

**ANNEX A: TERMS OF REFERENCE
UNHCR RFP 193**

FOR THE ESTABLISHMENT OF FRAME AGREEMENTS

FOR THE PROVISION OF

LOT 1 - SOCIAL LISTENING TOOL

LOT 2 - MEDIA MONITORING TOOLS

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1 Introduction

1.1 Background for LOT 1 and LOT 2

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the U.N. General Assembly in 1950 to provide protection and assistance to refugees and internally displaced people (IDPs). Over more than six decades, the agency has helped tens of millions of people to restart their lives. Today, UNHCR is one of the world's principal humanitarian agencies. Its 16,000 personnel work in 138 countries to protect and assist the forcibly displaced, a population that now exceeds 68 million, as well as stateless people. For more information, please see <http://www.unhcr.org>.

UNHCR's Global Communications Service would like to invite agencies to submit proposals to provide services for specific social and media monitoring tools:

LOT 1 - Social listening tool

This request for proposals has been initiated by UNHCR's Division of External Relations (DER) to ensure that UNHCR has robust tools for monitoring and understanding the social media landscape. Tools will be used to understand UNHCR's global social positioning, as well as that of our peers and inform our broader understanding of refugee / displacement social conversations.

Improved social intelligence, informed by a social listening tool will enable the organisation to make the best use of its social media channels to increase awareness, engagement and financial support. Now, more than ever before, it's critical that we harness the power of UNHCR's social media presence to help raise awareness of displacement issue, humanise displaced people, inspire compassion for them, show ways people can help, and change attitudes and policies for the better.

Social listening tools will also offer essential support with regards to crisis comms management and MDH monitoring, area's of work which have observed a sharp increase in workload. UNHCR has made significant capacity building efforts in these areas and listening tools offer integral support to our various MDH and crisis comms workstreams.

LOT 2 - Media monitoring tool

UNHCR has an established media monitoring, research and analysis team based in Copenhagen, London and New York, as well as a broader network of HQ, Bureau and country focal points undertaking similar work. For the past 12 years, the team has provided essential monitoring support and research services to various teams within the organization. This work is made possible by integral media monitoring software.

It remains vital that the monitoring, research and analysis team has uninterrupted access to a media monitoring tool. Without this, we cannot complete important work for internal and external stakeholders and risk a loss of data continuity that would invalidate longer-term research projects.

1.2 Statement of Purpose & Objectives for LOT 1 and LOT 2

LOT 1 - Social listening tool

UNHCR has global accounts on Facebook, Twitter, Instagram, LinkedIn, TikTok, WhatsApp Channels and YouTube, which are managed from headquarters in Geneva and our global communications hubs around the world. The four global languages are Arabic, English, French and Spanish. There are also country-level and subject-specific accounts, operating in national languages and managed by colleagues in other locations around the world.

The UNHCR global social media accounts are primarily used to help UNHCR meet three communications objectives – for UNHCR to lead the narrative, to generate empathy and to mobilize action for refugees. These objectives flow into and reinforce one another. The content we publish on UNHCR social media channels is designed to make public audiences recognize the gravity and scale of forced displacement and statelessness and the importance of our mandate; to make people care, realize what they have in common with refugees and show compassion; and to prompt people to act, donate or influence others to act to make a difference for refugees. UNHCR social media accounts are the most public face of UNHCR, and often the entry point at which the general public encounter our work and messaging (including persons of concern). They also engage an array of specific audiences: governments, UN and NGO partners, the private sector, journalists, academics and fans of our celebrity supporters, among others.

Unlike traditional media, social media is not just for broadcasting, but also for engaging with audiences. As important as publishing, are the tasks of listening, monitoring and talking to individuals and communities, both on UNHCR accounts and elsewhere. Every day there are trending conversations and media moments, thousands of conversations about refugee and displacement issues, on social media platforms in every language. UNHCR needs to be aware, able to monitor and analyse so we can respond reactively and proactively, whether in public or behind the scenes, for example through diplomatic channels. “Seizing trends” is a regular part of our creative process and we need the tools to ensure we can do this successfully, without missing out on opportunities. We must meet audiences where they are, and tailor both content and messaging to specific audiences. Understanding that the messenger is as important as the message, we will increasingly work with trusted figures, using their social media platforms to reach certain audiences.

UNHCR has streamlined the way it uses social media. The strategy and core work is led by a global social media team at headquarters who direct and coordinate with social media managers in regional hubs and country operations.

It’s imperative that regular KPI reporting is embedded into workflows, in order to assess the performance of UNHCR accounts, content, campaigns, languages and messaging. This work is carried out both by the Analytics team and the Social Media team, as well as social media managers, on a daily basis.

The use of a social listening tool should result in the following:

1. Ensuring that UNHCR is actively listening to the most relevant conversations related to refugee issues and the work of UNHCR, irrespective of location or language.
2. Improve our social media measurement to ensure managers can track success against key KPIs on a daily, weekly and monthly basis.
3. In addition to quantitative measurements, help us achieve a better **qualitative understanding** of social activity and engagement, in order to inform what constitutes ‘impactful activity’ and foster a more robust learning culture.
4. Improve our identification of influencers of all types to ensure UNHCR is partnering with the most appropriate people around the world.

LOT 2 - Media monitoring tools

Media monitoring software tools enable UNHCR to track coverage and mentions on a global scale. Contemporary tools can search millions sources in just seconds, scanning newspapers, broadcast and digital news sources for UNHCR-related coverage. Once captured, these media monitoring tools can breakdown the messaging insights, location, reach, sentiment and type of coverage. UNHCR then uses this information to generate a comprehensive set of evaluation reports and key learnings which then inform the organization’s communication strategy.

The successful bidder will provide a media monitoring software platform that will allow UNHCR to achieve the following objectives:

1. Provide reporting and research insights to a broad range of internal and external stakeholders. These include but aren't limited to: the High Commissioner (Executive Office), Deputy and Assistant High Commissioner(s), Spokesperson for the High Commissioner, GCS, DES, PSP, DRRM, DIP, DPSM, DHRM, the DER director, Bureaus, Regional/National Offices and individual colleagues.
2. Inform the production of communication reports, many of which feed into broader strategic decision making processes.
3. Provide colleagues (globally) access to reliable, informative and insightful communication data.
4. Track UNHCR's communication performance against global/regional/national KPIs and objectives set out in the Global Communications strategy.
5. Inform the production of key learnings and actionable insights related to UNHCR's communication efforts, in turn improving the way we work. When appropriate this will include messaging and sentiment tracking.

2 Requirements

UNHCR would like to establish Frame Agreement(s) with one or more selected vendors to provide solutions to the below tasks for an initial period of three years, potentially extendable for a maximum two additional periods of up to one year each (3+1+1 years). The successful bidders will be requested to maintain their quoted price model for the duration of the Frame Agreement(s).

Considering that this RFP comprises two different categories as requirement, it is possible for the bidders to submit partial bids: quoting only for one or both categories at the same time. Each category will be technically and financially evaluated separately and contracts will also be awarded per category.

Other United Nations agencies, funds and programmes should be entitled to the same prices and terms as those contained in the offers of the successful bidders and could form the basis for a Frame Agreement with other UN agencies.

LOT 1 - Social listening tool core requirements

UNHCR invites quality service providers to make a firm offer for the establishment of Frame Agreement(s) for the provision of social listening.

UNHCR requires a tool that allows:

- a) Easy discovery of refugee related content which can be re-shared with our audience, both 'known' accounts (for example UNHCR staff and partners) and unknown accounts (when content with a high level of reach / engagement emerges on accounts previously unknown to the communications team).
- b) Listening related to multiple platforms, including but not limited to: Twitter / X, Facebook, Instagram, LinkedIn and TikTok. UNHCR acknowledges that data access limitations may mean monitoring is limited or not possible related to some of these platforms.
- c) Hashtag tracking and trending conversation tracking across multiple social platforms.
- d) Audience insights and mapping functionality.
- e) The option of establishing an API with the selected tool and data it provides.
- f) UNHCR staff to set up ongoing searches on keywords associated with refugee issues.
- g) UNHCR staff to set up short term campaign based searches for keywords.
- h) UNHCR staff to be alerted when conversations that mention certain keywords or accounts spike
- i) Easy set-up of 'influencer' lists around different groups: journalists, bloggers, academics, policy makers etc
- j) Listening, content and influencer identification had be filtered by location / country. Sentiment and messaging analysis.
- k) Dedicated account management from the providers in-house technical team.
- l) Set up training with the core team at the beginning of the contract and as required should any queries of issues arise (remote).
- m) The tool must provide access to globally relevant data.
- n) Provided solution should be able to search in six (6) UN languages; English, French, Spanish, Arabic, Russian, Chinese.
- o) Additional points given for offering further language capacities. Up to being language agnostic (i.e 50+ languages).
- p) Login access for initially **12 staff members** with the option of adding additional logins at a later date for the same fixed unit cost(s) as per the financial offer submitted.

LOT 2 - Media monitoring tools core requirements

Media monitoring tool

UNHCR invites quality service providers to make a firm offer for the establishment of Frame Agreement(s) for the provision of media monitoring tools.

UNHCR requires a tool that allows a central staff member or team to:

- a) Access a global database of online sources in excess of 1 million news sources. This must include online sources and preferably (but not essential), also provide the option of print and broadcast monitoring .
- b) Ability to customize and build media searches using Boolean search language, including the ability to build searches in non-latin characters.
- c) The capacity to complete unlimited ad-hoc searches.
- d) The option of establishing an API (Application Programming Interface) with the selected tool and data it provides
- e) Provided solution should be able to search in six (6) UN languages; English, French, Spanish, Arabic, Russian, Chinese.
- f) Additional points given for offering further language capacities. Up to being language agnostic (i.e 50+ languages).
- g) Archiving feature saving all relevant media coverage for at least a year.
- h) Ability to download coverage data to an excel spreadsheet (.xls, .csv and/or .json).
- i) Analysis services / dashboard – allowing users to access a broad range of media coverage metrics. Including but not limited to: topic trends, categories of news, geography, coverage timeline, top outlets, key message tracking and share of voice analysis.
- j) Reporting service – an on-platform feature that allows the user to send media coverage reports directly to interested colleagues.
- k) A database of digital, print and broadcast journalists, media contacts and outlets (preferable not essential).
- l) Sentiment and messaging analysis
- m) Dedicated account management from the providers in-house technical team.
- n) Set up training with the core team at the beginning of the contract and as required should any queries of issues arise (remote).
- o) The tool must provide access to globally relevant data.
- p) The tool must be language agnostic, allowing searches / monitoring to be undertaken in multiple different languages.
- q) Login access for initially 12 staff members with the option of adding additional logins at a later date for a the same fixed unit cost(s) as per the financial offer submitted. at a later date.

3 Content of the Technical Offer

Your Technical proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information.

3.1 *Company Qualifications*

It is considered essential to include the following information into your technical proposal and to submit the listed documents to establish compliance with the requirements:

- Experience and familiarity with the subject
 - ❖ Experience in number of years of provision of the software services listed in Article 3.1 of Annex A: ToR
 - ❖ Familiarity with the international humanitarian organizations. Any relevant experience working with UN Agencies or International/global companies and NGOs should be highlighted.
- Sustainability
 - ❖ Environmental: The supplier has in place environmental management measures and practices to mitigate the environmental impacts of their operations. The proposals should display a detailed description of their environmental management practices or measures such as policies, certifications, energy audits, regular reports, etc.
 - ❖ General: The supplier has in place initiatives that support local needs, such as health, educational, or environmental programs. The proposals should display a detailed description of the company's initiatives, programs or practices.
 - ❖ Gender balance: The supplier has in place practices, programs or initiatives that support gender balance in the workplace.
- Language Agnostic
- Any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

3.2 *Proposed Services*

It is considered essential to include the following information into your technical proposal and to submit the listed documents to establish compliance with the requirements:

- Scope of the tools listening ability. The number of platforms the tool can analyse.
- Ability to customise searches
- Ability to analyse individual social accounts
- Analytic and API features
- Demonstrate the software tool has the capacity to perform all the other requirements outlined in "Section 2 – Requirements", please make sure that you follow the structure of this ToR and tailor your offer to the requirements, outlining which specific elements you are bidding for (section 2).

3.3 *Personnel Qualifications*

Experience of account managers and technical support staff who will work on UNHCR project.

4 Key Performance Indicators

4.1 *Performance Evaluation*

UNHCR expects to monitor the performance of the selected supplier on a monthly basis according to the following KPIs:

- Uninterrupted access to the software platform.
- Account / technical support (as needed)
- Continued functionality.