|  | ***Template to be used for Financial Quotation (RFQ-25-011)*** |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Kindly specify the amount of FGDs, interviews, or any other specific process, staff or input and its cost for each deliverable. If not possible, write N/A. Add more rows when relevant.* | | | | |  |
|  | **NAME OF THE VENDOR:** |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | **Fill in these columns** | | | **This column (G) is automatically calculated** |  |
|  | **Deliverables as per UNFPA RFQ** | **Description**  **(specify type of activity, number of people reached, expenses details, number of locations)** | **Units** | **Unit Cost** | **Total** | **Notes** |
| **1** | **Desk review conducted (including meetings) with service providers and potential beneficiaries of the units.** |  |  |  |  | The total in this row includes the meeting cost in the rows below. |
| **Meetings / in person or hybrid for data collection (Specify type, number and cost)** |  |  |  |  | Please, disaggregate as in the financial proposal the cost for the meetings to develop the desk review noting that no on-campus data collection at this stage is possible as it requires lengthy security clearance. Virtual meetings with students/ academics can be arranged |
| **nb of days for desk review** |  | 5 days |  |  |
| **Other methodologies (specify)** |  |  |  |  |
| **Report with findings and recommendation developed and submitted to UNFPA** |  |  |  |  |  |
| **2** | **At least 3x creative concepts for a complete branding and visual identity that communicates the objective of the “Anti Vaw Units” brand are developed** |  |  |  |  | The total in this row includes the meetings cost in the rows below. |
| **UNFPA requirment: 3x rounds of reviews, feedback and amends conducted to agree upon best option** |  |  |  |  |  |
| **3** | **Testing the selected concept with FGDs** |  |  |  |  | Specify number of FGDs, attendees types/ professions/ gender and numbers and cost for each and total cost.  Bidder to specify the selection criteria and approach adopted  UNFPA will not cover additional costs related to transportation, room booking, hospitality all costs should be reflected in the financial offer |
| **Nb of FGDs (in person)** |  | **3 FGDs** |  | **6 FGDs** |
| **Nb of FGDs (online)** |  | **3 FGDs** |  |  |
| **Travel for target governorates under this deliverable** |  | 3: greater Cairo - Upper Egypt (one governorate), and Delta (one governorate) |  |  |
| **3x production proposals for the execution of the chosen concept finalized (covering brand logo, campaign tagline, messages for online and offline campaign)** |  | 3 |  |  |
| **4** | **Final branding refined and submitted to UNFPA** |  |  |  |  |  |
| **Development and submission of branding strategy** |  |  |  |  | The total in this row includes the meetings cost in the rows below. |
| Identify: audience analysis, proposed communication channels with the target audience, and key messages. |  |  |  |  | Please, disagreggate as in the financial proposal the cost for the development of the comprehensive branding strategy. Add more lines if relevant. |
| **5** | **Submission of digital media campaign launch plan to be approved by UNFPA and national partners** |  |  |  |  |  |
| **Identify: Campaign objective, hashtags, social media calendar, proposed platforms and messages specified for target groups, using each social media platform.** |  |  |  |  | Initial campaign is estimated to run on digital media for 6 weeks maximum with 3-4 posts per week.  Campaign to be executed by UNFPA |
| **6** | **Support the execution of the digital launch plan. Prepare media content (text, audio, and video) and suggested posts (including hashtags).** |  |  |  |  |  |
| **Submission of the final report with recommendations for offline activations on-campus and for online creative engagement** |  |  |  |  |  |
|  |  |  |  | ***Total cost for the proposal*** | **0** |  |