

TERMS OF REFERENCE

Communication Services: Awareness raising campaign

Background

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 leads international action to protect refugees, forcibly displaced and stateless people. We deliver life-saving assistance, help safeguard fundamental human rights, and develop solutions that ensure people have a safe place called home where they can build a better future. Currently, UNHCR is working in over 130 countries, using our expertise to protect and care for millions.

Since the escalation of the war in Ukraine on February 24, 2022, over 1.4 million people have left the country and arrived in the Republic of Moldova. While many have continued their journey, more than 118,000 refugees from Ukraine remain in Moldova. In close cooperation with the Government and civil society, UNHCR helps coordinate a multi-sectoral humanitarian response to support those displaced and the communities that warmly host them.

UNHCR's communication strategy focuses on three main objectives: leading the narrative, generating empathy, and mobilizing action (public, political, and financial support). By achieving these goals, we bring UNHCR's vision to life: enabling people forced to flee to thrive. Furthermore, UNHCR ensures that communities are meaningfully and continuously involved in decisions that directly impact their lives, hence, effective communication with people fleeing from Ukraine is a priority.

Communication and information are recognized as fundamental human rights. Consequently, we take into account age, gender, and diversity when designing our interventions, including communication products and awareness raising efforts. In practice, UNHCR ensures that targeted audiences can access information through their preferred and trusted communication channels. We provide content in languages that are easily understood, with simple and clear messaging. Additionally, we address vulnerabilities and cultural sensitivities. UNHCR in the Republic of Moldova primarily communicates in English, Romanian, Russian, and Ukrainian.

Moreover, UNHCR promotes integration and peaceful coexistence between refugees and host communities through a wide range of activities, including awareness raising campaigns. These efforts promote solidarity and inclusion by helping dispel stereotypes and myths and create a space for mutual understanding and empathy.

Purpose of the contract

UNHCR is interested in securing the provision of creative and communication services for developing a communication campaign to foster social cohesion in Moldova.

The objectives of the initiative are:

- Reinforce the welcoming environment in the Republic of Moldova and encourage a sense of shared responsibility for the well-being of all.
- Promote inclusive societies by highlighting how all people can contribute to its community, no matter where their coming from, their culture, their language, etc.
- Address negative perceptions and others social barriers to an inclusive community, including negative stereotypes about refugees.

- Improved mutual understanding (from refugees towards Moldovans, and vice versa), and empathy within the community.

The campaign should highlight the contributions to the country from a multiplicity of stakeholders, including refugees, hosting families, humanitarians, business owners (employers/employees), government officials, volunteers, artists, among others. It is suggested to have a two phased campaign, a first phase that focuses merely on the contributions, and that trigger curiosity and build momentum. In the second phase, the identities of the contributors, their stories and background, will be revealed to foster a space of exchange and understanding. If possible, this effort should also acknowledge Moldova's solidarity towards refugees of Ukraine.

The campaign is expected to have online and offline coverage at the national level and deliver key messages to a multiplicity of audiences, with a specific focus on the Moldovan citizens.

Scope of work

Conceptualize, develop, implement, and monitor a communication campaign. The daily communication with UNHCR and conceptual documents should be in English. Below the details of the expected work:

- Concept development based on the vendor experience, in consultation with UNHCR staff and key stakeholders define the concept of the campaign.
- Develop of an overall communication framework that includes expected results and key indicators for success, audience segments, potential stakeholders and partnership, communication, and media channels to be used, specific media product descriptions, languages and quantities, timeframes, and resources needed.
 - Community outreach, group sessions or workshops might be considered. For example, roundtable with experts and journalist; or community event in a youth centre.
- Develop the campaign theme, slogan(s) and call to actions, and key visuals to be used throughout the campaign period.

Once the concept and the communication framework are approved and finalized. UNHCR will launch a tender to secure a company to implement the project and carry out the following: :

- Create/co-create, the messages and copies needed for the defined audiences, and media channels including traditional mass media, print, social media and other digital platforms.
- Develop, produce, and disseminate the campaign products including, but not limited to, print materials, outdoor advertising, videos/ audio spots, interviews and testimonials, announcements with key messages. In addition to adaptations for easy access to be used on social media and messaging apps.
- Identify, negotiate, buy and secure strategic media placement spots and locations for the products including on suitable media channels and physical locations (for billboards, city-lights, banners), at the national level, with a focus on regions defined in the framework.
- Provide weekly campaign monitoring reports including media reach, public response and feedback and emerging issues, or challenges.

Depending on the implementation timeline a formal launch or closing event of the campaign will be organized. The vendor is welcomed to actively participate as the developer of the creative concept, but the logistics will be arranged separately (no cost involved for the vendor).

The full campaign need to be implemented before the end of the year, hence, it is expected to have a concept and a clear workplan in a maximum of 2 months.

Qualifications and experience

For submission of proposals, the selected vendor must comply with the following requirements and present the necessary documents:

- Demonstrated experience in conducting multi-media communication campaigns at the country level including development and deployment of appropriate media products across multiple platforms and channels (online and offline)
- Experience in public relations and communication, at least 4 years of presence on the market and proof of relevant experience (references should be provided).
- Prior positive experience working with UNHCR, or a UN agency is an asset.
- Experience in communicating social issues, and/or Human rights is an asset too.
- Ability to work under pressure and in a multicultural and multilanguage setting.

A technical proposal should be submitted. The technical proposal to describe how the agency will address each component of the requirements described in this document, highlighting key steps and approaches, methodology, time frames, and any other details relevant information to support a fair assessment of the vendor capacity.

The Technical Offer should include:

- The company's portfolio with proof of required years of relevant experience, samples of the performed similar work (2 examples), and references (2 relevant references different to the examples);
- Short description of the experience with similar assignments, the qualifications of the team and vision of the company.
- Work plan showing the detailed sequence and general timeline for the assignment implementation and, the overall approach to the implementation.
 - If a narrative is included, it should be of a maximum of 1,000 words.

Guiding principals

All works performed by the selected vendor to complete the tasks will be carried out following the UN Supplier Code of Conduct, UNHCR Brand Guidelines, and UNHCR Ethical Communications Guidelines

To meet the requirements of the respective Terms of References the companies are allowed to enter into partnerships or alliances with other companies to be able to offer the full range of requested services, if needed. In the case of a partnership or alliance, the leading company is fully accountable for the quality of the delivered services.

Intellectual Property

All information about this assignment (finished audio-visual material, raw digital material, documents, etc.) belonging to UNHCR, shall remain the property of UNHCR. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of UNHCR in line with the international, and national copyright laws applicable.

UNHCR shall receive the finalized products in its publication format, in addition to editable and RAW format (if applies).

Management arrangements

The selected contractor will work under the overall guidance of the External Relations team, UNHCR. UNHCR will provide the selected vendor with all the necessary materials and guidelines for a better understanding of the context and the successful fulfilment of the task.

Feedback and approvals

The work under this contract will be provided on a scheduled timeframe according to the priorities of UNHCR. The indicative timetable and deliverables will be agreed upon with the selected contractor before the signature of the contract.

The vendor should maintain an open communication with UNHCR to ensure a smooth process. UNHCR will need to review and clear all messages and final products before its publication.

Solicitation process

UNHCR, the UN Refugee Agency invites qualified service providers to make a firm offer for the provision of communication services: awareness raising campaign under a Service Contract.

Interested companies are required to submit any request for clarification or any question in respect of this RFQ by e-mail to **arapan@unhcr.org**.

The offers must bear your official letter head, clearly identifying your company.

Quotations should be submitted by e-mail and all attachments should be in PDF format. (Copies of the PDF format documents may, as an addition, be included in Excel or other formats etc.).

Technical and Financial evaluation:

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

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **60%** from the total score:

Criteria	Percentage
Mandatory criteria: a. Company registration certificate b. Signed UNHCR General Conditions of Contract for the Provision of Services – 2018 (Annex E attached)	Pass/fail
1. Qualifications and experience of the company	35%

2. Technical capacity	25%
Total:	60%

The Technical offer score will be calculated according to the percentage distribution for the technical and financial offers.

The cut-off point for submissions to be considered technically-compliant will be **35% out of the 60%, or 36 out of the 60 points.**

The **Financial offer** will use the following percentage distribution: **40%** from the total score.

Failure to send any of the above mandatory documents will result in disqualification of your offer from further evaluation.

The financial component will be analysed only for those suppliers that pass the technical evaluation.