

Annex A: Terms of Reference
RFQ/24/016/RBAP/PSP

Request for quotation for Provision of Digital and Email Content Service for UNHCR Hong Kong sub-office

1 Introduction

1.1 Organization Background

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution of refugee problems. UNHCR is an impartial organization, offering protection and assistance to refugees and others based on their needs and irrespective of their race, religion, political opinion or gender. In all its activities, UNHCR pays attention to the needs of children and seeks to promote the equal rights of women and girls. In its efforts to protect refugees and to promote solutions to their problems, UNHCR works in partnership with governments, regional organizations, international and non-governmental organizations.

Private Sector Partnership (PSP) unit of UNHCR continually operates diverse donor recruitment programs and donor care services to appeal donors and potential donors to donate to UNHCR to raise public awareness to support UNHCR's global refugee work.

Digital and email marketing are the key focuses in UNHCR's communication, to help UNHCR increase the quality of communication materials and in order to boost fundraising income to the organization and achieve longer-term fundraising goals, UNHCR is now seeking suitable firm(s) to provide digital and email content services.

1.2 Scope of work

The UNHCR Sub-Office Hong Kong is looking for qualified companies **to provide digital and email content service**. UNHCR requests quotations to provide services including but not limited to the scope of work described below, appendix and in the Financial Offer Form (see Annex C). The scope of work upon which the firm(s) will be invited to submit quotations is listed below.

Project duration: 1 August 2024 to 31 July 2025

2 Requirements

Standard activity requirements

- Set up pre-launch meetings with UNHCR staff to understand the UNHCR's fundraising operation and project requirements.
- Professional in email marketing, to deliver UNHCR's messages with compelling stories with an aim to enhance public/ donor engagement and solicit donations (both one-time & regular donations).
- The Vendor should manage the project within the mutually agreed period, update UNHCR staff periodically for project progress, implement mutually agreed decisions and deliver quality content to UNHCR's targeted audience.
- Timely and prompt coordination to complete and deliver all finalized content and materials to UNHCR, which result in reaching donors on time and as defined in the annual plan.
- UNHCR staff will work with the vendor throughout the process and will determine on the editing requirement depending on the project.

Project Details

Project	Items	Tentative Frequency/ No. of issues required
I. UNHCR's eNewsletter	<ul style="list-style-type: none"> • Copywriting of main email content, with 1-3 email versions to target different groups of audiences (Individual Donors, Middle Donors, and /or Prospects), there will be four scenarios: <ol style="list-style-type: none"> 1. English copywriting and Chinese translation for 1 version of email, example: Prospects version only 2. English copywriting and Chinese translation for 2 versions of email, example: Individual Donor version and Prospects version 3. English copywriting and Chinese translation for 3 versions of email, example: Individual Donor version, Middle Donors version and Prospects version 4. Chinese copywriting only for 1 email version, example: Individual Donors version only • Photo and/or video selection 	<ul style="list-style-type: none"> • 1-3 regular monthly eNewsletters per month (on demand), expected turnaround time: 2-3 working days for copywriting; 1-2 working days for translation. • 3-5 emergency appeal eNewsletters per year (on demand), expected turnaround time: 1 working day <p>Expected number of emails per year : 15-27</p>

	<ul style="list-style-type: none"> • Provide call-to action button text • Provide text overlay on photo if needed • Provide 2 email subjects per email • Provide 1 pre-header per email • Bilingual translation • Editing & Proofreading <p>UNHCR will work with the vendor on content directions and provide refugee stories for write up.</p> <p>Email words count range from 300 – 600 words based on Chinese version.</p>	
II. UNHCR's web articles - copywriting	<ul style="list-style-type: none"> • Chinese copywriting of web article content • Photo or video selection • English translation • Editing & Proofreading <p>UNHCR to provide few articles or information for write up.</p> <p>Article word count based on Chinese version, subject to UNHCR's demand</p> <ul style="list-style-type: none"> • Between 501 -2000 words to be considered as a long web article • 500 words or below to be considered as a short web article 	<ul style="list-style-type: none"> • 1-2 web articles copywriting per month (on demand), expected turnaround time: 3-5 working days for copywriting; 2-3 working days for translation <p>Expected number of web articles per year: 4 long web articles 2 short web articles</p>
III. UNHCR's web articles - rewriting	<ul style="list-style-type: none"> • Rewriting of web article content in English • Photo or video selection • Chinese translation • Editing & Proofreading <p>UNHCR to provide one article in English for rewrite and trim down.</p> <p>Words count around 300-500 words on final document, subject to change by demand.</p>	<ul style="list-style-type: none"> • 1- 2 web articles rewriting per month (on demand), expected turnaround time: 3-5 working days <p>Expected number of web articles per year: 5</p>
IV. Editing	<ul style="list-style-type: none"> • English • Chinese <p>Word count based on the original version</p>	<ul style="list-style-type: none"> • On demand, expected turnaround time: 3-5 working days <p>Maximum number of words per year: 15000</p>
V. UNHCR's social media copywriting	<ul style="list-style-type: none"> • Chinese copywriting <p>Word count based on the final version</p>	<ul style="list-style-type: none"> • On demand, expected turnaround time: 1-2 days <p>Maximum number of words per year: 15000</p>

Miscellaneous

- a) Guaranteed response time during SOHK office hours from Monday to Friday (except weekends and Hong Kong Public Holidays) via phone and / or email.
- b) Vendor is required to attend conference call meetings to discuss and review any issues about the services as well as in other occasions which SOHK considers necessary, such as content review meeting.

UNHCR reserves the right to reject any work performed by the vendor(s), in whole or in part, that, upon UNHCR's sole and absolute discretion, are unsatisfactory, or inappropriate.

3 Your offer and the evaluation

Please fill out Annex B as your technical response form.

Please make sure that you submit the necessary information in your technical proposal to establish compliance with the below eligibility criteria. Please note that general company profile will NOT be accepted. Your proposal must be in English.

The evaluation will be carried out via two steps:

1. based on a pass/fail (Yes or No) criteria as listed hereunder
2. offers being compliant with ALL the pass/fail (Yes or No) criteria will proceed to the second phase of technical assessment on the quality of the translation

3.1 Pass-fail (yes or no) first cut

Criteria	Documents, information to be provided to establish compliance with the set criteria
Your company must be based in Hong Kong and be eligible to provide services.	Please submit the local (1) Business Registration Certificates and (2) fill out the vendor registration form (Annex H)
Acknowledgement on UNHCR special data protection clause	UNHCR special data protection clause is to be accepted (Annex D). Please send the signed document with your technical proposal.
Acknowledgement on UNHCR general terms and conditions for the provision of services	UNHCR general terms and conditions for the provision of services are to be accepted (Annex E). Please send the signed document with your technical proposal.
Account management	Solid account management service offered with a skilled team for strategic and timely support. In your technical proposal, please describe the composition of the team (local presence in Hong Kong with at least one native-speaking account representative and one native copywriter) proposed to manage UNHCR's projects and a short description of their roles, experience, and expertise.

3.2 Translated article of high quality

Please translate the article in Annex I and attach your technical response form (EN- Traditional Chinese Hong Kong). The maximum obtainable score is 10 in this section. Your company must have at least 8 points (as minimum passing threshold) to be considered as technically compliant.

Max Score Obtainable	Rating Scale
5	5= Excellent quality of the translated article with less than 5 errors. 4= Good quality of the translated article, number of errors between 5-9. 3 = Satisfactory quality of the translated article, number of errors between 10-15. 2 = Unsatisfactory quality of the translated article, number of errors between 16-20. 1 = Poor quality of the translated article, more than 20 errors. 0 = No translation submitted
5	5=Excellent quality of the translated article from EN- Traditional Chinese Hong Kong; the company shows subject matter expertise and professionalism. The spelling, style and syntax are in line with UNHCR high standards. It looks that the company works very thoroughly and delivers high quality. The example uses of appropriate subject matter terminology, grammar, syntax, and expressions. 3 = The translated article from EN- Traditional Chinese Hong Kong provided shows satisfactory quality. The company communicates the original meaning in a manner that is both readable and comprehensible. The translation follows grammatical conventions and adhere to rules for line breaks, punctuation, alignment, and capitalization but it is not an outstanding piece of work from content and from style perspective. 0 = No transcript submitted.

Your financial proposal is to be submitted on Annex C No other format will be accepted. Please use single currency (HKD).

In case the source language material is unavailable in a word count supporting electronic format, the word count is made based on the word count of the target language material, taking into consideration any differences, if any.

UNHCR is exempt from all direct taxes and customs duties. With this regard, price must be given exclusive of all forms of tax.

UNHCR shall pay the vendor(s) within 30 days after satisfying completion of the service requested. Payment shall be made against the invoice and based on the quotation submitted by the vendor(s).

3.3 Vendor registration form

- If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex D).

3.4 Applicable General Conditions

- Please indicate your acknowledgment of the UNHCR General Conditions of Contract for the Provision of Services (Annex E) and include the signed copy into your submitted Technical Proposal.

3.5 Applicable Special Data Protection Conditions:

- Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex D) and include the signed copy into your submitted financial proposal.

3.6 *Sample work*

- Annex J is for information.

UNHCR PSP Hong Kong will select the technically compliant, lowest price proposal for the contract.