



**UNHCR**

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

**REQUEST FOR PROPOSAL NO UNHCR/RFP/ITA/2024/01**

**MEDIA MONITORING AND ANALYTICS SERVICES**

**TERMS OF REFERENCE**

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## 1. Background information

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UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for people forced to flee their homes because of conflict and persecution. It leads international action to protect refugees, internally displaced communities and stateless people.

UNHCR works in over 130 countries worldwide. It has been present in Italy since 1952 and around 140 staff members currently work out of headquarter in Rome and field offices in Milan, Catania, Agrigento, Turin, Bologna, Trieste, Bari, Crotone, and Lampedusa, supporting refugees and asylum seekers arriving in Italy by sea or land, in reception system, during the refugee status determination procedure and during the integration process, identifying and implementing innovative long-term solutions such as university corridors and conducting public information, advocacy, training and fundraising activities.

UNHCR uses media to inform the public about the gravity and scale of forced displacement and statelessness and how UNHCR makes a difference and to shape positive attitudes towards people forced to flee and stateless people.

Daily media monitoring is a key tool to assess how people forced to flee and stateless people and UNHCR are portrayed in Italian media. It helps identify current media interest and trends in forced displacement issues, respond better to media requests about UNHCR activities or forced displacement issues, monitor the respect of principles for ethical reporting on people forced to flee and stateless people and manage reputational risk from a crisis communications perspective.

UNHCR uses the information gathered through media monitoring and analysis to communicate in a more strategic way about people forced to flee and stateless people and to reach stakeholders and partners (central and local authorities, civil society, the private sector, private individuals) in a targeted manner. This data-driven approach has underpinned communications for the last several years but has become even more important in consideration of the launch of a new communications strategy in 2023.

In this context, UNHCR is looking to procure the services of a suitably qualified and experienced media monitoring and analytics provider that can offer continuity with respect to existing services while also possibly responding to new needs.

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## 2. Requested services

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UNHCR Italy is looking for one primary supplier with possibility of one back-up supplier that will be required to monitor and track:

- a) Italian print, national and local, both daily newspapers and weekly/monthly magazines.
- b) TV and RADIO, including newscasts (national and local) and information and entertainment programs.
- c) Online newspapers, magazines, information websites and thematic websites on forced displacement and migration (no news aggregators).

Monitoring of international media is not required.

The successful bidder will provide a media monitoring platform that will allow UNHCR to achieve the following objects:

- a) Provide colleagues access to reliable, informative, and insightful news on UNHCR and forced displacement themes.
- b) Provide reporting and research insights to track UNHCR communication performance.
- c) Provide reporting and research insights to internal stakeholders.

**For broadcasted monitoring, the following tasks should be included in your technical proposal:**

- a) Monitor and track / clip Italian local, regional and national print and online media mentioning UNHCR and all acronyms to be provided by UNHCR. Monitoring of international media is not required. Monitor and track Italian local, regional and national TV and Radio mentioning UNHCR and related acronyms to be provided by UNHCR. Monitoring of international media is not required.
- b) Monitor and track / clip Italian local, regional and national print media for general coverage of forced displacement and asylums issues, based on a keywords list to be provided by UNHCR; the list may be subject to change throughout the year without limitation.
- c) Deliver a daily (Saturdays and Sundays included) media bulletin containing the above items by 08:30 AM Rome time to a contact list provided by UNHCR (to a minimum of 10 staff members), by email. The press review delivered on Mondays should also contain media coverage from the previous Saturday and Sunday. The review shall be organized in sections (the complete list should be provided by UNHCR and will not exceed n of 8). Integrate the press bulletin with missed/other news items upon request. Notify UNHCR of new broadcast and online UNHCR coverage in the form of instant email alerts.
- d) Provide access to a digital platform with the daily media review allowing editing, and constant access to all media archive, with a categorization system as tagging.
- e) Provide access to an interactive analytics dashboard; the possibility to create automatic charts is considered a plus.
- f) Provide monthly, mid, and annual qualitative-quantitative analysis reports on UNHCR media coverage tracking the main:
  - media KPIs: number of mentions, type of mention – comments/editorials, quote and simple mentions etc. - number and type of sources, potential audience/reach, type of audience, AVE-Advertising Value Equivalent-, headline mentions,
  - List of spokesperson mentions (based on list of names to be provided by UNHCR),
  - UNHCR high-profile supporter mentions (based on names to be provided by UNHCR),
  - the presence of fundraising language in UNHCR coverage (based on keywords to be provided by UNHCR)

Basic media analytics are also to be supplied on an ad hoc basis for individual pieces of media coverage upon request. The report should also contain a breakdown of UNHCR mentions into specific themes provided by UNHCR, e.g. inclusion, emergencies, etc.

The main keywords to be tracked are set out in a separate document. These keywords and the number of keywords may change over time depending on the scope of work of UNHCR and specific emergencies, if any.

**UNHCR reserves the right to fine-tune the service during the contract in light of new/altered requirements.**

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### **3. Expected deliverables**

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- a) User-friendly media monitoring platform.
- b) User-friendly interactive media analytics dashboard.
- c) Clearly and consistently organized daily media monitoring bulletin sent to an agreed list of end users.
- d) Email alerts for UNHCR broadcast and online news coverage.
- e) 12 monthly media analysis reports, to be delivered within the first week of the following month;
- f) 1 mid-year report, to be delivered within the second week of the following July;
- g) 1 annual report, to be delivered within the second week of the following January;
- h) An exhaustive list of sources for all required channels: print, TV/RADIO, online.

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### **4. Desired qualifications, specialized knowledge or experience:**

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- a) Significant track record of continuous service innovation and development in media monitoring and analysis
- b) Flexibility in responding to the needs of UNHCR.
- c) Experience in providing media monitoring for international organizations and UN Agencies is desirable.
- d) Capacity to write in English is desirable.
- e) Knowledge of the UN system in Italy is desirable.

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### **5. Content of Technical Proposal**

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Your technical offer shall include the following set of documents:

- a) Company presentation which clearly states year of establishment, address, years of relevant experience in Italy, years of experience with UN/International Organizations or INGOs (if any), core staff, important projects, list of main clients, quality certifications applicable in the industry.
- b) Company registration certificate with Chamber of Commerce.
- c) Valid DURC (*Documento Unico di Regolarità Contributiva*) or self-certification that employees' contracts are in line with the relevant national legislation where the company is based.
- d) Last two (2) balance sheets or audit reports.
- e) Relevant and positive reference letters with contact details issued by clients based in Italy in the last 5 years. UNHCR reserves the right to contact these references without further notification to the bidder.

- f) Description of proposed services showing comprehensiveness of the requirements. Bidders are advised to devote chapters of their proposals to demonstrate each of the criteria and be consistent with the tasks detailed in these TORs. Bidders are advised to avoid submitting information that has no direct bearing on the requirements under this RFP.
- g) Full list of sources for monitoring Italian broadcast (television and radio) and print media.
- h) Sample of a daily media bulletin to be produced based on the following keywords UNHCR, Agenzia delle Nazioni Unite per I Rifugiati, Agenzia ONU per I Rifugiati, ACNUR, Rifugiati, Filippo Grandi, Filippo Ungaro for 4 October 2024. The media bulletin should track:
  - Italian print, national and local, both daily newspapers and weekly/monthly magazines.
  - TV and RADIO, including newscasts and information and entertainment programs.
  - Online newspapers, magazines and information websites included dedicated website (no news aggregators).
- i) Samples of monthly and annual or mid-year qualitative-quantitative analysis reports of media monitoring.  
Such reports should highlight the following information:
  - the main media KPIs (number of mentions, number and type of sources, potential audience/reach, AVE).
  - spokesperson mentions.
  - high-profile supporter/testimonials mentions.
- j) Curriculum Vitae of core staff dedicated to UNHCR projects proving years of relevant working experience.
- k) Vendor Registration Form: If your company is not already registered with UNHCR, please complete, sign, and submit it as part of your technical offer (Annex C)
- l) Applicable General Conditions: Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing the document and including it in your submitted Technical Proposal (Annex D)

**Note: All these documents need to be submitted together with your technical proposal.**

## 6. Evaluation

### 6.1. Pre-selection criteria

Only companies that comply with all the below pre-selection criteria will be considered for further evaluation.

Pre-selection criteria	Documents, information to be provided to establish compliance with the set criteria
Minimum <b><u>5 years</u></b> of relevant experience in Italy	Company presentation

Company is recognized by the relevant authority and is authorized to do business	Company registration certificate with Chamber of Commerce
Company must be in line with the relevant national legislation	Valid DURC ( <i>Documento Unico di Regolarità Contributiva</i> ) or self-certification that employees' contracts are in line with the relevant national legislation where the company is based
Absence of insolvency	Last two (2) balance sheets or audit reports

## 6.2 Technical evaluation

Technical offers submitted by bidders that passed the pre-selection phase will be evaluated against the criteria reported below and with the following percentage distribution: 60% of the total score (i.e. on a 100 points scale, i.e., max 60 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown:

	Criterion	Evaluation modality
<b>Company qualifications (10 %)</b>	Years of relevant experience in Italy	Scores will be allocated proportionally to the number of years of relevant experience in Italy
	Experience working with UN/international organizations or INGOs	Scores will be allocated proportionally to the number of years of experience with UN/international organizations or INGOs
	Reference letters with contact details issued by clients based in Italy in the last 5 years.	Scores will be allocated proportionally to the number of relevant and positive reference letters submitted

<b>Proposed services (40%)</b>	Comprehensiveness of the overall proposal including quality and effectiveness of proposed services and timing	Scores will be allocated based on the understanding of the requirements outlined in the Annex A and completeness of the proposal. Please include all required information in your technical offer.
	Quality of daily media bulletin	Scores will be allocated based on the understanding and presence of elements outlined in Annex A Terms of reference section 5 h) " <i>Content of Technical Proposal</i> ". Please submit a sample that demonstrates your compliance with the listed requirements.
	Quality of monthly and mid-year <u>or</u> annual report	Scores will be allocated based on the understanding and presence of elements outlined in Annex A Terms of Reference section 5 i) " <i>Content of Technical Proposal</i> ". Please submit samples of (1 monthly report and 1 mid-year or annual report) that demonstrate your compliance with the listed requirements.
<b>Key personnel (10%)</b>	Experience of core people who will work on the project	Scores will be allocated proportionally to the number of years of relevant experience of the dedicated staff based on the information contained on the CVs

The minimum passing score of the technical evaluation is **40 out of 60**; if a bid does not meet these minimums, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

### 6.3 Financial evaluation

The financial component is 40% of the total score. The maximum number of points (40) will be allotted to the lowest price offer. All other price offers will receive points in inverse proportion to the lowest price.

Bidders are requested to present their financial proposal using **Annex B Financial Offer Form**.

Annual flat fee must cover all services specified in *this document* under section 2 "*Requested services*" with an upper limit of 800 clips/year (RTV) provided for broadcasted monitoring. UNHCR expect that unused clips do **not** expire but will be carried over to the next year or years.

Please do **NOT** insert any financial information in your technical proposal.

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## 7. Key Performance Indicators

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UNHCR will monitor the performance of selected supplier(s) regularly based on the following elements:

- a) uninterrupted access to the media monitoring and analysis platform
- b) continued functionality
- c) response time
- d) adherence to the requirements compliance
- e) continued functionality
- f) ensuring a consistently user-friendly experience, with regular updates to maintain optimal functionality and cutting-edge features.