

## TERMS OF REFERENCE

### RFQ 13.2024 - Design and illustration Services

#### Background

Since the war in Ukraine began on 24 February 2022, over 905,000 people have left the country and arrived in the Republic of Moldova. While many have since moved onwards into the European Union, over 117,000 persons displaced from Ukraine remain in the country. In close cooperation with the Government, UNHCR, the UN Refugee Agency, helps coordinate a multi-sectoral humanitarian response to support those displaced as well as the communities that host them.

The UN Refugee Agency communication strategy is focused on three main objectives: to lead the narrative, to generate empathy and to mobilize action (public, political and financial). The former will then bring into life UNHCR's vision: enable people forced to flee to thrive.

In addition, humanitarian actors must ensure that communities are meaningfully and continuously involved in decisions that directly impact their lives and promote an effective communication with people fleeing from Ukraine. UNHCR is working on the development of a communications with communities' strategy to ensure that refugees are informed about their right to international protection, how to access asylum and temporary protection, their rights and obligations, as well as information regarding their integration into the society and the services available in the country. UNHCR works in close coordination with refugees, national and international organizations, the government, and other actors to ensure accessible, transparent, and effective communication to refugees, and consequently promote inform decision-making.

#### Scope of work

To support their communication efforts, UNHCR is interested in securing design services for both digital and press to cover a wide range of communication materials. In addition to the design services, it is expected the vendor to contribute to the overall conception of the different projects and provide suggestions to improve the content provided by UNHCR.

Everyone should access information in their preferred and trusted communications channels; in a language and idiom that is understood, with simple and clear messaging. In our communication products we also address vulnerabilities and cultural sensitivities, we take what we call an age, gender, and diversity approach, which is translated into products where the majority of individuals can identify themselves. Hence, UNHCR strategy involves great diversity of online and offline communication tools, carefully tailored to audience needs. On many occasions, the messages are developed in collaboration with the communities itself, authorities and other partners. UNHCR in Moldova provide information mainly in English, Russian, Romanian, and Ukrainian.

A diversity of graphic and digital tools should be considered to ensure the previous objective is accomplished. Furthermore, the design should comply with UNHCR's brand guidelines.

The selected vendor will have an initial meeting with UNHCR to agree on the work dynamic, and understand more the projects and deliverables.

#### Required model of work (process):

UNHCR submits a Request for Services through a specific format (brief) to the Contractor(s), asking for an estimated time and cost to carry out tasks indicated in the request. The Contractor will reply with a proposal. If needed, the requesting unit and the vendor, will engage in conversation to clarify the request.

Once approved. UNHCR will share all the elements and resources to deliver the project, such as text, translations, photos, logos, etc.

Proposal(s) or first drafts of the requested deliverables are sent to UNHCR, UNHCR submits its comments and requested changes. The Contractor acknowledges the receipt of written instructions and implements the requested changes; depending on the complexity and size of the project, four cycles of corrections are considered standard and should be taken into account when an offer is submitted.

Additional rounds of changes will be charge depending on the extra hours required. The rounds of changes do not include revisions of things that were previously asked, and were not implemented, or grammar/spelling mistakes that were not in original text shared.

## **Technical requirements**

All vendors should submit the requested administrative documents in addition to the following:

- Submit a company presentation and book of the company/designer. It should include an overview of the firm, their creative process, highlight their experience, references, and showcase a sample of previous work. The book should gather visual elements that show the quality and diversity of design such as editorial, for press and printed materials, data visualization and reporting, illustration, and digital such as web and social media, among others.
  - The book should include at least one example of a multimedia campaign for a local brand.
  - The book should include at least one example of editorial design, one example of illustration, and one example of data visualization.
  - At least 2 references to previous clients should be clear in the company presentation.
  - If the vendor has experience on social or community projects, it should be showcased.
  - The presentation should be in English, but the book can be delivered in a different language.
  - UNHCR mail and systems have a maximum capacity of 20 MB, therefore, delivery can be done through file transfer services (WeTransfer, Dropbox, Smash or similar), the use of links to websites or shared folders.
- Organigram of the company and bios of relevant designers involved.
- Confirm capacity to provide proofreading, copywrite and creative direction as additional services when needed. Consider the multicultural and multilanguage approach (English, Russian, Romanian, and Ukrainian).
  - Clearly state it in the presentation on in an additional document the capacity to provide such services.

- Confirm capacity to take on more than one project at the same time. The vendor will be working for several units within UNHCR, which might imply working on more than one project at a time. While the delivery dates can be staggered, projects can have very tight deadlines.
- The working relationship with UNHCR will be in English. This is considered a requirement and should be clearly stated in the documents shared as part of the technical proposal.
- Delivery of three scenarios, for each of the following scenarios the bidder must describe the type of services (profiles) involved, and the estimated time in hours, per each profile/service, needed to complete the requests. **These time estimates will serve as a benchmark for future requests throughout the contract duration.**
  - Scenario A: Infographic, design of one infographic in Ukrainian and in Romanian on UNHCR results of the year. One-page A4, each side one language. UNHCR will provide the content, it includes a title, subtitle, and 9 different categories of data.
  - Scenario B: Poster, design of a poster in two languages, Romanian and English, 90x60 cm. to inform about UNHCR's feedback and complaint mechanisms (3 different channels). It should include illustrations.
  - Scenario C: Design of a roll up for a training, with text and photos. UNHCR branding. Size 85x200 cm
  - There is no need to deliver a concept or the final product, only to work on the scenarios.

#### **Key Performance Indicators:**

UNHCR expects to monitor the performance of the selected supplier according to the following KPIs:

- Response time for cost and time estimation to carry out the tasks – up to 48 hours;
- Absence of errors in ordered communication product's format, structure, text and /or layout – 95% accuracy;
- Compliance of the final product with the UNHCR's request – 98% adherence to specifications;
- Capacity to manage several orders simultaneously and to ensure coordination between all parties involved – successfully handle at least four-five simultaneous orders.

#### **Solicitation process**

UNHCR, the UN Refugee Agency invites qualified service providers to make a firm offer for the provision of design services under a Frame Agreement. UNHCR may award multiple companies under primary and back-up modality.

The estimated annual requirement of UNHCR is expected to reach approximately 1,000,000 MDL. The amount is based on historical volume of transactions of UNHCR Moldova.

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](mailto:arapan@unhcr.org).

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

Quotations should be submitted by e-mail to [arapan@unhcr.org](mailto:arapan@unhcr.org) 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.).

For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received (Annex C attached).