



**Request for Quotations (RFQ)**  
**Public invitation for participation in the tender**

**TENDER ORGANIZER:**  
**Pro Futuro Foundation**

**Under the project: U for U – supporting out-of-schools adolescents and adolescents at-risk with educational and engagement opportunities in Poland**

**Subject of procurement: Outreach campaign for youth and parents and U-Report promoting in Poland**

Poland, Warsaw  
2024

The Pro Futuro Foundation, the Tender Organizer (hereinafter referred to as the Customer), is implementing the Project in Poland «U for U – supporting out-of-schools adolescents and adolescents at-risk with educational and engagement opportunities» for Ukrainian children and adolescents in Poland.

1. Approval*	Minutes of the tender committee No. 17 dated May 15, 2024
2. Issuance Date	May 17, 2024
3. Title	Outreach campaign for youth and parents and U-Report promoting in Poland
4. Deadline for submission of offers	May 27, 2024 00:00
5. Deadline for submitting questions/clarifications	May 25, 2024 00:00
6. Expected period of implementation	June 30, 2025 (but before the full fulfillment of project obligations)

\*the tender was created in accordance with the Procurement Policy of the Pro Futuro Foundation and UNICEF recommendations.

Subject of procurement:

- 1) Offline promo activities in local communities and shopping malls (6 months) (Activity 1.1.1)
- 2) Providing targeting services (12 months) (Activity 1.1.4)
- 3) Creating promo-video on relevant topics (for sharing in TikTok, reels etc) (Activity 1.1.5) - 15 videos
- 4) Targeted advertising in social networks and YouTube (12 months) (Activity 1.1.6)
- 5) Conducting webinars with VIP-experts about self-realization, civic responsibility, leadership, gender equality (Activity 1.1.7) – 6 events
- 6) Information campaign exclusively for U-Report (Targeted advertising in social networks per month) (12 months) (Activity 3.1.1)

**The technical requirements for the proposal for the organization, support and information promotion of the events are set out in Annex 1 “Terms of Reference”, which is an integral part of this announcement.**

### **1. Instructions for Offerors**

The Pro Futuro Foundation will select one vendor for the contract based on the criteria and in accordance with the instructions set out below. Offerors must be qualified, financially solvent, and otherwise responsive to the requirements for contract award.

Offerors are advised to read this document, in particular the sections and appendices below, which contain the information necessary to submit a successful offer.

Based on the results of this tender, Pro Futuro Foundation intends to award one fixed-price contract for the implementation of services to one winner.

Proposals that meet the requirements set forth in this tender, received by the deadline for submission of proposals, will be evaluated in two stages, as specified in clause 2.

## **2. Award selection process**

Based on the principles of transparency and accountability of procurement procedures, the evaluation of the submitted proposals will be conducted in 2 stages in accordance with the Procurement Policy:

Stage 1 - evaluation of qualification criteria,

Stage 2 - evaluation of the cost (quotations).

Evaluation of qualification criteria by the Tender Committee of the Customer will be carried out by the method of cumulative analysis, namely, scoring of the following criteria.

## **3. Offer content and requirements for its submission**

Offers must be in full compliance with this announcement and prepared in accordance with the following requirements.

### **A. Requirements for the qualification part of the proposal**

Only a legal entity or individual entrepreneur registered in Ukraine or Poland in accordance with the applicable law and with a registration period of at least three years may participate in this tender.

To confirm the compliance of the offeror with the qualification criteria, the Offeror shall provide the following information as part of the offer:

- Registration documents (a copy of the Charter, if any, a copy of the constituent document and/or a copy of the document confirming inclusion in the Unified State Register of Legal Entities, or other documents in accordance with the law for participants of non-legal entities).
- A copy of the certificate or extract from the register of value added tax payers or a copy of the certificate or extract from the register of single tax payers,
- A document that determines the right to sign agreements by the director/authorized person (an extract from the minutes of the meeting of the founders or a copy thereof, a copy of the appointment order, power of attorney or other documents).
- A certificate issued by a banking institution confirming the availability of a current account to be included in the contract based on the results of this procurement.
- A certificate of no debt on loans in this banking institution, issued not earlier than fifteen calendar days before the deadline for submission of tender proposals.  
A certificate in any form about similar experience in conducting an information and/or information and communication campaign for the last three years, indicating the Customer, Customer's contacts, contract number and date, scope of work, cost, and implementation period.  
The Customer reserves the right to contact the contact persons to provide the characteristics of the Contractor.  
For confirmation, it is necessary to provide:
  - a scanned copy of the contract provided in the certificate (must be submitted in PDF format, scanned from the original document in color);
  - a scanned act to the contract mentioned in the certificate confirming the fact of services rendered/works performed;
  - a letter of recommendation from the counterparty (if any) relating to the relevant contract.
- Other letters of recommendation upon request.

- A certificate in any form confirming that the head and/or employees of the Participant have the appropriate qualifications and experience in conducting an information and/or information and communication campaign, indicating their full name, position, work experience, education. It is expected to involve at least 3 specialized specialists.  
To confirm the qualifications of the head and/or employees, the following documents are provided:
  - CV or resume,
  - document(s) on education,
  - document(s) on courses taken, certificate(s) confirming qualification (if any) in public relations, SMM campaigns, etc.
- Financial solvency, which is confirmed by the financial statements for the last year in accordance with the law. The provided financial statements must confirm the amount of annual income in the amount of not less than UAH 3 000 000,00. If the offeror does not prepare financial statements for legal reasons, it shall provide a letter of explanation with a corresponding explanation and reference to the regulations.
- Additional information that will be useful for the evaluation process.

#### **B. Requirements for the commercial offer**

Commercial offer (with a breakdown by type of work), the price shall be indicated in the national currency.

The requirements for the form of the commercial offer are set out in **Annex 2** Commercial Offer, which is an integral part of this Request for Quotations.

The Offeror shall submit the commercial offer together with all documents in a signed PDF format, but the file shall be password protected. After the evaluation of the qualification stage, the tender organizers will contact the Offeror to request the password for the file.

Failure to submit the commercial offer or submission of an un-passworded file will result in automatic disqualification of the Offeror.

#### **C. Offer submission**

- Potential offerors should send their proposal with all the required documents in **one** letter to the following e-mail address: [educationukraine2022@gmail.com](mailto:educationukraine2022@gmail.com), indicating the subject line "Offer for Creating online educational courses and conducting skills building activities in online format". The letter must contain all the documents in the form of attachments; partial attachments or replacement of individual documents will not be considered. The proposal must contain both qualification documents and the Commercial Proposal. It is allowed to submit documents in two or more emails if the total size of the attached files exceeds 25 MB or if the documents include photos and videos that exceed 25 MB in size. In this case, the emails shall be numbered in the subject line.
- The offeror is entitled to submit only **one** valid offer.
- Once, before the deadline for submission, the Offeror may submit an amended proposal to the following e-mail address: [educationukraine2022@gmail.com](mailto:educationukraine2022@gmail.com), indicating the subject line "Offer for Creating online educational courses and conducting skills building activities in online format". Such a letter must contain all the documents of the proposal; partial attachment or

replacement of individual documents of the proposal will not be considered. In this case, the tenderer's initial offer shall not be considered.

#### **D. Other comments and guidance on the proposal**

Only a legal entity registered in Ukraine or Poland, in accordance with the applicable laws, with a registration period of at least three years may participate in this tender.

Offerors shall familiarize themselves with and comply with all requirements set forth in the Terms of Reference. Offerors shall ensure that their proposals are in plain language, concise and unambiguous, quantifiable and provide complete information. Offerors may provide additional information if it is helpful to the evaluation process.

All bid documentation shall be provided in Ukrainian or English.

The commercial offer must cover all costs and meet all requirements of the tender documents.

By submitting a proposal, the Offerors guarantees that all prices quoted shall be valid for the **duration of the project**.

The Pro Futuro Foundation reserves the right to amend the terms and conditions of this invitation at any time at its sole discretion by written notice. The Pro Futuro Foundation also reserves the right to withdraw this announcement at any time prior to the actual award of a contract, with or without giving reasons for such withdrawal.

#### **E. Payment, penalties**

Payment for this project will be made exclusively on a postpaid basis, based on the submitted acts of completion and/or invoices. Prepayment is not possible.

For violation of the terms of fulfillment of obligations under the Agreement by more than 3 (three) business days, the Contractor shall pay the Customer a fine of 20% of the cost of services for which the delay in performance was allowed.

In case of non-fulfillment or improper fulfillment by the Contractor of the obligations regarding the quality of the services provided and/or provision of services that do not comply with the Technical Assignment, the Customer shall have the right to refuse payment for poorly provided and/or rendered services with the Customer being released from any liability for such actions and the Contractor shall pay the Customer a fine of 20% of the total cost of poor quality services.

The Offeror, as part of its tender proposal, shall provide a certificate drawn up in any form, on unconditional agreement with the following conditions, which will be specified in the Service Agreement.

#### **F. Questions**

Any questions or clarifications should be sent to [educationukraine2022@gmail.com](mailto:educationukraine2022@gmail.com) with the subject line "Offer for Outreach campaign for youth and parents and U-Report promotion" by the deadline for questions/clarifications. Answers to the questions received will be sent to all interested parties by a response letter.

Appendices:

- Annex No. 1 Terms of reference
- Annex No. 2 Commercial offer

## TERMS OF REFERENCE

### 1. General information

The Pro Futuro Foundation, the Tender Organizer (hereinafter referred to as the Customer), is implementing the Project in Poland «U for U – supporting out-of-schools adolescents and adolescents at-risk with educational and engagement opportunities» for Ukrainian children and adolescents in Poland. The overall goal of the project is to support out-of-schools adolescents and adolescents at-risk with educational and engagement opportunities, contributing to the human capital development of Ukraine.

### 2. Subject of procurement

Subject of procurement: Outreach campaign for youth and parents and U-Report promoting in Poland.

Specifications:

- 1) Offline promo activities in local communities and shopping malls (6 months) (Activity 1.1.1)
- 2) Providing targeting services (12 months) (Activity 1.1.4)
- 3) Creating promo-video on relevant topics (for sharing in TikTok, reels etc) (Activity 1.1.5) - 15 videos
- 4) Targeted advertising in social networks and YouTube (12 months) (Activity 1.1.6)
- 5) Conducting webinars with VIP-experts about self-realization, civic responsibility, leadership, gender equality (Activity 1.1.7) – 6 events
- 6) Information campaign exclusively for U-Report (Targeted advertising in social networks per month) (12 months) (Activity 3.1.1)

### 3. Target audience

Ukrainian adolescents and youth aged 10-24 in Poland.

10 000 children are expected to be involved into Polish system of education.

50 000 people (25 000 adolescents and 25 000 parents) are expected to be covered by the outreach campaign.

General information coverage is expected to be at least 1 million views.

### 4. Project implementation period

12 months - July 2024 - June 2025.

### 5. Project implementation area

The project is being implemented in Poland in such cities as Warsaw, Lublin, Slupsk, Gdynia, Gdansk, Krakow, Wroclaw, Lodzkie.

The customer reserves the right to make adjustments to the list of cities.

### 6. Requirements for the provision of services

- 1) Conducting offline promo activities in local communities and shopping malls (6 months) (Activity 1.1.1)

The winner of the tender shall ensure the creation of high-quality, unique, author's content and its subsequent placement in local communities and shopping malls.

The duration of the activity is expected to be 6 months.

General information coverage is expected to be at least 1 million people.

Face-to-face outreach approaches shall be used – cooperation with different Ukrainian centers, labor offices, migration offices, community centers and social workers shall be established.

The non-digital outreach activities that the winner of the tender is expected to conduct include:

- Branded Stands and Infomats (e.g., in the form of leader figures): Placement of informational stands and infomats about the project in shopping centers, university corridors, and other public places with high foot traffic.
- Advertising Clips and Presentations: Showing short advertising video clips about the project on large screens in shopping centers.
- Distribution of Informational Materials: Dissemination of brochures, leaflets, stickers, and other informational materials about the project among visitors to shopping centers and university students.
- Meetings with parents and private consultation.
- Ukrainian community centers (shelters, youth centers, churches etc.).
- Ukrainian community radio and media in Poland (for example Ukrainian program on Polish national radio etc.)

## 2) Providing targeting services (12 months) (Activity 1.1.4)

The winner of the tender shall provide targeting services within the project. The services of a targeting specialist should include developing a promotion plan and strategy, creating an advertising campaign, and tracking the effectiveness of advertising.

Total coverage – at least 1 million people for the entire period.

The duration of the activity is expected to be 12 months.

Social media management (profile groups and publics on Facebook, Instagram, Telegram) should include: at least 1 publication per day on each resource, guest posts on partner pages, integration with partner social networks, monthly thematic contests and other events to increase conversion, and placement of advertising content. The contractor must submit a monthly report with screenshots of all publications.

All materials and distribution channels must be agreed with the customer in advance.

## 3) Creating promo-video on relevant topics (for sharing in TikTok, reels etc) (Activity 1.1.5) - 15 videos

The winner of the tender shall create short 15 informational promo-videos on relevant topics. Videos should be up to 10 min each, split to small 1-min pieces for promotion in TikTok, Reels, Instagram etc.

As part of the reporting, a media report with screenshots of all the videos published shall be provided to confirm the activity completion.

General information coverage is expected to be at least 1 million people.

Main messages of outreach campaign, addressed to children:

- enroll in Polish education system,
- you can find new friends,
- you will be more self-realized,
- you can realize your potential in Poland,
- you can get new skills.
- we will help you to understand yourself,
- we will help you to plan your future,
- we will help you not to lose your best age,
- when you come back to Ukraine, you will have new skills and cultural experience.

#### 4) Targeted advertising in social networks and Youtube (12 months) (Activity 1.1.6)

The winner of the tender shall ensure the creation of high-quality, unique, author's content and its subsequent posting on social networks such as Facebook, Instagram, Youtube, Telegram, including the creation of visuals, writing texts, and targeted advertising.

As part of the reporting, a media report with screenshots of publications in social networks shall be provided to confirm the number of views of publications (press clipping for each month with an indication of coverage).

General information coverage is expected to be at least 1 million views. Every post should be calculated – a media report with screenshots should be done.

For the target audience specific messages on the importance of school education and the enrollment procedures shall be developed.

#### 5) Conducting webinars with VIP-experts about self-realization, civic responsibility, leadership, gender equality (Activity 1.1.7) – 6 events.

The tender winner within the framework of the project shall organize webinars for young people with VIP-persons and opinion leaders with motivation to study, self-develop, integrate, find new friends and keep mental help.

Each event should reach at least 3,000 people in an online format with a duration of 60 minutes. A total of 18,000 people are expected to participate. 6 webinars are programmed.



Also, within the framework of this service, the Contractor shall provide:

- scheduling of events, coordination of the schedule with the Customer;
- selection of trainers/speakers, coordination with the Customer;
- preparation and coordination of the event program with the Customer;
- control over the organization of events;
- control of strict compliance with the policies on prevention and combating sexual violence during the events;
- control of registration and submission of reports for each event in electronic form (or in the CRM system), namely: ensuring permission from parents in the prescribed form (the form will be provided by the Customer), photo and video reports from each event.

6) Information campaign exclusively for U-Report (Targeted advertising in social networks per month) (12 months) (Activity 3.1.1)

The winner of the tender shall conduct an information campaign (targeted advertising in social networks) exclusively for U-Report in Poland.

It is expected from the tender winner to increase the number of new U-Reporters in Poland by 3000 people.

It is also expected to cover 1900 people sharing their concerns and asking questions through established feedback mechanisms (polls participants).

The U-Report is aimed at engaging young people and understanding their needs, concerns, and aspirations and to ensure that their voices are heard, and their perspectives are considered when developing programs and policies that affect their lives.

The target group for 2024 will be Ukrainian and Polish young people aged 13-24, for whom the following added value of U-Report Europe will be promoted:

- Transparent, accessible, and open poll results.
- Free participation via social media channels popular among young people.
- Results are generated in real time.
- Simple language for young people.
- Easy way to join (no need for repeated registrations, a user-friendly interface when choosing an answer).
- Opportunity to influence social processes and decisions.

Young people shall be invited to participate in U-Report Europe polls on the topics of their concern as well as take part in defining new topics for U-Report information content (scripts). Using Discord chat on LP, U-Report shall be actively promoted among young people.

### Commercial offer

1. Format of the commercial offer submission. The commercial offer shall be submitted in electronic form (PDF format in a secure, encrypted file, see clause 3.B) by e-mail to [educationukraine2022@gmail.com](mailto:educationukraine2022@gmail.com), indicating the subject line "Tender for Creating online educational courses and conducting skills building activities in online format" together with other documents of the tender offer.

2. The text of the cover email.

*In response to the public invitation to submit an offer for the organization, support and information promotion of activities under the project "U for U - supporting out-of-school adolescents and adolescents at risk with educational and engagement opportunities", [insert name of the Offeror] submits its commercial offer.*

*Contact person for this issue: [insert full name, position].*

*Contact phone number and e-mail: [specify the contact person's mobile phone number and e-mail].*

3. Filling out a commercial offer (sample).

**It shall be submitted by the Offeror on the letterhead. The Offeror shall not deviate from this form.**

#### Form "Tender Offer"

Having carefully studied the tender documentation, we submit a tender offer for the procurement: \_\_\_\_\_ and agree to fulfill the requirements of the Customer and the Procurement Agreement for the total cost of the tender offer (including VAT<sup>1</sup>):

in numbers \_\_\_\_\_, including VAT<sup>1</sup>

in words \_\_\_\_\_, including VAT<sup>1</sup>.

#### **Note:**

<sup>1</sup> VAT exempt - for participants who are not value added tax payers, in accordance with the requirements of the Tax Code of Ukraine;

1. Prices are inclusive of taxes and duties paid or payable.

2. The volume of services may be reduced depending on the needs of the Customer and the actual financing of expenses.

3. In case we are determined as the successful offeror and a decision is made to enter into a procurement contract, we will undertake to fulfill all the conditions stipulated by the contract.

4. We agree to comply with the terms of this proposal for the **duration of the project** from the date of determination of the successful offeror.

5. We agree that you may reject our offer or all offers in accordance with the terms of the tender documents and understand that you are not restricted from accepting any other offer with more favorable terms.

6. By signing below, we confirm our full, unconditional and unquestioning agreement with all the terms and conditions of the procurement procedure set forth in the tender documents.

No.	Service name	Unit type	Quantity	Cost per unit excluding VAT, UAH	Total cost excluding VAT, UAH
1					
	Total cost without VAT:				
	VAT:				
	Total cost including VAT:				

Authorized person

(Position)

\_\_\_\_\_ (signature)

\_\_\_\_\_ (first and last name)

*\* The Offer shall be submitted in scanned form signed by an authorized official of the Offeror.*

4. Encryption of the commercial offer. After filling out the commercial offer, it is printed, signed, stamped and scanned into PDF format. The scanned PDF file must be password protected (encrypted) and sent together with the qualification documents.

**IMPORTANT!**

The encryption password is NOT sent with the commercial offer. It must be saved and sent at the request of the Customer (as a response to the password request email).

**Table of evaluation of qualification criteria for the selection of the successful offeror  
(for further evaluation by the Customer's tender committee)**

Selection criteria	Confirmation document	Maximum score
Registration documents	Registration documents (a copy of the Charter, if any, a copy of the constituent document and/or a copy of the document confirming inclusion in the Unified State Register, or other documents in accordance with the law for participants of non-legal entities).	for failure to provide these documents, the offeror is disqualified
	A copy of the certificate or extract from the register of value added tax payers or a copy of the certificate or extract from the register of single tax payers.	
	A document that determines the right to sign contracts by the director/authorized person (an extract from the minutes of the meeting of the founders or a copy thereof, a copy of the appointment order, a power of attorney or other documents).	
Banking documents	Certificate(s) issued by the banking institution(s) on the availability of the current account(s) to be included in the contract based on the results of this procurement	for failure to provide these documents, the offeror is disqualified
	Certificate of absence of debt on loans in this banking institution, issued not earlier than fifteen calendar days before the deadline for submission of offers.	
Relevant work experience	Certificate in any form on similar experience in conducting an information and/or information and communication campaign for the last three years.	30
	Supporting documents (scanned contract, certificate, letter of recommendation) (10 points for each complete set of documents, but not more than 30 points).	30
Confirmation of qualification	A certificate in any form confirming that the head and/or employees of the offeror have the appropriate qualifications and experience in conducting an information and/or information and communication campaign, indicating their full name, position, work experience, and education.	30
	CV or resume	30
	Document(s) on education, document(s) on completion of courses, certificate(s) confirming	30

	qualifications (if any) in soft skills and/or psychology and/or coaching, public relations, SMM campaigns, etc.	
Confirmation of financial solvency	Financial solvency, which is confirmed by the financial statements for the last reporting period in accordance with the law. The provided financial statements must confirm the amount of annual income in the amount of not less than UAH 3 000 000,00.	for failure to provide these documents, the offeror is disqualified
Additional information	Additional information that will be useful for the evaluation process	15
<b>Maximum number of points</b>		<b>165</b>