

REQUEST FOR QUOTATION

RFQ Reference: **RFQ-MD055-25**

Date: **08 October 2025**

Subject of RFQ: **Financial education awareness campaign on social media.**

International Organization for Migration kindly requests your quotation for the provision of the services described in the RFQ submission form below.

When preparing your quotation, please be guided by the RFQ information below. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

RFQ INFORMATION

Deadline for the submission of quotation	16 October 2025
Method of submission	Quotation must be submitted as follows: <input type="checkbox"/> E-tendering <input checked="" type="checkbox"/> Email
Cost of preparation of quotation	IOM shall not be responsible for any costs associated with a vendor’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.
Contractual Terms	Any Purchase Order that will be issued as a result of this RFQ shall be subject to the IOM standard terms for provision of goods/services/transportation/medical services available at https://www.iom.int/do-business-us-procurement or IOM standard contract templates.
Documents to be submitted	Bidders shall submit and sign the-bid submission form.
Quotation validity period	The quotation shall remain valid for 30 days from the deadline for the submission.
Price	Quotations shall be in MDL at VAT 0% for the services stated in the TOR.
Partial quotations	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted Insert conditions for partial bids and ensure that the requirements are properly listed in lots to allow partial bids
Clarifications	Contact person for correspondence, notifications and clarifications Contact person: Ina DABIJA E-mail address: idabija@iom.int
Evaluation method	<input checked="" type="checkbox"/> The contract will be awarded to the lowest price substantially compliant offer <input type="checkbox"/> Other Click or tap here to enter text.
Right not to accept any quotation	IOM is not bound to accept any quotations, nor award a contract or purchase order
Expected date for contract/PO award.	27.10.2025

Thank you and we look forward to receiving your quotation.

Issued by:

Signature: _____

Name: [Click or tap here to enter text.](#)

Title: Snr. Procurement/Logistics Assistant

Requirements: TERMS OF REFERENCE

1. **Duty Station:** Chisinau, Republic of Moldova
2. **Duration of Consultancy:** 27.10.2025 – 27.02.2026

Established in 1951, IOM is a Related Organization of the United Nations, and as the leading UN agency in the field of migration, works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

3. Nature of the consultancy: Local company to support the execution of an awareness-raising campaign promoting enhanced financial literacy among Moldovan labour migrants and their families, with the aim of increasing savings and ensuring the sustainable benefits of labour migration within the “Save More in Migration: Supporting Migrant Workers from Georgia and the Republic of Moldova to Enhance Savings, Remittances & Sustainable Benefits of Labour Migration” Project (TK.0033) financed by IOM Development Fund and within the Joint UN Moldova MMPTF Programme “Leveraging the positive impact of migration on Moldova’s development through improved policy evidence and better engaged diaspora” implemented by IOM, UNDP, UNICEF and WHO.

4. Project Context and Scope:

Efforts to leverage remittances in the past have remained small-scale. In 2020, remittances to Moldova reached \$1.87 billion (about 16% of GDP), far surpassing Foreign Direct Investment (FDI) at \$161 million and Official Development Assistance (ODA) at \$129 million. Remittances are a major source of income for migrants’ households and the national economy. However, the majority of these funds are directed towards consumption rather than productive investments, making the economy consumption-oriented and creating dependency within households.

Returning migrants, along with children, adolescents, and elderly individuals left behind by migrating family members, often face vulnerabilities, including reduced entrepreneurial initiative and limited financial literacy, which can hamper empowerment efforts. Consequently, long-term savings goals are difficult to achieve and frequently unmet. This represents a challenge for labor migration programs, as it limits their potential to contribute to the sustainable development of migrants, their families, and their communities of origin.

Programming that helps migrants and their families achieve savings goals and encourages productive investment of these savings can enhance labor migration’s contribution to long-term economic growth and development. In response to these challenges, IOM missions in Moldova and Georgia, in collaboration with the Center for International Migration and Integration (CIMI) in Israel, launched the "Save More in Migration" (SMIM) project in October 2022. Modeled after the "Save More Tomorrow" program from behavioral economics, SMIM aims to develop financial tools and resources to help migrants and their families reach their savings goals, focusing on the pre-departure stage and while migrants are in Israel.

In 2022-2024, IOM developed a financial literacy program tailored to the needs of Moldovan migrants in Israel. Based on findings from a scoping study on migrant financial behavior and feedback from stakeholders—including the private financial sector and national labor migration authorities—the program equips migrants and their families with financial management skills, promoting savings and long-term financial security. Through this initiative, IOM aims to foster financial inclusion and economic empowerment for Moldovan migrants and their families.

In September and October 2024, IOM Moldova implemented the program for Moldovan migrants departing

to Israel. The Moldova team now aims to adapt this financial education training, initially designed for the Moldova-to-Israel migration route, to the Moldova-to-Germany migration corridor under the MMPTF Programme “Leveraging the positive impact of migration on Moldova’s development through improved policy evidence and better engaged diaspora” implemented by IOM, UNDP, UNICEF and WHO.

The MMPTF Programme is working to update data on diaspora and migrant profiles, including children left behind, highly skilled professionals, and women migrants. It is also developing "smart" tools to engage Moldova’s diverse diaspora. Based on updated migration data, the Programme supports youth, families left behind, women migrants, and other vulnerable groups in productively investing diaspora remittances and savings. This includes innovative financial tools such as crowd-lending platforms, diaspora bonds, and green-business incentives, along with financial literacy training to build entrepreneurship skills.

5. Objective: Building on the financial education training materials developed and delivered to Moldovan labour migrants in the Moldova–Israel and Moldova–Germany migration corridors, as well as the lessons learned, the contracted research company from Moldova will support the conceptualization and pilot testing of an awareness-raising campaign. The campaign will aim to promote enhanced financial literacy among Moldovan labour migrants and their families, with the goal of increasing savings and ensuring the sustainable benefits of labour migration.

6. Target: Enhance the financial inclusion of Moldovan labour migrants working abroad, including by improved financial behaviour, use of financial services, and productive use of remittances and savings.

7. Tasks to be performed under this contract:

- Guided by the final version of IOM concept note on awareness-raising campaign for financial education of Moldovan migrants and their families (Annex 1), develop and distribute a series of short videos: five pieces of up to four minutes each, complemented by eight shorter Reels to enhance engagement and reach of Moldovan migrants and their families , each outlining a problem/challenge, delivering a clear message and a practical financial solution.
- Drafting short headlines to accompany each video by a providing essential information about the problem/challenge, and the promoted financial solution for Moldovan labour migrants and their families.
- **8. Organizational Department / Unit to which the Consultant is contributing:**

Migration Governance Unit of IOM Moldova is responsible for coordinating and overseeing this assignment within “Save More in Migration: Supporting Migrant Workers from Georgia and the Republic of Moldova to Enhance Savings, Remittances & Sustainable Benefits of Labour Migration” Project (TK.0033) financed by IOM Development Fund and the Joint UN Moldova MMPTF Programme “Leveraging the positive impact of migration on Moldova’s development through improved policy evidence and better engaged diaspora” implemented by IOM, UNDP, UNICEF and WHO.

9. Tangible and measurable output of the work assignment.

The following deliverables will be submitted according to the proposed timeline and allocated working days:

TIMELINE	DELIVERABLE	Workload
	Deliverable 1:	

15.11.2025	The scripts for 5 videos of up to 4 minutes in length, each outlining a problem/challenge, delivering a clear message and a practical financial solution drafted and endorsed by IOM.	5 Days
31.12.2025	<p>Deliverable 2:</p> <p>(a) Five short videos (each 4 minutes in length) each video will: Highlight a specific problem or challenge faced by Moldovan labour migrants and their families. Communicate a clear, actionable message. Present a practical financial solution or resource.</p> <p>(b) Five concise headlines — one for each video — providing: Essential contextual information about the issue addressed. Key details of the financial solution promoted. Guidance or calls to action relevant to the target audience.</p> <p>(c) Eight shorter Reels-format videos — designed to: Increase visibility, engagement, and audience reach across social platforms. Adapt key messages from the main videos into dynamic, mobile-friendly snippets.</p>	30 Days
20.01.2026	<p>Deliverable 3:</p> <p>- Final administrative report on all tasks performed during this assignment, including follow up activities submitted and approved by IOM.</p>	1 Day
Total man/days		36 Days

10. Management arrangement: Management arrangement: The assignment and its tasks hereunder shall be performed from 27 October 2025 – 27 February 2026. The fee will be paid in one instalment as follows:

- Installment 1 upon completion of the Deliverable 1, 2 and 3
- Note: The 36 number of working days have been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of the assignment. It cannot and shall not be used as criterion for completion of the work/assignment. The provision of envisaged deliverables approved by the IOM shall be the only criteria for International Consultant’s work being completed and eligible for payment/s.

International travel: No international travel is envisaged.

11. Education, Experience and/or skills required

11.1 Institution/Company:

- a) National media consultancy company specializing in advocacy, public communication, social

- responsibility
- b) Minimum of 5 years of demonstrated experience in conducting , advocacy, public communication campaigns and related activities for youth, migrants, and local community members
- c) Experience of team members in public communication and awareness-raising through social media and traditional mass-media outlets
- d) Extended outreach on social media: Facebook, Instagram, TikTok.

11.2 Team leader expert:

Education

- Higher education degree in social sciences, law, finance or another related subject.

Work Experience

- a) Minimum of 5 years of experience in working on advancing advocacy, public communication, social responsibility
- b) Proven experience in engagement with the wider audience through social media, and traditional mass-media in Moldova
- c) Experience in development of communication products for Moldovan nationals, including labour migrants working abroad

d) Skills and other requirements:

- a) Strong data analytical, writing and communication skills;
- b) Strong knowledge of migration topics
- c) Strong knowledge of the social media environment in Moldova;
- d) Familiarity with IOM’s mandate;
- e) Excellent knowledge of Romanian language and good knowledge of English;
- f) Availability for the envisaged period and high mobility and flexibility.

Competencies

Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.
- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge and innovate.
- **Accountability:** takes ownership for achieving the Organization’s priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.

Core Competencies – behavioral indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
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