



**REQUEST FOR QUOTATION (“RFQ”) No AZE/002/2015**

**Public Service Announcement  
displaying anti-trafficking of human beings messages  
to be broadcasted in Azerbaijan**

The OSCE Project Co-ordinator in Baku ( “the OSCE”) invites quotations from eligible and qualified companies (“the Bidders”) for the provision of Public Service Announcement (hereinafter called “the Services”) displaying anti-trafficking of human beings messages, to be broadcasted in Azerbaijan as specified in this Request for Quotation and its attachments (hereinafter called “the RFQ Documents”).

The Services are expected to commence in late March 2015.

The request for quotation is funded under the Grant Agreement signed between the OSCE and the United States Agency for International Development (USAID) in Azerbaijan for a project designed at assisting the Government of Azerbaijan and civil society organizations (CSOs) to further improve Azerbaijan’s effectiveness in preventing and combating trafficking in human beings (CTHB) and forced labour.

1. Quotations must be delivered to the below specified address **on or before 16 March 2015, 12:00 (Baku time)** clearly marked as follows:

*[Bidder’s legal name]*

OSCE Project Co-ordinator in Baku  
The Landmark III, 96 Nizami Street, 2<sup>nd</sup> Floor  
AZ1010 Baku , Azerbaijan

Attn.: Chief of Fund Administration

Ref: RFQ/ AZE/002/2015

Deadline: 16 March 2015, 12:00 (Baku time)

Do Not Open, Except in Presence of the OSCE Bid Opening Board

**Technical and Financial Proposals shall be submitted in two separate envelopes** and should be marked as follows. **Both envelopes shall be placed into an outer envelope and sealed.** This outer envelope shall bear the address of the OSCE and the OSCE Bidding Reference Number and Title as indicated above.

*[Bidder’s legal name]*

TECHNICAL Proposal - Ref: RFQ/AZE/002/2015  
Public Service Announcements  
Do Not Open, Except in Presence of the OSCE Bid Opening Board

And

*[Bidder’s legal name]*

FINANCIAL Proposal - Ref: RFQ/AZE/002/2015  
Public Service Announcements  
Do Not Open, Except in Presence of the OSCE Bid Opening Board

2. Quotations sent by email will be accepted. Your quotation shall be addressed and submitted to [tender-az@osce.org](mailto:tender-az@osce.org) e-mail address **ONLY in two separate e-mail messages: one clearly marked message for Technical Proposal and another clearly marked message for Financial Proposal.**

3. Any quotation received by the OSCE after the above deadline will be rejected.

4. Your quotation and all correspondence shall be made **in English.**

5. Your quotation shall be prepared in accordance with the following instructions:

(i) Your quotation shall include the duly completed and signed Forms contained in Section II “Quotation Forms” and any other documents and/or information specified in the RFQ Documents. Failure to complete the Forms and provide required documents and information may result in the rejection of your quotation;

(ii) Your quotation shall contain documentary evidence, to the OSCE’s satisfaction, that establishes you are duly authorized/certified to perform the Services;

(iii) The price(s) in your quotation shall cover all costs for performing the Services including but not limited to remuneration for staff, reimbursable expenses, transportation, equipment and materials, insurance, surveys, etc.

(iv) All prices shall be quoted **in AZN**;

(v) All prices shall be quoted **excluding VAT**;

(vi) Your quotation shall be valid for at least 60 calendars days past the deadline for receipt of quotations;

(vii) Your quotation shall bear the RFQ Reference Number and Title indicated above.

6. Prior to the detailed evaluation, the OSCE will examine the received quotations to determine whether they are complete, whether the documents have been properly signed, and whether the quotations are generally in order. The OSCE may waive any minor informality, nonconformity, or irregularity in a quotation which does not constitute a material deviation, reservation or omission. If a quotation is not substantially responsive, it will be rejected by the OSCE and may not be made later responsive by the Bidder correcting the nonconformity.

7. Arithmetical errors will be rectified on the following basis:

(i) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of the OSCE there is an obvious misplacement of the decimal point in the unit price, in which case the line item total as quoted shall govern and the unit price shall be corrected;

(ii) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and

(iii) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.

8. The OSCE will apply the below described evaluation methodology:

### Least Cost Selection

Each quotation will be evaluated on the basis of its responsiveness to the technical requirements contained in the RFQ Documents by applying the “fail/comply” evaluation criteria specified below. A quotation shall be rejected at this stage if it fails to meet any or several of these requirements.

Item No.	Description	Indicate technical compliance and/or deviation from specifications	Comply/ Fail
A	<p><b><u>Previous relevant experience:</u></b> The vendor should have at least 3 years of experience in preparing Public Service Announcements (PSAs) for issues that are of public importance to warrant donations of space and time by the media</p>	<i>[Please provide information and submit supporting documents]</i>	
B	<p><b><u>Capacity:</u></b> The company must have sufficient human and technical resources to implement preparation and arrange for broadcasting of PSAs in Azerbaijani TV standards</p>	<i>[Please provide information and submit supporting documents, including CVs of key personnel]</i>	
C	<p><b><u>Preliminary scenario concept:</u></b> The company must present PSA concept that tackles the issue of trafficking in human beings in Azerbaijan. The PSA should contribute directly to implementation of the support to the anti-trafficking efforts in Azerbaijan.</p>	<i>[Please provide information]</i>	
D	<p><b><u>Recommended guest speakers/actors:</u></b> In selecting the proposed speakers and/or actors, please note that the concept of PSAs must be national in scope, so that the message has relevance to media audiences in communities throughout Azerbaijan</p>	<i>[Please provide information and submit supporting documents, if any]</i>	

9. During the evaluation of the quotations, the OSCE may ask you to clarify your quotation. The request for clarification and the response shall be in writing, and no change in the prices (except for the correction of arithmetical errors pursuant to paragraph 9) or the substance of the quotation shall be sought, offered, or permitted. Failure by you to timely and duly respond to a request for clarification may result in the rejection of your quotation.

10. N/A.

11. Unless the RFQ Documents specify otherwise, the OSCE General Conditions of Contract (Services) (to be viewed at <http://www.osce.org/procurement/15>) shall apply to any contract awarded as a result of this RFQ.

12. At any time prior to the award, the OSCE reserves the right to accept or reject any quotation, to annul or suspend the process, whether in whole or in part, and to reject all quotations, without incurring any liability whatsoever. In addition, the OSCE shall not have any obligation to provide reasons to bidders for its actions.

13. Nothing in or relating to the RFQ Documents shall be deemed, or interpreted as, a waiver of the privileges and immunities enjoyed by the OSCE.

14. The OSCE will not notify unsuccessful Bidders.

15. Please address any queries or questions in writing **before 28 February 2015** to the address below and kindly refrain from any telephone calls or personal visits.

[ilgar.hasanov@osce.org](mailto:ilgar.hasanov@osce.org)

**A pre-proposal meeting will be held** in the form of an introductory presentation by the OSCE, to be followed with a question and answer session. The date, time, and venue of the pre-proposal meeting will be:

**24 February 2015 at 11.00 hrs (Baku time)  
OSCE Project Co-ordinator in Baku  
Baku, 96 Nizami Str.  
The Landmark III, 2nd Floor**

Bidders should advise the names of their representatives to the following OSCE e-mail address:

[ilgar.hasanov@osce.org](mailto:ilgar.hasanov@osce.org)

Attachments:

Section I “Terms of Reference”  
Section II “Quotation Forms”

## **Section I – TERMS OF REFERENCE**

### *1. BACKGROUND*

### *2. SCOPE OF SERVICES*

### *3. SPECIAL BRANDING REQUIREMENTS*

### *4. QUALIFICATIONS OF BIDDER*

### *5. REPORTS AND TIME SCHEDULE*

#### **1. BACKGROUND**

The Republic of Azerbaijan is a source, transit and destination country for men, women and children subjected to trafficking in persons, specifically vulnerable regarding threats of forced labour and for women and children's involvement in forced prostitution and forced begging. As an OSCE participating State, the Republic of Azerbaijan has committed itself to preventing and prosecuting trafficking in human beings and protecting trafficked victims through a number of OSCE mechanisms.

According to the report of the National Co-ordinator made to the Parliament on 4 April 2014, in the last ten years, the Government of Azerbaijan identified and assisted 566 victims of human trafficking and 14 forced labour and indicted 385 traffickers on the charges of trafficking of human beings and forced labour.

Azerbaijani Government has adopted relevant domestic instruments to address trafficking, including the third National Action Plan for the period of 2014-2018, which has been adopted in July 2014. It also ratified the Council of Europe Convention on Action against Trafficking in Human Beings, which entered into force on 1 October 2010.

The Parliament also amended the Criminal Code to align the definition of human trafficking in line with the one prescribed in the Anti-Trafficking Law. It also included border-crossing as an aggravating circumstance and increased the fines, from 500 AZN to 3500 AZN, and imprisonment, for up to 3 years, for traffickers in cases of forced prostitution.

In order to combat trafficking of human being, the OSCE Project Co-ordinator in Baku is currently implementing the project "SUPPORTING ANTI-TRAFFICKING EFFORTS IN AZERBAIJAN". The objective of the project is to assist the Government of Azerbaijan and civil society organizations to improve Azerbaijan's effectiveness in preventing and combating trafficking in human beings and forced labour through raising public awareness and providing technical and financial support to civil society organizations operating shelters for assisting potential and actual victims of human trafficking and forced labour.

One of the project's components is a Public Service Announcement (PSA) on the prevention of trafficking in human beings and forced labour.

## **2. SCOPE OF SERVICES**

The scope of the work is to develop a Public Service Announcement on various forms of exploitation for dissemination through traditional media and through online and social media. These awareness tools will be used to increase public awareness on the origins, risks and consequences of human trafficking and will contribute to the protection of victims' rights, particularly for vulnerable populations such as migrant workers, street children and persons at risk for trafficking. The PSA should cover the following:

- **Promotional video (15-40 seconds format / designed for TV broadcasting)**

Should reflect how human trafficking phenomenon is in fact a form of modern slavery where people profit from the control and exploitation of others and how it results in the exploitation of men, women and children, its impact on societies and on individuals. The audience should see and understand how a promise for a high-paying job, a loving relationship, or new and exciting opportunities can turn to the loss of freedom for a person. The video can include interviews of trafficked victims but cannot also depict fictional situations. The purpose of the PSA should be the general awareness of the audience in order to put a stop to human trafficking, in all its forms of exploitation.

- **Short version of the promotional video (teaser) (5-7 seconds format / designed for TV broadcasting and online media)**

Should contain brief information for audience about the content and the purpose of the promotional video.

- **Design of online banner(s) (designed for online media)**

Should display messages to audience to put a stop to human trafficking and raise general awareness on the issue, as well as communicate on venues to report cases and how to seek help as the victims of human trafficking. Regardless of race, colour, national origin, disability, religion, age, gender, sexual orientation, gender identity, socioeconomic status, education level, or citizenship status, the victims could be anyone.

- **Design of promotional leaflets, posters (designed for printing)**

Should be in line with the promotional video and other online media communications supports and especially developed for the purpose of the public awareness campaign to be distributed in public areas.

The Public Service Announcements and all related communications supports should be **in Azerbaijani language**.

## **3. SPECIAL BRANDING REQUIREMENTS**

The subcontractor will be required to follow all branding and marketing requirements under the grant agreement signed between the OSCE and the USAID.

The primary and secondary audiences for the PSA include:

- Public at large
- Victims of human trafficking and forced labour
- Vulnerable communities
- Civil society organizations
- Service providers
- Relevant Government agencies and institutions

The intended general message of the project is – USAID through OSCE is supporting the Government of Azerbaijan and civil society organizations to further improve Azerbaijan’s effectiveness in preventing and combating trafficking in human beings and forced labour.

The PSAs will include the USAID identity, along with the OSCE logo.

#### **4. QUALIFICATIONS OF BIDDER**

- The vendor should have at least 3 years of experience in preparing PSA for issues that are of public importance to warrant donations of space and time by the media.
- The company must have sufficient human and technical resources to implement preparation and arrange for broadcasting of PSAs in Azerbaijani TV standards.
- The company must present PSA concept that tackles the issue of trafficking in human beings in Azerbaijan. The PSA should contribute directly to implementation of the Support to the anti-trafficking efforts in Azerbaijan.

**5. REPORTS AND TIME SCHEDULE**

DESCRIPTION OF TASKS	JAN	FEB	MAR	APR	MAY	JUN
Tender announcement for PSAs						
Selection of the company that will design the PSAs						
Approval of preproduction versions of the scripts and other communications support						
Approve the scripts for production						
Identify media sources for broadcasting						
Broadcasting/airing of the PSAs and distribution of created communications support						



## Section II – QUOTATION FORMS

*Note: It is mandatory that you duly complete and sign the Quotation Forms. Failure to do so will result in your quotation being rejected.*

### SECTION II – A QUOTATION SUBMISSION FORM

Date :

RFQ No **AZE/002/2015**

To: OSCE Project Co-ordinator in Baku

Dear Sir/Madam:

Having examined your Request for Quotation and any addenda thereof, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the Services in conformity with your RFQ No. **AZE/002/2015**.

We agree to abide by this quotation for a period of validity of **60** calendar days past the deadline for the receipt of quotations specified in the RFQ. Our quotation shall remain binding upon us and may be accepted by the OSCE at any time before the expiration of that period.

We accept and agree that, unless the RFQ Documents expressly specify otherwise, the OSCE's General Conditions of Contract (Services) will apply to any contract resulting from this RFQ.

We understand that the OSCE is not bound to accept any quotation that it receives.

Yours sincerely,

Authorized Signature:  
Name and Title of Signatory:  
Name of Firm:  
Address:  
Date:

**SECTION II – B QUALIFICATION INFORMATION FORM**

**General Information**

1. Bidder's Full Legal Name:			
2. Street Address:	Postal Code:	City:	Country:
3. P.O. Box and Mailing Address:			
4. Telephone Number:			
5. Fax Number:			
6. E-mail Address:			
7. Web-site Address:			
8a. Contact Name:			
8b. Contact Title:			
9. Corporate Seat:			
10. Type of Business:			
11. Year Established:			
12. Number of Staff Employed:			
13. Parent Company, if any (full legal name):			
14. Principal subsidiaries, associates, and/or representative(s), if any, that are relevant to the Services:			

**Financial Information**

15. For the last three financial years:		
Year	Turnover (EUR)	Working Capital (EUR)

*[Bidder to attach the audited financial statements for the last year]*

**Experience**

16. Contracts of similar scale/volume during the last three years:				
Customer Name and Contact Details	Value (EUR)	Year	Services Provided	Country

Signature of Bidder: \_\_\_\_\_

**SECTION II – C AN ITEM-BY-ITEM COMMENTARY ON THE TERMS OF REFERENCE AND A DETAILED DESCRIPTION OF THE APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE SERVICES**

*Note to Bidders: You shall provide an item-by-item commentary on the Terms of Reference and a detailed description of the proposed approach, methodology and work plan for performing the Services in order to demonstrate the responsiveness of your quotation to the Terms of Reference.*

**I. DETAILED DESCRIPTION OF THE APPROACH, METHODOLOGY:**

**A. Previous relevant experience:**

The bidder should have at least 3 years of experience in preparing Public Service Announcements (PSAs) for issues that are of public importance to warrant donations of space and time by the media.

**Relevant Services Carried Out in the Last Three Years That Best Illustrate Qualifications**

*Note to Bidders: Please list relevant services carried out in the last three years that best illustrate qualifications and provide sufficient details to enable the evaluation. You may share samples of previous similar products.*

**B. Capacity:**

*Note to Bidders: Please describe your human and technical resources to implement preparation and arrange for broadcasting of PSA in Azerbaijani TV standards*

**C. Preliminary scenario concept:**

*Note to Bidders: Please present your proposed PSA concept that tackles the issue of trafficking in human beings in Azerbaijan. The PSA should contribute directly to implementation of the support to the anti-trafficking efforts in Azerbaijan. Please note that the final PSAs will be in Azerbaijani language.*

**D. Recommended guest speakers/actors:**

*Note to Bidders: Please present your proposed guest speakers and/or actors. Please note that the concept of PSAs must be national in scope, so that the message has relevance to media audiences in communities throughout Azerbaijan.*

**II. WORK PLAN FOR PERFORMING THE SERVICES:**

*Note to Bidders: Please present your expected work plan with its appropriate timeframe.*

**SECTION II – D      KEY PERSONNEL**

*Note: You shall list the Key Personnel proposed for performing the Services and attach recently signed CV(s).*

	<b>Position</b>	<b>Task</b>

Signature of Bidder: \_\_\_\_\_

**[NOTE:  
BIDDER SHALL INCLUDE THIS FORM IN A SEPARATE ENVELOPE  
AND/OR SEPARATE E-MAIL MESSAGE]**

**SECTION II – E      PRICE SCHEDULE**

<b>Cost Component</b>	<b>Unit Price (if applicable) in AZN excluding VAT</b>	<b>Quantity (if applicable)</b>	<b>Total Price</b>
<b>TOTAL QUOTATION PRICE:</b>			

Signature of Bidder: \_\_\_\_\_