-Visual Media”, which would be submitted to UN Women.

Tentatively plan of activities from the moment of the contract signing

<b>No</b>	<b>Activity</b>	<b>Time Period</b>	<b>Responsible</b>
1.	Develop the self-assessment methodology for print media as well as all required forms and criteria	three weeks	Contractor
2.	Announce a competition among print media at the national level including local media from the four pilot raions, create the Evaluation Committee, and select the initial target group	three weeks	Contractor
3.	Prepare training materials for the training “Gender and Media” for the selected media institutions, ensure all logistical aspects of the training	one week	Contractor
4.	Conduct 2-days training for selected print media on “Gender and Media”, and ensure all logistical aspects of the training	two days	Contractor
5	Selection of participants, from the initial target group who attended the training, which will undertake media gender self-assessment with the financial and conceptual support provided by the Contractor on behalf of WEE Programme	two weeks	Contractor jointly with the Evaluation Committee
6.	Media gender self-assessment exercise	nine months	Selected media institutions
7.	Monthly reports of the selected media	Monthly, during	Evaluation Committee

No	Activity	Time Period	Responsible
	institutions on self –assessment submitted to the Evaluation Committee	nine months. Reports to be presented at the end of the month.	established by the Contractor
8.	Quarterly reports of the Contractor submitted to UN Women on results achieved by the media institutions participating in the gender media-self assessment exercise.	Quarterly basis Reports to be presented at the end of each quarter	Contractor in collaboration with Evaluation Committee
9.	Final report on gender self-assessment of Media Institutions submitted to UN Women with recommendations to be followed by media	one week	Contractor
10.	Final narrative and financial report of the media self-assessment initiative to UN Women describing the process, implemented activities and results	one week	Contractor
11	Final compiled report on “Gender Self-Assessment of Print, Electronic and Audio-Visual Media”	one week	Contractor

#### DELIVERABLES:

1. Developed **methodology** with all required criteria and forms needed for print media gender self-assessment;
2. Report on implementation of the preparatory stage submitted to UN Women, comprising of narrative part providing **(i)** detailed description of the interventions, **(ii)** qualitative analysis of the process and **(iii)** main conclusions. Moreover, the report shall also include the following:
  - a) Evidence of announcement of the open competition in 5 print media for the selection of the initial target group;
  - b) Establishment of the Evaluation Committee/Board - Terms of Reference and Composition/Membership;
  - c) The number of print media selected for the initial training out of which 50 per cent should be from the local level;
  - d) Detailed information on the trainers which will facilitate the first training on Gender and Media and Guidance on media gender self-assessment exercise;
  - e) Training package, including handouts and other relevant materials used during the training of media representatives selected for this initiative; *Note:* At least one person from the management of each participating media should take part in the initial training;
  - f) Detailed information on the facilitators which will coordinate the gender self-assessment of print media organizations during the entire period of exercise;
  - g) Detailed information on selection of the print media which will participate in the media gender self-assessment exercise including their proposals;
  - h) For the gender self-assessment exercise 10 media institutions should be selected out of which 30 per cent (3 media organizations) should be from the local level, ideally from UN Women WEE Programme pilot raions;



- i) Recommendations for the media institutions participating in the exercise on how to improve the image of women on the pages of print media.
3. Three **quarterly reports** containing the results of each participating print media from national and local level in the gender self-assessment exercise. To ensure synergy and provision of quality reports, the format of the report should cover the following parts:
  - o *Situation analysis;*
  - o *Progress made/update;*
  - o *Challenges/ lessons learned;*
  - o *Planned activities;*
4. Final **evaluation report on gender Self-Assessment of Media Institutions** participating in the exercise with recommendations to be followed by media submitted to UN Women;
5. **Final report submitted to UN Women comprised of narrative and financial parts on implementation of the media self-assessment exercise** among print media covering both national and local, providing thorough analysis, conclusions and recommendations;
6. **Final compiled report on “Gender Self-Assessment of Print, Electronic and Audio-Visual Media”.**

**INPUTS/RESOURCES on behalf of UN Women:**

UN Women will provide the selected media association under this assignment the print media self-assessment methodology previously developed, training module on Gender and Media with required handouts.

**REQUIREMENTS to ORGANIZATIONS/ASSOCIATIONS:**

1. Officially registered legal entity as per Republic of Moldova’s regulations;
2. At least 5 years experience of working in media environment. Highly recommendable to have print media experience;
3. Understanding and adherence to the principles of Human Rights, especially Women’s Human Rights and Gender Equality is required;
4. Previous experience of working with/dealing with women’s rights, gender equality, and gender issues in general;
5. Previous experience in development, implementation, monitoring and reporting on media self-assessment exercise would be considered an asset;
6. Demonstrable, excellent data collection, analysis and report writing skills;
7. Ability to deliver final products on time and within the proposed budget;
8. Adequate human resources base of the organization;
9. Possess technical and material basis to ensure successful implementation of the exercise;
10. Previous experience working with an international organization (would be an advantage);
11. Adherence to/observation of the standard and principles of the UN.

**Requirements to the team to be involved in this initiative:**

1. **Qualified expert (team leader)** with:
  - Advanced degree in journalism, communication, public relations, social sciences, or equivalent working experience in the sector;

- At least 5 years of professional experience in management and implementation of media projects and programmes at national level;
- At least 5 years of professional experience in development of methodologies for media, conducting assessment and analysis of media landscape with focus on gender;
- Excellent analytical skills and abilities to synthesize and clearly present complex procedures and information;
- Excellent communication and interpersonal skills required for collaboration with various professional groups;
- Fluency in Romanian, English and good knowledge of Russian;
- Ability to work under tight deadlines.

**2. Qualified experts (team member) with:**

- University degree in journalism, communication, public relations, social sciences, or equivalent working experience in the sector;
- Sound knowledge of media environment in Moldova and gender issues;
- Excellent planning, writing and reporting skills;
- Knowledge of Romanian and English; Knowledge of Russian is an asset;
- Excellent computer skills and command of relevant software (MS Word, Excel, Power Point).

**Proposals submission modality:**

The operational and technical part of the Proposal shall contain the documents mentioned in Annex I of the Request for Proposals (*Instruction to Offerors*).

A two-stage procedure shall be utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. Detailed *Technical Evaluation Criteria* are provided in the Annex I, clause 22 of the Request for Proposals (*Instruction to Offerors*).

Only the financial proposals of Offerors satisfying the main criteria will be considered. The contract will be awarded to the Offeror obtaining the highest cumulative score, determined following the formula indicated under Clause 22 of the Annex I of the Request for Proposals (*Instruction to Offerors*).

### Annex III.1: Key criteria used to conduct gender media self-assessment

1. **Establishing the thematic network** (how many themes are addressed towards girls/boys or towards both sexes)
2. **Documentation:**
  - Consulted international treaties and national documents
  - Used sex-disaggregated statistics
  - Identification of informational sources (cite or present as sources of information (experts or representatives of state institutions, civil society) both women and men, whenever possible, in order not to present reality unilaterally, from a purely female or male perspective)
3. **Information elaboration**
  - Ensuring a balance between female and male “voices” and their alternatives; sex disaggregation or undertaken surveys
  - In analyzing the problem the following have been taken into consideration:
    - How will women and men “support” the problem
    - How will the problem of women’s and men’s situation be reflected
    - Emphasizing specific women’s and men’s necessities
    - Women’s reproductive role
    - How gender stereotypes, labor division and power equation influence the solution and development of the problem
  - Women’s and men’s situation in a concrete tackled problem is studied in correlation with the following basic development indicators, presented in hierarchic order, starting with the most important:
    - Resources control – *de facto* equality between women and men
    - Participating in decision making - *de facto* equality between women and men
    - Access to resources – *de jure* equality between women and men
  - What are subjects associated with women and men (in presenting women, as a rule, there is a domination of affective adjectives and passive verbs, in comparison with rationally-informative adjectives and dynamic verbs when presenting men);
  - Contextual image of boys/girls (women’s image is loosely contextual, with elements of sex-appeal (the share of pictures of women over 40 is small));
  - What is the main focus (professional competencies; professional, public, private achievements, experiences, etc.), narrative or questions (from interviews, surveys) of female/male journalists;
  - Situations, attitudes, solutions presented in an article, commentaries, pieces of news, others, considered, as a rule, unspecific;
  - The language used (avoiding the conservative, sexist one, the gender invisible one);
4. **Using gender-balanced images** (with girls/boys in public, private and mixed sectors)
5. **Message formulation**
  - -promoted gender values and patterns (traditional/modern, of one or both genders, intense promotion of positive messages on gender partnership in public and private life, of women’s social participation and men’s intense implication in private life).

**PROPOSAL SUBMISSION FORM**

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Professional Consulting services for **for facilitating gender self-assessment of print media both at national and local level** for the sum as may be ascertained in accordance with the Price Schedule attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 90 days from the date fixed for opening of Proposals in the Invitation for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Dated this day /month \_\_\_\_\_ of year \_\_\_\_\_

Signature \_\_\_\_\_

(In the capacity of)

Duly authorised to sign Proposal for and on behalf of

### PRICE SCHEDULE

The Contractor is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section D paragraph 14 (b) of the Instruction to Offerors.

All prices/rates quoted must be exclusive of all taxes, since the UN Women is exempt from taxes as detailed in Section II, Clause 18. '.

The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Price Schedule should include figures for both purchase and lease/rent options. The UN Women reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

The format shown on the following pages should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

In addition to the hard copy, if possible please also provide the information on diskette (IBM compatible).

<b>Price Schedule*:</b>				
<b>Ref. RFP12/00554: Services for gender self-assessment of print media in the Republic of Moldova</b>				
<b>Description of Activity/Item</b>	<b>No of persons /units</b>	<b>No of days/month /units</b>	<b>Rate per day/month / unit</b>	<b>Estimated Amount</b>
<b>1. Remuneration</b>				
1.1 Personnel cost, including: 1. Project Coordinator 2. Project Assistant 3. Consultant/expert on media self-assessment methodology 4. Consultant/expert on development of the final report on "Gender Self-Assessment of Print, Electronic and Audio-Visual Media" 5. Trainers 6. Evaluation Board members 7. Etc. (please specify)				
1.2 Others (please specify)				
Sub-total				
<b>2. Out of Pocket Expenses</b>				
2.1 Training and related support costs: (2 days workshop and meetings of the Evaluation Committee Board) • Rent of venue for workshop • Travel of rayon participants • Accommodation costs • Catering services • Training package (specify)				
2.2 Communications • Communications Cost • Translation services				
2.3 Reproduction and Reports				
2.4 Equipment and other items				
2.5 Sub-contracts to print media organizations involved in gender self-assessment (10 entities) (please specify the costs)				
2.6 Others (please specify)				
Sub-total				
<b>3. Management cost</b>				
3.1 Specify				
Sub-total				

\*Additional budget details explaining the calculations are welcomed.