**Annex A TERMS OF REFERENCE (ToR) to REOI-HCR-UKR-24-02**

**FOR PROVISION OF CREATIVE SERVICES (MARKETING CAMPAINGS OFFLINE AND ONLINE, PHOTOGRAPHY, VIDEOGRAPHY, ANIMATION)**

**Background:** UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities, and stateless people.

UNHCR has been working in Ukraine since 1994, alongside local authorities, partners and community organizations. Ukraine has been affected by years of conflict and uncertainty — throughout these years, UNHCR has delivered essential aid to persons affected by the conflict, internally displaced persons, refugees and stateless persons in the country.

The war started in Ukraine on 24 February 2022 and caused civilian casualties and destruction of civilian infrastructure, forcing people to flee their homes seeking safety, protection and assistance. In light of the emergency and the immense scale of humanitarian needs of displaced people in Ukraine, UNHCR and its partners are actively contributing to the country-wide response led by the government of Ukraine. UNHCR operates out of offices in Lviv, Vinnytsia, Uzhhorod, Chernivtsi, and Dnipro and in Donetsk and Luhansk non-government-controlled areas (NGCAs).

UNHCR operates as a part of the inter-agency humanitarian response and is leading three clusters – Protection, Shelter, and NFIs (non-food items) and CCCM (Camp Coordination and Camp Management).

UNHCR relies upon quality professional photography to communicate UNHCR’s brand and messages in products across the organization’s platforms, including the UNHCR local and global web site, global and senior leader social media accounts, UNHCR’s emergency funding appeals and flagship publications, Global Trends, Global Appeals etc. Quality professional images are essential to promote understanding of UNHCR’s work and illustrate the organization’s messages. In an emergency, professional photographs are of particular importance to raise funds and public awareness and demonstrate UNHCR’s robust response and commitment to stay and deliver.

To depict the work that is being done in all parts of Ukraine in support of affected and displaced people, UNHCR is considering to establish a Frame agreement or multiple Frame Agreement with a creative services production company/ies which works in Ukraine and have a legal status in the country. The vendor(s) awarded with the Frame Agreement(s) would be regularly conducting the activities listed below.

**To determine the most optimal contracting and tendering modality, UNHCR is seeking Information and Expression of Interest from qualified service providers about the availability and conditions of the following services:**

LOT 1

* Marketing events and campaigns (non-digital channels), in English and Ukrainian languages.
* Advertisement (informational campaigns) media campaign (bigboards, city-lights, metro).
* Printing (corporate stationery, posters, leaflets, banners, brochures, publications.
* Souvenirs and branded visibility items.

LOT 2

* Marketing events and campaigns (digital channels) , in English and Ukrainian languages.
* Digital communication (campaigns in web and social media);
* Graphic design for interactive PPTs, reports, posters, leaflets, brochures, social media campaigns design.

LOT 3

* Providing professional photography services and basic editing (including acquiring consent forms and ensuring captions).
* Providing professional video services and editing (including acquiring consent forms and ensuring captions).
* Producing video films for digital channels of the UNHCR.

LOT 4

* Producing fully or partially animated video clips.

**IMPORTANT:** Service provider must have ability to perform promotional activities in English and/or Ukrainian languages.

**Examples of tasks (not limited ):**

LOT 1

- Events and campaigns creative ideas and concepts, conference services – rental of venues and equipment for the events, catering companies, invitations, registration for the events, reimbursement of tickets for participants of the events, etc.

- Advertisement Information campaigns, media campaigns, outdoor campaigns (bigboards, city-lights, metro ads).

LOT 2

- Digital communication (campaigns in web and social media): Thematic digital campaigns (the company would need to develop a concept idea, the visuals, engage digital influencers, develop all the posts of the campaign, and ensure advertisement and targeting of the campaign in web and social media);

- Reports, publications, posters, leaflets, brochures, social media campaigns design, banners, interactive PPTs.

LOT 3

- Produce high-quality photography/video to be used in UNHCR platforms, work with UNHCR External Relations and Communications teams (working at conferences, high-level visits across Ukraine, specific thematic campaigns, interviews), willing to accompany UNHCR missions/visits across Ukraine, work within UNHCR standard brand guidelines, post-production of the photo/video content (editing of the photographs, making video films and short videos for mass media).

LOT 4

Produce ideas and search for relevant references of animated video products, and stock music in adherence to property rights, making subtitles and saving clips in various horizontal and vertical formats. The content will largely be used for the social media.

**IMPORTANT:** Service provider must have ability to provide all-inclusive services including design, translation, editing and proofreading of documents etc.

**Submission content:**

Please provide information related to:

- at least one of the requested services (LOT #1,2,3,4);

- mix of the requested services (e.g. LOT# 3,4);

- all the requested services (preferably).

**I. Company profile**

1) Company’s work experience.

2) Web-presence and portfolio of the company.

3) Qualification of agency’s personnel (CVs and portfolio).

4) Experience working with humanitarian projects/organizations.

5) Availability of professional equipment for services provision.

6) Ability to deliver services in Ukrainian and/or English languages.

**II. Company’s service description**

1) Please provide a comprehensive list of the products and services that your company can deliver or produce for marketing events and campaigns, which can be invoiced accordingly. This list should include items such as video content, brochures, and other relevant products or services, accompanied by a brief description and their respective units of measure.

(e.g., Bigboard 3x6 m – (types – 3 color, 5 color ; rent – min 2 weeks, price of rent differs in % by location A,B,C - etc.)

2) Description of the measures and methodology of quality checks, carried out for product and/or services (marketing campaign, banner to FB page etc.) before it is approved for implementation.

3) Description of the measures, methodology, outcomes for evaluation of the completed Marketing Campaigns etc.

4) Based on previous experience please indicate lead time/standard execution time.

**III. Pricing Structure and estimated costs**

1) Applicable pricing structure for each type of service, together with the unit of measure for calculation of costs and an indicative unit price for each service component.

**IMPORTANT:** considering the nature of this Expression of Interest, prices provided at this stage are merely indicative and non-binding. The cost information provided is for Market Assessment purposes only and will not be considered an eligibility criterion for the process's subsequent steps. In case UNHCR decides to proceed with a formal tender for the requirement, interested companies will have the opportunity to provide their actual price proposal / binding rates at that stage.