

TERMS OF REFERENCE

REQUEST FOR QUOTATION: No. RFQ MDACH/2023/33

Communication Services

Introduction

UNHCR, the UN Refugee Agency, is a global organization dedicated to saving lives, protecting rights, and building a better future for people forced to flee their homes because of conflict and persecution.

UNHCR's operation in the Republic of Moldova is seeking a communication services company.

The communication service company will support the UNHCR operation in the Republic of Moldova in increasing its engagement with national, regional, and local media in the country and provide media and communication support as outlined in the terms of reference. These terms will guide the company's operations, responsibilities, and deliverables in planning and executing communication services for UNHCR.

Objectives

The objectives of these terms of reference are as follows:

- a. To help UNHCR sustain and improve positive press coverage of the refugee response in Moldova and improve visibility for the benefits of protection/inclusion of refugees, asylum-seekers and stateless persons;
- b. To provide communication services to UNHCR per the terms and conditions specified herein.

Scope of Services

The Communication service company shall provide the following services:

- a. Initial consultation to understand UNHCR's requirements and objectives.
- b. Mass Media (including national, regional, and local television, radio, print, and digital-based media channels in Romanian and Russian) monitoring and reporting – including trends analysis of how coverage is changing over time and key stories about topics related to UNHCR work in the Republic of Moldova, as well as stories about the refugees and the refugee response in the country;
- c. Social media monitoring and reporting – including trends analysis of how the local public opinion is changing over time and key stories about topics related to UNHCR,

refugees, the humanitarian refugee response, asylum-seekers, and stateless persons in the Republic of Moldova;

- d. Liaise and coordinate with the national and local mass media to help catalyze and manage media participation in and positive press coverage of activities related to UNHCR, the refugee response in Moldova, and the presence of refugees in Moldova more generally;
- e. Provide ad hoc translation of communication products (e.g., press releases, web stories, social media posts, etc) from English into Romanian and Russian.
- f. Provide periodical reporting on the provided services in accordance with UNHCR requirements.

Requirements

UNHCR Representation in the Republic of Moldova, invites qualified suppliers to make a firm offer for the establishment of Frame Agreement for the provision of communication services. UNHCR may award multiple Frame Agreements with initial duration of 2 (two) years, potentially extendable for an additional period of 1 (one) year **under primary and secondary modality**. The successful bidders will be requested to maintain their quoted price model for the duration of agreement.

RFQ Submission

Interested companies shall submit the following information in response to the RFQ, based on which companies will be evaluated:

- Submit a description of the company and qualifications, including a company presentation, profile of key people, company capacity and compilation of various projects (reel, book, or presentation) with reference to your work. It is important that the reference to previous work shows a diversity of communication and public relations capacities, such as press and media relations, and event management. UNHCR mail and systems have a maximum capacity of 20 MB, therefore, delivery can be done through file transfer services (WeTransfer, Dropbox, Google Drive or similar), the use of links to websites or shared folders.
- Demonstrate their technical capacity by outlining the services offered and the scope of the services, for:
 - Media monitoring and reporting
 - Social media monitoring and reporting
 - Translation from and to English – Romanian – Russian
- Language requirements: UNHCR will communicate with the selected vendor in English, and the resulting products will be produced mainly in English however, the vendor will

be following content produced in Romanian, and Russian. Due to the nature of UNHCR's work other languages might be required in the future.

- Delivery of work plan, the bidder must describe in detail the type of services (profiles) involved, the products to be delivered (a reference to existing examples might be included), the estimated time it will take to complete the task, and the number of hours for each profile/service needed to organising press coverage for an event organised by UNHCR or a partner.
- Confirmation of the capacity to respond to emergency requests. Due to the nature of UNHCR's work, some products are needed with urgency. We are looking for a vendor with the capacity to produce basic products within 24 hours.

Responsibilities and Deliverables

1. Media monitoring and reporting – including trends analysis of how coverage is changing over time and key stories about the operational context;	Daily (during each business day), with the top 5 stories included in the monthly report listed below
2. Social media monitoring and reporting – including trends analysis of how the local public opinion is changing over time and key stories about the operational context;	Daily (during each business day), with the top 5 stories included in the monthly report listed below
3. Further dissemination in the national and local mass media of press materials to reflect and document the progress reached within UNHCR in Moldova, information regarding the refugees or any other agreed topics. A single communication package may include documents, web links, multimedia products or a combination of all.	As requested by the UNHCR team.
4. Liaise and coordinate with the national and local mass media for providing press coverage of activities related to the refugee response and/or UNHCR's work	As requested by the UNHCR team.
5. Provide ad hoc translation of communication products (e.g., press releases, web stories, social media posts, etc) from English into Romanian and Russian.	As requested by the UNHCR team.
6. Monthly mass media trends analysis report.	A monthly report in

Monthly summary of major stories in Moldovan mass media related to the topics as defined by UNHCR. Trends analysis including total mentions [of refugees, UNHCR, and related topics], sentiment analysis, and links to the top 10 stories for the month.	ppt format
7. Monthly Social media trends analysis and expertise. Monthly summary of major stories in Moldovan social media related to the topics as defined by UNHCR. Trends analysis including total mentions [of refugees, UNHCR, and related topics], sentiment analysis, and links to the top 10 stories for the month.	A monthly report in ppt format

Evaluation criteria

Evaluation is made on a technical and financial basis. For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received. The percentage assigned to each component is determined in advance as follows:

Criteria	Total score	Detailed criteria
Documents	10	Vendor Registration Form, Copy of the business license and tax certificate
Description of the company and its qualifications	50	Presentation of the company, including a summary of its experience and services.
		The staff has a trajectory aligned with UNHCR's request, and proof to have the experience needed to provide communication and creative services.
		Compilation of various projects (reel, book or presentation). Your book should include examples and references to previous work showing a diversity of communication and public relations capacities, such as press and media relations.
		Expertise in working with reputable firms, organizations and entities

Technical capacity	40	List of available services and description of each of them
		Delivery of the requested press work plan
		Language
		Capacity to respond to emergency requests.

Minimum passing threshold to be technically compliant is 60 points

Confidentiality and Data Protection

The communication service provider shall maintain strict confidentiality regarding client information, trade secrets, and any sensitive data obtained during event planning and execution.

Requests for clarification and submission of bid

Bidders are required to submit any request for clarification and quotations by e-mail to Adelina Arapan at arapan@unhcr.org and Andre Lukovics at lukovica@unhcr.org in copy clearly indicating the RFQ number.

Your quotation must be valid at least for 60 days. The standard payment terms of UNHCR is net 30 days upon satisfactory delivery of goods or services and acceptance thereof by UNHCR.