

**Request for Quotation for the Provision of Developing Media Campaign for
Social Behavior Change Communication (SBCC) Strategy**

Introduction to UNHCR

The Office of the United Nations High Commissioner for Refugees (UNHCR), established on December 14, 1950 by the United Nations General Assembly invites, qualified suppliers to make a firm offer for the provision of Developing Media Campaign for Social Behavior Change Communication (SBCC) Strategy.

Section 1: Letter of Invitation

United Nations High Commissioner for Refugees, hereinafter referred to as "UNHCR" hereby invites prospective bidders to submit a proposal in accordance with the General Conditions of Contracts and the Terms of Reference as set out in this Request for Quotation (RFQ).

RFQ Documents:

- Annex A: Terms of Reference
- Annex B: Financial Offer Form
- Annex C: UNHCR Vendor Registration Form
- Annex D: UNHCR General

Conditions of Contracts for the provision of Goods and Services - 2018

- Annex E: UN Supplier Code of Conduct
-

Annex F: Policy on the Protection of Personal Data

RFQ key dates:

RFQ publish date: [21-11-2024]

Questions submission deadline: [02-12-2024]

RFQ submission deadline: [12-12-2024]

Section 2. Note to Bidders.

If you are interested in submitting a response to this RFQ, please prepare your bid in accordance with the requirements and procedures as set out in this RFQ and submit it by the deadline for submission of proposals set out in this document and in the supplier portal.

IMPORTANT:

If you are interested in submitting a bid in response to this RFQ, please log in to the Supplier

Portal, then search for the negotiation using the reference number UNHCR_RFQ_689 (see [User Guide](#) 39) and prepare your bid in accordance with the requirements and procedures as set out in this RFQ and submit it by the deadline for submission of proposals set out in this document and via the supplier portal.

In case you have never registered before, you can register a profile using this registration link [Supplier Registration \(oraclecloud.com\)](#) and follow the instruction in guides available in the UNHCR website: [How to become a supplier | UNHCR](#) and in the [User Guide](#). Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember your password or username from previous registration (see [User Guide](#) slide 36).

Should you require further clarification, kindly communicate using the messaging functionality in the system.

If you experience issues accessing the Cloud ERP, please contact Urszula Olgun on olgun@unhcr.org keeping Hamzah Khair on khair@unhcr.org on copy.

Hamzah Khair, Associate Supply Officer
Supply Department

UNHCR Poland

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Table of Contents

1 Overview.....5
 1.1 General Information.....5
 1.2 Schedule.....
 1.3 Negotiation Controls.....6
 1.4 Response Rules.....6
 1.5 Terms.....6
 1.6 Attachments.....6
 2 Requirements.....6
 2.1 Section 1. General requirements.....7
 2.2 Section 2. Technical Offer.....9
 2.3 Section 3. Financial Offer.....16
 3 Lines.....17
 3.1 Line Information.....17
 3.2 Line Details.....17
 3.2.1 Line 1.....17

1 Overview

1.1 General Information

Title	SBCC - RFQ/HCR/POL/2024/19
Synopsis	Developing Media Campaign for Social Behavior Change Communication (SBCC) Strategy

Introduction

1. 1. Objective

The overall objective is to develop and implement media campaigns promoting specific behavior changes to be defined using primarily but necessarily social media. Provide guidance and design/redesign of communication materials, integrating insights from research tools and nudge theory.

The key areas of focus for the strategy (SBCCS) are:

1. Improving the livelihoods of refugees and asylum-seekers in Poland;
2. Lifelong learning programs for adults, including language classes for job seekers;
3. Empowering people living in collective shelters to become independent and find sustainable accommodation and employment options.

2. 2. Background Information and Rationale

Poland, a signatory to the 1951 Refugee Convention and its 1967 Protocol, has consistently demonstrated its commitment to refugee protection. This commitment was notably evident following the military invasion of Ukraine on 24 February 2022, when Poland extended exceptional hospitality to Ukrainian refugees in alignment with the EU's Temporary Protection Directive. In March 2022, the Government of Poland (GoP) enacted the Special Act, providing extensive protections to displaced Ukrainian nationals and their spouses, including legal stay, employment, healthcare, education, and social benefits. However, third-country nationals previously residing in Ukraine are not covered by this act and fall under the Act on Granting Protection from 2003.

Despite Poland's economic capacity to support Ukrainian refugees, social acceptance has varied. A report from the Centre of Public Opinion Research in October 2023 indicated a decline in public support for admitting Ukrainian refugees, dropping to 57% from 76% in July, largely due to unresolved cross-border trade disputes with Ukraine. Many Ukrainian refugee households, primarily composed of women, children, and older individuals, face significant challenges such as family separation, protection risks, and gender-based violence. Vulnerable groups, including the elderly and people with disabilities, often rely on external support and are frequently housed in collective shelters.

A survey conducted between April and May 2023 revealed that while 71% of Ukrainian refugees in Poland wish to return home eventually, only 17% plan to do so within the next three months, citing ongoing war and security concerns as major obstacles. Before 2021, Poland experienced a decline in international protection claims, but mid-2021 saw a surge in irregular border crossings, particularly via Belarus, leading to a humanitarian crisis and a State of Emergency declaration in September 2021. This emergency state was lifted in June 2022 following the completion of a 186 km fence along the Polish-Belarusian border.

The UNHCR collaborates closely with Polish authorities and other organizations, guided by a 2009 Memorandum of Understanding with the Border Guards, to ensure the protection of

refugees and asylum seekers. As of February 2024, 1,756,777 Ukrainian refugees had registered for temporary protection in Poland, with 952,109 actively receiving social protection services. Among these refugees, 77% are women and children. In 2023, 9,513 asylum applications were lodged in Poland, with the majority of asylum seekers coming from Belarus, Ukraine, and the Russian Federation. A multisector needs assessment in mid-2023 showed that 59% of refugees live in their own accommodations, 20% in shared accommodations, 13% in hostels or similar establishments, and 7% in collective sites, with most refugees originating from eastern Ukraine.

The tender seeks to leverage social media campaigns to enhance awareness, engagement, and support for UNHCR's mission in Poland, addressing the complex and evolving needs of refugees and asylum seekers.

1.2 Schedule

Preview Date		Open Date	21/11/2024 12:23 PM
Close Date	12/12/2024 11:59 AM	Award Date	
Time Zone	Coordinated Universal Time		

1.3 Negotiation Controls

Response Visibility **Sealed**

Lines Settings

Rank Indicator **1,2,3...**
Ranking Method **Price only**

1.4 Response Rules

This negotiation is governed by all the rules displayed below.

	Rule
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

1.5 Terms

Payment Terms	HCR Net 30	Freight Terms	None
Shipping Method		FOB	
Negotiation Currency	PLN (Zloty)	<input type="checkbox"/>	Buyer managed transportation
		Price Precision	2

Eligible Response Currencies

Check the one currency in which you will enter your response.

	Response Currency	Description	Price Precision
<input type="checkbox"/>	PLN	Zloty	2
<input type="checkbox"/>	EUR	Pan-European Currency	2

1.6 Attachments

File Name or URL	Type	Description
Annex B - Financial Offer Form	File	Annex B
Annex A - Terms of Reference.p	File	Annex A
Annex C - Vendor Registration	File	Annex C
Annex D - General Conditions	File	Annex D
Annex E - UN Supplier Code of	File	Annex E
Annex F- Policy on the Protect	File	Annex F

2 Requirements

**Response is required*

Dear Supplier,

Please review carefully the requirements and questions in this section. Provide answers as required and upload supporting documents when requested so. Failure to send the above requested information may result in disqualification of your offer from further evaluation.

The Terms of Reference (ToR) for the service(s) by UNHCR can be found in Annex A.

Please note that any figures have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a commitment that UNHCR will purchase the listed quantity.

Your offer should clearly state whether or not the service(s) you are offering are fully conforming to the ToR given. If any, clearly state and disclose any discrepancies with the ToR.

The technical component of your bid will be evaluated using the PASS or FAIL criteria mentioned in this document.

The award of this purchase will be made to the lowest technically compliant bid submitted.

UNHCR reserves the right to accept the whole or part of your bid, or to allow split or partial awards.

UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF GOODS AND SERVICES
- 2018

Please note that the General Conditions of Contracts (Annex D) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing. However, please note that submitting an offer is deemed as full acceptance of UNHCR's General Conditions for Provision of Goods and Services.

2.1 Section 1. General requirements

Section Maximum Score: 5

- *1. As a prerequisite for a supplier to be deemed eligible for an award of contract, the company should be a **registered business** for a minimum of [three] years and should not be associated with a company or individual, under procurement prohibition by the United Nations, such as prohibitions derived from the consolidated United Nations Security Council **Sanctions List** (available at: www.un.org/securitycouncil/sanctions/information), UN Secretariat Procurement Division list of **suspended or removed vendors**, UNGM/World Bank list of suspended or debarred vendors.

Maximum Score: 1

Select all that apply:-

- a. I confirm our company is not on any of such Sanctions lists(*Response attachments are optional*)
- b. The bidder must be registered in Poland for a minimum for three (3) years as of the submission deadline of this RFQ. (*Response attachments are required*)
- c. Any relevant document (*Response attachments are optional*)

Comments:

*2.

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form (Annex C) and supporting documents. The investigation involves consideration of several factors such as:

-Core business;

-Track record;

-Contract capacity.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex C - Vendor Registration	File	

Select one of the following:-

- a. I confirm the filled and signed Annex C is attached(*Response attachments are required*)

Comments:

*3. Please note that the General Conditions of Contracts will be strictly adhered for the purpose of any future contract.

Please confirm your **acknowledgement of the UNHCR General Conditions for Provision of Good and Services** (attached as Annex D herewith).

However, please note that submitting an offer is deemed as full acceptance of UNHCR's General Conditions for Provision of Goods and Services.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex D - EN_General Conditio	File	

Select one of the following:-

a. I confirm our acceptance of the General Conditions (Annex D)(*Response attachments are optional*)

Comments:

*4. Please confirm your acknowledgement of the UN Supplier Code of Conduct (Annex E).

However, please note that submitting an offer is deemed as full acceptance of the UN Supplier Code of Conduct.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex E UN Supplier Code of Co	File	

Select one of the following:-

a. Yes, I accept the UN Supplier Code of Conduct(*Response attachments are optional*)

Comments:

*5. Please confirm your **acknowledgement of the UN Policy on the Protection of Personal Data** (Annex F).

However, please note that submitting an offer is deemed as full acceptance of the UN **Policy on the Protection of Personal Data**.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex F- Policy on the Protect	File	Annex F

Select one of the following:-

a. Yes, I accept Policy on the Protection of Personal Data(*Response attachments are optional*)

2.2 Section 2. Technical Offer

Section Maximum Score: 15

*1. Bidder is required to read carefully the attached Annex A - Terms of Reference and prepare the proposal in line with the requested requirements and instructions accordingly.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex A - Terms of Reference.p	File	

Select one of the following:-

a. I have read and understood the attached Terms of Reference.(*Response attachments are required*)

Comments:

*2. A description of your company with the following documents:

- Company profile, registration certificate and last audit reports;
- Year founded;
- If multi location company, specify headquarters location;
- Number of similar and successfully completed projects;
- Number of similar projects currently underway;
- List of current Clients;

Include any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

Maximum Score: 1

Select all that apply:-

- a. Please find attached Bidders' proposal that addresses a description of the company and the company's qualifications. *(Response attachments are required)*
- b. Additional documents if any *(Response attachments are optional)*

Comments:

*3.

The technical offer meets the **Terms of Reference**

Maximum Score: 1

Select all that apply:-

- a. I confirm that the offered services meet the Terms of Reference. Technical Offer attached. *(Response attachments are required)*
- b. Technical offer I have uploaded herewith. *(Response attachments are required)*

Comments:

*4. At least [5] relevant **successful projects on the subject-matter** to be provided.

Projects can be (Contracts / POs) related to similar services.
Please provide a short description of the company /organization and years of experience.

Maximum Score: 1

Select one of the following:-

- a. Evidence Uploaded *(Response attachments are required)*

Comments:

*5. Please present in an attachment the proposed personnel to carry out the assignment.

- Curriculum Vitae of core staff.
- Level of experience of core staff to perform the services)

- Organigram (number personnel, managers, etc.)

The bidders have to show that they can provide the adequately skilled people to assume the responsibilities and perform the full range of tasks included in the ToRs.

Maximum Score: 1

Select all that apply:-

- a. I have uploaded CVs of core staff proposed. *(Response attachments are required)*
- b. Other supporting documents if applicable. *(Response attachments are optional)*

*6.

Please confirm the validity of your offer from the deadline of the RFQ. UNHCR requests a validity of at least calendar 60 days from the deadline of the RFQ.

In case you can offer a longer validity then please indicate this in the comments

Maximum Score: 1

Select one of the following:-

- a. Yes, I accept an offer validity of 60 days starting from the deadline of the RFQ. *(Response attachments are required)*

Comments:

*7.

Phase 1: Planning and Strategy Development (Weeks 1-2)

- Week 1:
 - Kick-off meeting with UNHCR and other stakeholders (if applicable).
 - Define campaign objectives and key messages.
 - Conduct audience analysis and develop personas.
 - Draft initial content strategy and calendar.

- Week 2:
 - Finalize content strategy and calendar.
 - Agree on key performance indicators (KPIs).
 - Develop creative briefs for content creation.
 - Propose a content strategy document for the approval of UNHCR.

Phase 2: Content Creation (Weeks 3-6)

- Week 3:
 - Begin production of visual and written content.
 - Design graphics and templates.
 - Script and storyboard video content.

- Week 4:
 - Continue content production.
 - Initial review and feedback from UNHCR.
 - Adjustments based on feedback.

- Week 5:
 - Finalize all content pieces.
 - Schedule content for initial launch.
 - Prepare campaign-specific hashtags and tags.

- Week 6:
 - Conduct a pre-launch review with UNHCR.
 - Final adjustments and approvals.
 - Set up tracking and analytics tools.

Phase 3: Campaign Launch and Management (Weeks 7-12)

- Week 7:
 - Official campaign launch.
 - Post initial content across all platforms.
 - Engage with audience and respond to comments.

- Weeks 8-10:

- Monitor campaign performance.
- Post regular content as per the content calendar.
- Conduct weekly check-ins with UNHCR for updates and feedback.
- Week 11:
 - Mid-campaign review and analysis.
 - Adjust strategy and content based on performance data.
 - Implement any necessary changes.
- Week 12:
 - Continue content posting and engagement.
 - Prepare for campaign wrap-up.

Phase 4: Post-Campaign Analysis and Reporting (Weeks 13-14)

- Week 13:
 - Collect and analyze all campaign data.
 - Prepare detailed performance report.
 - Identify key insights and learnings.
- Week 14:
 - Present final report to UNHCR.
 - Discuss successes and areas for improvement.
 - Plan for future campaigns based on insight.

Maximum Score: 1

Select one of the following:-

a. I have uploaded a project timeline proposal (*Response attachments are required*)

Comments:

*8.

Please kindly elaborate on the Strategy Design taking into account the below:

- Objective Clarity: Ability to set clear, measurable, and achievable goals aligned with UNHCR's mission and objectives.

- Target Audience Analysis: Depth and accuracy in identifying and understanding key demographics (e.g., refugee communities in Poland).

- Framework Consistency: Quality of the frame map to guide consistent messaging across platforms.

Maximum Score: 1

Select all that apply:-

- a. Strategy Design Response(*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

*9. Please kindly elaborate on content creation given the below:

- Creative Quality: Proficiency in creating high-quality, visually engaging graphics, images, videos, and written content.

- Multilingual Capability: Ability to develop and support content in both Ukrainian and Polish, ensuring accessibility and inclusivity.

- Storytelling and Narrative: Demonstrated capacity to effectively capture and share refugee stories and highlight UNHCR's impact.

Maximum Score: 1

Select all that apply:-

- a. Content Creation Response (*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

*10. Please kindly elaborate on Communication and Engagement Strategy given the below:

- Behavioral Insights Application: Utilization of Social Behavior Change (SBCC) techniques and behavioral insights in messaging and outreach strategies.

- Community Engagement: Approaches to encourage audience participation, interaction, and meaningful engagement (e.g., through campaigns, feedback channels, and influencer partnerships).

- Compliance and Sensitivity: Ability to adhere to UNHCR's standards for data protection, AAP, PSEA, and protection standards for vulnerable groups.

Maximum Score: 1

Select all that apply:-

- a. Communication and Engagement Strategy Response(*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

*11. Please kindly elaborate on Research and Attitude Segmentation given the below:

- Audience Segmentation Accuracy: Quality and precision in conducting attitude segmentation to tailor messages to specific groups.

- Behavioral Impact Insights: Application of behavioral insights in content strategy to improve message relevance and audience response.

Maximum Score: 1

Select all that apply:-

a. Research and Attitude Segmentation (*Response attachments are required*)

b. Additional Documents (*Response attachments are optional*)

Comments:

*12. Please kindly elaborate Implementation of Randomized Controlled Trials (RCTs) on given the below:

- Experimental Design: Quality of proposed experimental designs to test the effectiveness of campaigns.

- Data Collection and Analysis: Effectiveness of data collection, monitoring, and analytical methodologies to optimize campaign strategies.

- Result Interpretation: Ability to translate RCT findings into actionable insights and strategy adjustments.

Maximum Score: 1

Select all that apply:-

a. Implementation of Randomized Controlled Trials Response (*Response attachments are required*)

b. Additional Documents (*Response attachments are optional*)

Comments:

*13. Please kindly elaborate on Social Media Management given the below:

- Platform Expertise: Proven capability in managing multiple social media platforms (e.g., Facebook, Instagram, TikTok, LinkedIn) and staying responsive to trends.

- Content Scheduling and Consistency: Regular posting and maintenance of an organized content schedule.

- Performance Tracking and Reporting: Competence in monitoring, analyzing, and adjusting strategies based on social media metrics.

Maximum Score: 1

Select all that apply:-

- a. Social Media Management Response (*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

*14. Please kindly elaborate on Training and Knowledge Transfer based on the below:

- Training Capability: Ability to effectively train UNHCR's in-house teams on best practices in social media management and content creation.

- Support and Consultation: Willingness to provide ongoing support and consultation as needed.

Maximum Score: 1

Select all that apply:-

- a. Training and Knowledge Transfer Response(*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

*15. Please kindly provide your response on Monitoring, Reporting, and Optimization given the below:

- KPI Reporting and Analysis: Detailed reporting on key metrics such as engagement, reach, conversions, and user feedback.

- Optimization Approach: Ability to provide data-driven recommendations for ongoing improvements.

- Final Performance Report: Quality and depth of the final campaign analysis, with clear insights for future campaigns.

Maximum Score: 1

Select all that apply:-

- a. Monitoring, Reporting, and Optimization Response(*Response attachments are required*)
- b. Additional Documents (*Response attachments are optional*)

Comments:

2.3 Section 3. Financial Offer

Section Maximum Score: 1

*1.

Your Financial Offer must contain an overall offer in a single currency. For comparison purpose, UNHCR will convert offered prices to US Dollars, on applicable UN Exchange rate.

The financial proposal is to be submitted as per the Financial Proposal Form (Annex B).

Bids that have a different price structure may not be accepted.

Please note that UNHCR has tax and duty exemption status, kindly provide prices without VAT.

Please download the attached financial offer form, fill in the required details and upload it under this requirement.

The financial offer will only be considered if the bidder's technical offer has passed the technical evaluation process and has been accepted by UNHCR as meeting the defined requirements.

Please do not modify/alter the format of the financial offer form as it may lead to disqualification.

Maximum Score: 1

Attachments:

File Name or URL	Type	Description
Annex B - Financial Offer Form	File	Annex B

Select all that apply:-

- a. Yes, the financial offer form is filled, signed and uploaded. *(Response attachments are required)*
- b. The financial offer form in excel format is provided. *(Response attachments are required)*
- c. Any relevant document *(Response attachments are optional)*

Comments:



3 Lines

Instructions	
--------------	--

3.1 Line Information

Line	Target Quantity	Response Quantity	Response Price	Line Amount	Promised Date
1-Consultancy Services					

3.2 Line Details

3.2.1 Line 1 Consultancy Services

Category Name **BFC Other services
for beneficiaries**
Allow Alternate Lines **No**
Requested Date

Location **ul. Przemyslowa 30
00-450 Warszawa
00-450 Warsaw
POLAND**

Start Price (PLN)