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**REQUEST FOR QUOTATION (RFQ)**

|  |  |
| --- | --- |
| UNDP BIH  Zmaja od Bosne bb; 71000 Sarajevo; BIH | DATE: June 29, 2020 |
| REFERENCE: **RFQ BIH-085-20** |

Dear Sir / Madam:

We kindly request you to submit your quotation for **Public Relations support for the SDG Business week (in OCTOBER 2020)**, as detailed in Annex 1 of this RFQ. When preparing your quotation, please be guided by the form attached hereto as Annex 2.

Quotations may be submitted on or before 17:00 CET July 13, 2020 and via *e-mail* to the address below:

**United Nations Development Programme**

**Zmaja od Bosne bb**

***General Services Unit***

***registry.ba@undp.org***

Quotations submitted by email must be limited to a maximum of 10 MB virus-free and no more than 5 email transmissions. They must be free from any form of virus or corrupted contents, or the quotations shall be rejected.

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Please take note of the following requirements and conditions pertaining to the supply of the abovementioned good/s:

|  |  |
| --- | --- |
| Delivery Terms | Other |
| Exact Address/es of Delivery Location/s (identify all, if multiple) | Historijski muzej, Zmaja od Bosne 5, Sarajevo 71000,  UN House, Zmaja od Bosne BB, Sarajevo 71000 |
| Latest Expected Delivery Date and Time *(if delivery time exceeds this, quote may be rejected by UNDP)* | October 20, 2020 |
| Delivery Schedule | Not Required |
| Preferred Currency of Quotation | Local Currency : BAM |
| After-sales services required | Not applicable |
| Deadline for the Submission of Quotation | COB, *Monday, July 13, 2020* |
| Documents to be submitted | Duly Accomplished Form as provided in Annex 2, and in accordance with the list of requirements in Annex 1;  Refences from at least 3 international clients’ that company has worked with in the last 2 years  Samples of the similar projects that have been handled in the last 3 years  CVs from 3 key experts (details in evaluation criteria) stating at least five years of relevant experience each.  Latest Business Registration Certificate (**Copy of company’s registration)**;  Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List; |
| Period of Validity of Quotes starting the Submission Date | 90 days  In exceptional circumstances, UNDP may request the Vendor to extend the validity of the Quotation beyond what has been initially indicated in this RFQ. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Quotation. |
| Partial Quotes | Not permitted |
| Payment Terms | 100% upon completion of delivery of services |
| Evaluation Criteria | Technical responsiveness/Full compliance to requirements and lowest price  Full acceptance of the PO/Contract General Terms and Conditions  The service provider must be registered in Bosnia and Herzegovina and have minimum 5 years of experience in providing public relations services of scope identical or similar to those requested within this RfQ.  The service provider has significant experience in delivery of high-end communication tasks, such as PR support and communication/information/awareness campaigns and online PR/marketing – with evidence (statements) of satisfactory performance from at least 3 international clients (donor organisations) over the last 2 years for the assignments, where the type, scope and quality delivered service is clearly visible and relevant to the requirements under the ToR.  At least **3 key experts** (**1 communications expert / account manager**, **1 PR professional / copywriter and 1 digital media / social media manager)** with at least 5 years of relevant experience each. If well justified, the Proposer may suggest additional key/support experts to ensure high-quality delivery of the service. |
| UNDP will award to: | One and only one supplier |
| Type of Contract to be Signed | Contract for goods/services |
| Conditions for Release of Payment | ☒ Final product approved by Project manager |
| Annexes to this RFQ | Technical specification (Annex 1)  Form for Submission of Quotation (Annex 2)  General Terms and Conditions / Special Conditions (Annex 3) Link: [English version](https://popp.undp.org/_Layouts/15/POPPOpenDoc.aspx?ID=POPP-11-2493)  Terms of reference - Public Relations support for the SDG Business week (in OCTOBER 5-9, 2020) (Annex 4)  Concept note for the SDG Business Pioneers 2020 as part of the SDG Business Week 2020 (Annex 5)  Concept note for tge SDG Business Week 2020 (Annex 6)  Non-acceptance of the terms of the General Terms and Conditions (GTC) shall be grounds for disqualification from this procurement process. |
| Contact Person for Inquiries  (Written inquiries only) | **UNDP BiH General Services**  ***registry.ba@undp.org***  ***+387 33 552 330***  Any delay in UNDP’s response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers. |

Goods offered shall be reviewed based on completeness and compliance of the quotation with the minimum specifications described above and any other annexes providing details of UNDP requirements.

The quotation that complies with all of the specifications, requirements and offers the lowest price, as well as all other evaluation criteria indicated, shall be selected. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by UNDP. The unit price shall prevail and the total price shall be corrected. If the supplier does not accept the final price based on UNDP’s re-computation and correction of errors, its quotation will be rejected.

After UNDP has identified the lowest price offer, UNDP reserves the right to award the contract based only on the prices of the goods in the event that the transportation cost (freight and insurance) is found to be higher than UNDP’s own estimated cost if sourced from its own freight forwarder and insurance provider.

At any time during the validity of the quotation, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the quotation. At the time of award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Purchase Order that will be issued as a result of this RFQ shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a quotation implies that the vendor accepts without question the General Terms and Conditions of UNDP herein attached as Annex 3.

UNDP is not bound to accept any quotation, nor award a contract/Purchase Order, nor be responsible for any costs associated with a Supplier’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.

Please be advised that UNDP’s vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a purchase order or contract in a competitive procurement process. **In the event that** you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

**UNDP encourages every prospective Vendor to** avoid and prevent conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its suppliers to adhere to the UN Supplier Code of Conduct found in this link : <http://www.un.org/depts/ptd/pdf/conduct_english.pdf>

**Thank you and we look forward to receiving your quotation.**

**Sincerely yours,**

***UNDP BiH***

June 30, 2020

**Annex 1**

**Technical Specification – Terms of Reference**

|  |  |  |  |
| --- | --- | --- | --- |
| **Terms of Reference – PR Support 2020** | | | |
| **Task to be delivered** | ***Description*** | **Notes** | ***Latest targeted delivery date*** |
| **Provide PR support for the SDG Business Pioneers Award Ceremony 2020** | | | |
| 1.1 | Develop ACTION PLAN with clear timeframe and benchmarks for activities |  | August 1 |
| 1.2 | Identify and contract Master of Ceremonies appropriate to host the SDG Business Pioneer Awards event; |  | September 1 |
| 1.3 | Prepare speech for the Master of Ceremony in line with scenario provided by project team |  | September 10 |
| 1.4 | Coordinate media and ensure no less than 8 media outlets attend SDG Business Pioneers award 2020, provide support to UNDP designate representative and assist in organizing a media-corner at location where each event will take place; |  | October 5-9 |
| 1.5 | Develop a simplified social media plan for period starting 4 weeks before, and ending 1 week after mentioned events (total of 5 weeks of duration); the plan needs to include recommendation of boosting of appropriate posts; |  | August 14 |
| 1.6 | Draft no less than 10 Facebook posts and 10 Twitter posts (including visuals) which will be disseminated through below listed social media channels within timeframe covered by the social media plan | The SDG project team will provide 22 videos of finalists of the SDG Business Pioneer Award to be included in the social media plan in addition to the above mentioned. | October 15 |
| 1.7 | Propose and execute branding campaign for the SDG BPA 2020 through billboards or similar advertising and promotional items. | Service Provider is expected to include a budget of 2000.00 BAM for execution of task 1.7 in the financial bid; | October 20 |
| **Provide PR support for the activities organised with partners during the SDG Business Week 2020** | | | |
| 2.1 | Develop a simplified social media plan for advertisement of partner events covering period from 15 August through 09 October 2020; the plan needs to include recommendation of boosting of appropriate posts (this media plan does not include action from Task 1.5); |  | August 10 |
| 2.2 | Draft no less than 5 Facebook posts and 5 Twitter posts (including visuals), which will be disseminated through social media channels within timeframe covered by the social media plan. | The social media plan to be produced within this task needs to be based on utilization of following channels:  **Primary channels**   * Zamisli2030 Facebook channel; * Zamisli2030 Twitter channel;   **Support channels (sharing of content without direct posting)**   * UNDP BiH Facebook channel; * UNDP BiH Twitter channel; * UNDP BiH YouTube channel;   Appropriate access to mentioned channels will be granted to Service Provider as per decision of UNDP Communications Unit. | October 15 |
| 2.3 | Boosting of selected social media posts | Service Provider is expected to include boosting of posts in the total amount of 1000 BAM for social media promotion under Task 2 in financial bid; | October 15 |
| 2.4 | Identify potential media partners among the most popular media outlets in country and propose mode of engagement (both for the SDG Business Pioneers Award and the SDG Business Week 2020); |  | September 25 |
| 2.5 | Support in developing media briefs and preparing media kits for both events | Including the creation of SDG Finalists Summaries Document - document that can be treated as third media brief. | October 7 |
| 2.6 | Support in drafting 2 media advisories; |  | October 6 |
| 2.7 | Support in drafting 2 press releases; |  | October 6 |
| 2.8 | Coordinate and broker media appearances of key domestic and international guests/participants in events, as well as publishing of interviews, stories or op-eds (list of persons and themes will be provided by UNDP representatives) during the period of two weeks before and one week after the events: | **a.** 6 feature stories or guest appearances at PBS TV (FTV, RTRS and BHT1), Al Jazeera, N1 as well as privately owned TV stations based in Sarajevo and Banja Luka regions; | October 10 |
|  |  | **b.** 6 feature stories or guest appearances at PBS radio (Federalni radio, RTRS and BH Radio 1), Radio Free Europe, Radio Otvorena mreža and other privatly owned radio stations based in Sarajevo and Banja Luka regions; |  |
|  |  | **c.** 4 interviews, stories or op-eds published in print media (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences); and |  |
|  |  | **d.** 4 interviews, stories or op-eds published in online media/ web portals (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences). |  |
|  |  | **NOTES:**  **1.** Copywriting/editing of interviews, articles and op-eds will be conducted by the Service Provider to ensure meeting standards of each newspaper/web portal.  **2.** Service provider is expected to provide list of media in which Items a) through d) of Task **2.8**. will be published/broadcasted.  **3.** Clipping report - media monitoring and Final report on delivery of services, which will include copies of published articles and recording of guest appearances and media attendance sheets (for all events). |  |
|  |  |  |  |
|  |  | **Copywriting/editing**  ***Notes***:  1. Copywriting/editing of interviews, articles and op-eds will be conducted by the Service Provider to ensure meeting standards of each newspaper/web portal.  2. Service provider is expected to provide list of media in which Items a) through d) of Task 4.2 will be published/broadcasted. |  |

**Annex 2**

**FORM FOR SUBMITTING SUPPLIER’S QUOTATION**

***(This Form must be submitted only using the Supplier’s Official Letterhead/Stationery)***

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to provide services listed below in conformity with the Terms of Reference and requirements of UNDP as per RFQ Reference No. **RFQ BIH-085-20**:

**TABLE 1 : Cost Breakdown per Deliverable [This is only an Example]\***

|  |  |  |
| --- | --- | --- |
|  | **Deliverables**  ***[list them as referred to in the RFP]*** | **Price**  ***(Lump Sum, All Inclusive)*** |
| **1** | **TASK 1** |  |
| 1.1 |  |  |
| 1.2 |  |  |
| 1.3 |  |  |
| 1.4 |  |  |
| 1.5 |  |  |
| … |  |  |
| **2** | **TASK 2** |  |
| 2.1 |  |  |
| 2.2 |  |  |
| 2.3 |  |  |
| 2.4 |  |  |
| 2.5 |  |  |
| … |  |  |
| **Total without VAT** | |  |
| **VAT** | |  |
| **Total including VAT** | |  |

*\*This shall be the basis of the payment tranches*

**TABLE 2: Cost Breakdown by Cost Component [This is only an Example]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description of Activity** | **Remuneration per Unit of Time** | **Total Period of Engagement** | **No. of Personnel** | **Total Rate** |
| **I. Personnel Services** |  |  |  |  |
| **1. Services from Home Office** |  |  |  |  |
| 1. **Task 1** |  |  |  |  |
| Expert 1 |  |  |  |  |
| Expert 2 |  |  |  |  |
| Expert 3 |  |  |  |  |
| …… |  |  |  |  |
| 1. **Task 2** |  |  |  |  |
| Expert 1 |  |  |  |  |
| Expert 2 |  |  |  |  |
| Expert 3 |  |  |  |  |
| … |  |  |  |  |
| **II. Out of Pocket Expenses** |  |  |  |  |
| 1. Travel Costs |  |  |  |  |
| 2. Daily Allowance |  |  |  |  |
| 3. Communications |  |  |  |  |
| 4. Reproduction |  |  |  |  |
| 5. Equipment Lease |  |  |  |  |
| 6. Others |  |  |  |  |
| **III. Other Related Costs** |  |  |  |  |
| **Total without VAT** | | | |  |
| **VAT** | | | |  |
| **Total including VAT** | | | |  |

**TABLE 3 : Offer to Comply with Other Conditions and Related Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Other Information pertaining to our Quotation are as follows :** | **Your Responses** | | |
| ***Yes, we will comply*** | ***No, we cannot comply*** | ***If you cannot comply, pls. indicate counter proposal*** |
| Delivery Dates |  |  |  |
| Validity of Quotation |  |  |  |
| All Provisions of the UNDP General Terms and Conditions |  |  |  |
| Other requirements *[pls. specify]* |  |  |  |

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ.

*[Name and Signature of the Supplier’s Authorized Person]*

*[Designation]*

*[Date]*

**Annex 3**

**General Terms and Conditions**

|  |
| --- |
|  |

General Terms and Conditions (for Goods and/or Services)

Link: [English version](https://popp.undp.org/_Layouts/15/POPPOpenDoc.aspx?ID=POPP-11-2493)

**Annex 4**

**TERMS OF REFERENCE**

Public Relations support for the SDG Business week (OCTOBER 5-9, 2020)

1. **Background**

The United Nations (UN) in Bosnia and Herzegovina, led by the UNDP and funded by the Government of Sweden through the Embassy of Sweden/Swedish Development Cooperation (Sida) implement [“The SDGs Roll-out Support and Private Sector Engagement Project in Bosnia and Herzegovina”](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fba.one.un.org%2Fcontent%2Funct%2Fbosnia_and_herzegovina%2Fen%2Fhome%2Fwhat-we-do%2Fjoint-projects%2Fsdgs-roll-out-support-and-private-sector-engagement.html&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984263906&sdata=KXx7dntTbt80U8oetyjqHizhgTF2tdMF01Y7ubgcT8Q%3D&reserved=0)**,** with the aim to instigate landing of the Agenda 2030 in the country, as well as capacitate and prepare private and public sector partners for the SDGs’ implementation, thus directly support the country’s efforts to contribute to the largest global agenda that exists today – Agenda 2030. The Project envisages two outputs as follows:

* SDGs Roadmap for Bosnia and Herzegovina developed, and implementation started;
* Private sector actors sensitized and engaged in SDGs prioritization, planning and implementation.

Under the second pillar, the project organized a number of activities that include the first SDG Business Conference ([www.zamisli2030.ba/conference](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.zamisli2030.ba%2Fconference&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984273862&sdata=wjv8smJmKGP1zOcvgVmWmko%2Bq4sNwCFz5dvZFWxChMQ%3D&reserved=0) ) organized in framework of the Project in June 2018, and the first ever [SDG Business Week organized in June 2019](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fzamisli2030.ba%2Fsdg-business-week-2019%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984283818&sdata=JvhYXekCMU1r2DABZMhBkdtzMn3F3C1EyqVCXT%2B9MR0%3D&reserved=0).  In 2020, the Project aims to use SDG Business Week as a platform to further promote SDGs and raise awareness on the critical role businesses play in delivering on the promise of sustainable and inclusive development.

Public Relations support for the [SDG Business Week 2020](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fzamisli2030.ba%2Fsdg-business-week-2020%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984283818&sdata=5C0R2v%2B8HDleB16TVno5M7hXU%2Bh30tUSb9JSZMYmbQc%3D&reserved=0) will require a number of activities grouped in two key segments that will be implemented from 5-9 October 2020, listed below:

1. **SDG Business Pioneers Award in BiH**

SDG Business Pioneers Award in BiH for 2020 is the annual competition organized for the second time in Bosnia and Herzegovina aiming to promote private sector’s efforts in the field of sustainable development in the country. The Award ceremony will announce the winners of the 2020 competition among the micro, small, medium and large companies. The 2020 Award will celebrate the best companies in the field of creation of decent jobs and those that excel in reduction of ecological footprint and innovation.  Next to the short-listed companies (22 in total) the event will host representatives of government institutions, private sector, business service providers and development agencies, academia and international community. More info on [https://zamisli2030.ba/bs/biznis-lideri-odrzivog-razvoja-2020/](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fzamisli2030.ba%2Fbs%2Fbiznis-lideri-odrzivog-razvoja-2020%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984283818&sdata=bC7Ge%2BKPS7wYqvHcZeHX38lX%2FIL8y5UXQo66z%2FPKR44%3D&reserved=0)

The SDG Business Pioneers Award 2020 will be organized during the SDG Business Week 2020.  It is planned as a flagship event with 100+ key business leaders, relevant authorities from all government levels and representatives of diplomatic corps. The SDG Business Pioneers Award 2020 will be organized in Sarajevo.

More info about the last year’s ceremony (SDG Business Pioneers Award 2019) can be found on [https://zamisli2030.ba/sdgpioneers/](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fzamisli2030.ba%2Fsdgpioneers%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984293776&sdata=QXH%2Bw2T2eC%2FmfeXboH13J8mcELi9TD3YcjWnEYmhIVs%3D&reserved=0) and on [https://www.facebook.com/zamisli2030/](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fzamisli2030%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984293776&sdata=sxHMRSKG8exSnuSiik7UNbMrby%2Ff0jklvm1dG8EU2SE%3D&reserved=0)

1. **Activities organized in framework of the SDG Business Week 2020**

SDG Business Week 2020 will aim to promote series of independent events organized with the aim to put spotlight to good business from BiH, to promote new trends and ideas and to engage people and businesses to SDGs. Each event (at least 5 events) will be organized by different entity (university, private sector company, ministry, UN agency etc..) and will be supported/promoted by the SDG Business Week 2020.

The events will cover following themes:

**Setting the spotlight to good business from Bosnia and Herzegovina**

The SDG Business Week 2020 will give framework to good businesses from BiH to showcase their expertise and experience in integration of sustainable development into their business models.  The events may take form of Open door meetings, round table discussions, webinars, etc..

The potential show case examples are the last year's winners of the SDG Business Pioneers Award 2019 in all categories. [http://zamisli2030.ba/bs/sdgbiznislideri/finalisti/](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fzamisli2030.ba%2Fbs%2Fsdgbiznislideri%2Ffinalisti%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984303737&sdata=vuOQk7oVaYQMCZxnTjSxpAhSpXY6udMCxoKq6m1Ph3k%3D&reserved=0)

**Promoting new trends and ideas that show results**

[SDG Accelerator for SMEs in BiH](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fzamisli2030.ba%2Fsdg-accelerator%2F&data=02%7C01%7Camir.hadzic%40undp.org%7C72a8d86a8c7d4a42067308d818e4455a%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637286715984303737&sdata=hY0mH5NMFUVLWJDjiu4xp9gIj28hNn8%2BidKcnS6RxUs%3D&reserved=0) is an activity implemented by UNDP with support of Deloitte BiH.  During the SDG Business Week 2020, , 5 companies that are part of the SDG Accelerator for SMEs in BiH will present their business ideas prepared under the Accelerator programme in front of potential investors, members of academia and other businesses.  This activity (SDG Accelerator Lab) will be implemented with support of the SDG Business Week 2020.

**Engaging new people and businesses to SDGs**

**The Burch Start Me Up High School competition** aims to encourage high school students to engage in entrepreneurship, provide education and opportunities to develop skills in the field of entrepreneurship through a variety of workshops, and the opportunity to compete and apply the acquired knowledge practically, and later the opportunity to realize the idea in a university incubator. This is a socially responsible project of Burch University, which aims to develop awareness among young people that changes can be made in BiH and motivate them to stay in their country and be drivers of change and the BiH economy. The winners of the Burch Start Me Up High School competition innovation incubator will present their concepts during the SDG Business Week.

Continuing the standing cooperation with Softhouse Balkans and their LeadersTribe, SDG Business Week 2020 will host another **Annual Super LeadersTribe session** dedicated to sustainable development.

 The SDG Business Week 2020 will also promote and support other activities that promote sustainable development in BiH. Having in mind the impact of COVID-19 on the private sector in BiH, this element will attempt to promote good practice and share good ideas from the private sector on fighting COVID-19 pandemic in BiH. Also, there is an offer of the **Association of sanitary inspectors of the Federation of BiH** (association connect 200+ sanitary inspectors in charge of health and sanitary standards in companies) to organized their annual meeting during the SDG Business Week 2020.

1. **Relevance**

The assignment will directly and immediately contribute to the promotion of Agenda 2030 and SDGs, with specific focus on SDG 8 “Decent work and economic growth”, SDG 9 “Industry, innovation and infrastructure”, SDG 12 „Responsible consumption and production“ and SDG 13 „Climate action“.

1. **Purpose, objectives, target groups and scope of the service**

**3.1. Purpose**

This Terms of Reference (ToR) aims to engage a qualified and professional Service Provider to deliver high-quality public relations support for events which UNDP will organize during the SDG Business Week 2020, within the "SDGs Roll-out Support and Private Sector Engagement Project".

Purpose of engagement of Service Provider is to ensure timely and effective communication to the general public, business community media outlets, students and academia in Bosnia and Herzegovina, by using appropriate communication tools and channels, including UNDP’s online and social media.

**3.2 Target groups and roles**

The main target groups under this assignment include:

* **Business community in Bosnia and Herzegovina**, which will be targeted through distribution of appropriate communication tools via channels of their preference. UNDP team will have a role of approver of all deliverables and processes related to reaching this target audience, as well as oversight provider.
* **The general public in Bosnia and Herzegovina** which will be reached by using communication tools and channels defined in this ToR (including social media channels listed below). UNDP team will have a role of approver of all deliverables and processes related to reaching this target audience, as well as oversight provider.
* **Government at all levels in Bosnia and Herzegovina,** which will be reached through distribution of appropriate communication tools via channels of their preference.
* **Students of business schools and faculties, and representatives of academia in Bosnia and Herzegovina**, which will along with the business community be the primary audience of online lectures / webinars.
* **Media outlets in Bosnia and Herzegovina**, which will be targeted both as potential media partners of the event (see description of tasks) as well as channel for dissemination of information about the project and above described events. UNDP team will have a role of approver of all deliverables and processes related to reaching this target audience, as well as oversight provider.

**3.3. Timeline of the service**

The timeframe for delivering of the services under this ToR begins with the date of the signature and ends on **25 October 2020.**

**3.4. Methodological approach**

The selected Service Provider will work in close collaboration and under supervision of designated UNDP representatives during the entire period of development and implementation of tasks. Prior to execution of any specific assignment, UNDP needs to be informed in due time and a written approval needs to be obtained from UNDP.

**Desk research**

Upon agreeing on the work plan and detailed methodology, the Service Provider will undertake a desk research that will result in the proposal of appropriate MCs (see list of tasks), potential media partners, as well as media outlets which may be primary targets for dissemination of interviews and op-eds, which will ensure reaching targeted audiences.

1. **Scope of work**

The assignment will be divided into following tasks:

1. Provide PR support for the SDG Business Pioneers Award Ceremony 2020
2. Provide PR support for the activities organised with partners during the SDG Business Week 2020

**Task 1: PR Support for the SDG Business Pioneers Award Ceremony 2020**

Within Task 1, the Service Provider is expected to provide PR support and promotion of the Award (concept of sustainable development) on social media as well as to assist in identification of Masters of Ceremonies (host of the event) and propose partnerships with the media on promotion of the event, which includes following tasks:

1. **Task 1.1.** Develop action plan with clear timeframe and benchmarks for the activity
2. **Task 1.2.** Identify and contract Master of Ceremonies appropriate to host the SDG Business Pioneer Awards event;
3. **Task 1.3** Prepare speech for the Master of Ceremony in line with scenario provided by project team
4. **Task 1.4** Coordinate media and ensure no less than 8 media outlets attend SDG Business Pioneers award 2020, provide support to UNDP designate representative and assist in organizing a media-corner at location where each event will take place;
5. **Task 1.5** Develop a simplified social media plan for period starting 4 weeks before, and ending 1 week after mentioned events (total of 5 weeks of duration); the plan needs to include recommendation of boosting of appropriate posts;
6. **Task 1.6** Draft no less than 10 Facebook posts and 10 Twitter posts (including visuals) which will be disseminated through below listed social media channels within timeframe covered by the social media plan.

**Note:**

The SDG project team will provide 22 videos of finalists of the SDG Business Pioneer Award to be included in the social media plan in addition to the above mentioned.

1. **Task 1.7** Propose and execute branding campaign for the SDG BPA 2020 through billboards or similar advertising and promotional items.

**Note:** Service Provider is expected to include a budget of 2000.00 BAM for execution of task 1.7 in the financial bid;

**Task 2: Provide PR support for activities organised with partners during the SDG Business Week 2020**

Within Task 2, the Service Provider is expected to provide support to PR activities aiming to promote/attract targeted audiences to attend activities organized by the partners in the framework of the SDG Business Week 2020.

Under this task the Service Provider is expected to propose the most appropriate modality of promotion of partner activities, including production of posters, web banners (animated and static) or video messages appropriate for online advertising and distribution via social media.

Under this task, the Service Provider is expected to deliver following sub-tasks:

1. **Task 2.1.** Develop a simplified social media plan for advertisement of partner events covering period from 15 August through 09 October 2020; the plan needs to include recommendation of boosting of appropriate posts (this media plan does not include action from Task 1.5);
2. **Task 2.2.** Draft no less than 5 Facebook posts and 5 Twitter posts, which will be disseminated through social media channels within timeframe covered by the social media plan.

The social media plan to be produced within this task needs to be based on utilization of following channels:

**Primary channels**

* Zamisli2030 Facebook channel;
* Zamisli2030 Twitter channel;

**Support channels (sharing of content without direct posting)**

* UNDP BiH Facebook channel;
* UNDP BiH Twitter channel;
* UNDP BiH YouTube channel;

Appropriate access to mentioned channels will be granted to Service Provider as per decision of UNDP Communications Unit.

1. **Task 2.3** Boosting of selected social media posts

**Note:** Service Provider is expected to include boosting of posts in the total amount of 1000 BAM for social media promotion under Task 2 in financial bid;

1. **Task 2.4.** Identify potential media partners among the most popular media outlets in country and propose mode of engagement (both for the SDG Business Pioneers Award and the SDG Business Week 2020);

Under this task the Service Provider is expected to propose modality of partnership with the media outlets aiming to promote both events, using desk research, overview of possible modalities for partnerships, approach to be used within the process, sequence of steps to be taken, as well as proposal for roles and responsibilities of respective participants in the process aiming to ensure brokering of media partnership.

Furthermore, under this task, the Service Provider is expected to deliver following sub-tasks:

1. **Task 2.5.** Support in developing media briefs and preparing media kits for both events;  
   **Note:** *Including the creation of SDG Finalists Summaries Document - document that can be treated as third media brief.*
2. **Task 2.6.** Support in drafting 2 media advisories;
3. **Task 2.7.** Support in drafting 2 press releases;
4. **Task 2.8.** Coordinate and broker media appearances of key domestic and international guests/participants in events, as well as publishing of interviews, stories or op-eds (list of persons and themes will be provided by UNDP representatives) during the period of two weeks before and one week after the events:
5. 6 feature stories or guest appearances at PBS TV (FTV, RTRS and BHT1), Al Jazeera, N1 as well as privately owned TV stations based in Sarajevo and Banja Luka regions;
6. 6 feature stories or guest appearances at PBS radio (Federalni radio, RTRS and BH Radio 1), Radio Free Europe, Radio Otvorena mreža and other privatly owned radio stations based in Sarajevo and Banja Luka regions;
7. 4 interviews, stories or op-eds published in print media (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences); and
8. 4 interviews, stories or op-eds published in online media/ web portals (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences).

***Notes***:

1. Copywriting/editing of interviews, articles and op-eds will be conducted by the Service Provider to ensure meeting standards of each newspaper/web portal.
2. Service provider is expected to provide list of media in which Items a) through d) of Task **2.8**. will be published/broadcasted.
3. Clipping report - media monitoring and Final report on delivery of services, which will include copies of published articles and recording of guest appearances and media attendance sheets (for all events).
4. **Main output deliverables and indicators**

The following outputs and deliverables are expected upon completion of the service:

**Upon completion of Task 1, the Service Provider is expected to deliver the following products:**

1. **Develop action plan with clear timeframe and benchmarks for the activity**

The tentative date for delivery of the action plan is 1 August 2020

1. **Identify and contract Master of Ceremonies appropriate to host the SDG Business Pioneer Awards event;**

The tentative date for delivery of recommendation of possible MCs and contracting is 1 September 2020

1. **Prepare speech for the Master of Ceremony in line with scenario provided by project team**

The tentative date for delivery of final speech for the MC is 10 September 2020.

1. **Coordinate media and ensure no less than 8 media outlets attend SDG Business Pioneers award 2020, provide support to UNDP designate representative and assist in organizing a media-corner at location where each event will take place;**

The tentative dates for delivery are 5-9th October 2020.

1. **Develop a simplified social media plan for period starting 4 weeks before, and ending 1 week after mentioned events (total of 5 weeks of duration); the plan needs to include recommendation of boosting of appropriate posts**

The tentative date for delivery is 14 August 2020

1. **Draft no less than 10 Facebook posts and 10 Twitter posts (including visuals) which will be disseminated through below listed social media channels within timeframe covered by the social media plan**

The tentative date for delivery is 15 October 2020

1. **Propose and execute branding campaign for the SDG BPA 2020 through billboards or similar advertising and promotional items**.

The tentative date for delivery is 20 October 2020

**Upon completion of Task 2 , the Service Provider is expected to deliver the following products:**

1. **Develop a simplified social media plan for advertisement of partner events covering period from 15 August through 09 October 2020; the plan needs to include recommendation of boosting of appropriate posts (this media plan does not include action from Task 1.5);**

The tentative date for delivery is 10 August 2020

1. **Draft no less than 5 Facebook posts and 5 Twitter posts, which will be disseminated through social media channels within timeframe covered by the social media plan.**

The tentative deadline for delivery is 15 October 2020

1. **Boosting of selected social media posts**

**Note**: Service Provider is expected to include boosting of posts in the total amount of 1000 BAM for social media promotion under Task 2 in financial bid;

Tentative date for delivery is 15 October, 2020

1. **Identify potential media partners among the most popular media outlets in country and propose mode of engagement (both for the SDG Business Pioneers Award and the SDG Business Week 2020)**

**Note:** More details on to be found under Scope of work, task 2.4

Tentative date for delivery is 25 September 2020.

1. **Support in developing media briefs and preparing media kits for both events**

**Note:** Including the creation of SDG Finalists Summaries Document - document that can be treated as third media brief.

The tentative deadline for delivery is 7 October 2020.

1. **Support in drafting 2 media advisories**

Tentative date for delivery is 6 October 2020

1. **Support in drafting 2 press releases;**

Tentative date for delivery is 6 October 2020

1. **Coordinate and broker media appearances of key domestic and international guests/participants in events, as well as publishing of interviews, stories or op-eds (list of persons and themes will be provided by UNDP representatives) during the period of two weeks before and one week after the events:**
2. 6 feature stories or guest appearances at PBS TV (FTV, RTRS and BHT1), Al Jazeera, N1 as well as privately owned TV stations based in Sarajevo and Banja Luka regions;
3. 6 feature stories or guest appearances at PBS radio (Federalni radio, RTRS and BH Radio 1), Radio Free Europe, Radio Otvorena mreža and other privatly owned radio stations based in Sarajevo and Banja Luka regions;
4. 4 interviews, stories or op-eds published in print media (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences); and
5. 4 interviews, stories or op-eds published in online media/ web portals (preferably in business-focused media or those with featured economics section, with significant outreach among targeted audiences).

***Notes***:

1. Copywriting/editing of interviews, articles and op-eds will be conducted by the Service Provider to ensure meeting standards of each newspaper/web portal.

2. Service provider is expected to provide list of media in which Items a) through d) of Task **2.8**. will be published/broadcasted.

3. Clipping report - media monitoring and Final report on delivery of services, which will include copies of published articles and recording of guest appearances and media attendance sheets (for all events).

The tentative deadline for delivery is 10 October 2020.

1. **Institutional arrangement** 
   1. **Administrative Arrangements**

The UNDP will closely oversee the service provision and work in close cooperation and coordination with the Service Provider. UNDP will also provide any necessary technical support and information.

Day to day management of the services will be devolved to the Service Provider. A strong performance regime will operate – with payments made to the Service Provider on an output’s basis.

Reports and supporting products and deliverables should be submitted to the UNDP in electronic form upon completion of each task.

* 1. **Reporting**

Reporting is considered as the formal presentation of monitoring information and is related to service delivery under these Terms of Reference. The Service Provider is expected to provide reports and for approval by UNDP’s Project Coordinator and representative of Communications Unit. Following reports are required:

1. Progress report

Progress report will be given to the UNDP Project Leader monthly. The Progress Report should be submitted in standardized format and will be shared with the Service Provider at the beginning of the assignment.

1. Final report

Submitted upon completion of the service (not later than 25 June 2019). The final report should contain information on the achievement of objectives, results and outputs, media clipping and recordings of brokered stories / interviews / op-eds, as well as stats on social media outreach.

1. **Location of work**

The assignment will be conducted in Bosnia and Herzegovina. Most of the assignment will be conducted in Sarajevo. However, the Service Provider should plan visits to private sector companies and coordination meetings within the country. The offer should clearly indicate which activities will be held outside of Sarajevo. The logistical costs of planned field activities should be bear by the Service Provider.

**Annex 5**

**SDGs Roll-out Support and Private Sector Engagement**

**Concept Note**

**SDG Business Pioneers Award in BiH 2020**

## Background

SDG Business Pioneers Award in BIH is an annual award activity organized within the framework of the "SDG’s Roll out Support and Private Sector Engagement" funded by the Government of Sweden. The project aims to prepare partners from the private and public sector in Bosnia and Herzegovina to implement the largest global plan of today: Agenda 2030, which was adopted by all members of the United Nations including Bosnia and Herzegovina in September 2015.

Part of the promotion of SDGs in the private sector, developed through consultative process, will also entail the recognition of SDG business pioneers or business leaders in Bosnia and Herzegovina who are doing an exceptional job of taking action to advance the SDGs. In 2019, the project identified six companies as the first ever SDG business pioneers in Bosnia and Herzegovina. Last year we had 55 applications from 44 different companies. This year, the interest has almost doubled, with more than 100 applications and our evaluation board is working on identifying **eight** new winners for the SDG Business Pioneer Awards 2020.

## Objective of the activity

Main objective of the activity is to identify a group of SDG Business Pioneers in BIH to shine a spotlight on companies that champion sustainability and are inspiring other companies to be a force for good.

SDG Business Pioneers Award in BIH aims at companies in the private sector that are doing an exceptional job of taking action on sustainable development issues through their own company. This year, the methodology has been revised and aligned it with the GRI standards. This will provide the applicants a “blueprint” basis for their first reports on the state of implementation of Sustainable Development Goals at the company level.

## Themes

SDG Business Pioneers Award in BiH for 2020 will be focused on creation of decent jobs and protection of environment. Therefore, the competition will try to identify SDG Business Pioneers in Bosnia and Herzegovina for 2020 in two themes: People and Resources & Environment.

1. PEOPLE - Creating decent jobs, productive employment and development opportunities.

(directly related to SDG 5, 8, 9, 10, 12)

1. RESOURCES & ENVIRONMENT - Reducing negative impacts on environment and promoting efficient use of resources, (directly related to SDG 5, 9, 11, 12 16)

## Methodology

SDG Business Pioneers Award in BIH will award eight companies focusing on two themes (awards will be divided based on the scale of companies and specific themes) at an annual award ceremony. Micro, small, medium and large companies operating in BIH can apply directly or can be nominated by their peers. Only the companies that apply for both categories may be declared the overall winner of the SDG Business Pioneer Award in BIH (according to criteria for selection of the overall winner). There is a possibility that a winner in an individual category is also declared an overall winner in award ceremony.

The nominations will be evaluated by a selection panel after the process of e-nomination. The team will identify approximately 24 companies as finalists, which will have to answer a second set of questions.

## Eligibility

All privately owned companies, registered in BiH, regardless of their size (micro, small, medium and large) are eligible to apply. Their applications should have reflected the company efforts to tackle sustainable development issues, bring profit and make companies more resilient while improving lives of the citizens of Bosnia and Herzegovina.

The project reserves the right to remove the SDG Business Pioneer in BIH recognition if the company in any case jeopardise the implementation of SDG targets and Agenda 2030 in general and/or is later deemed to be a reputational risk to the SDG Business Pioneer in BIH campaign and/or the UN.

## Application process

Using available channels of communication, companies will be encouraged to forward their nominations or to nominate others. The application process will be based on an e-application within a special sub-website organized under the project (<https://zamisli2030.ba/business-pioneers-2020/>). Using the e-forms available on-line, the companies will decide to apply in single category or in both categories.

The on-line procedure for applications was open from 15/12/2019 – 15/03/2020.

## Selection process

The selection panel will use a methodology developed using the GRI standards as base. This will provide “blueprint” basis to companies for their first reports on the state of implementation of Sustainable Development Goals at the company level.

The selection will take into consideration the size of the company nominated and the awards will be divided to three categories following the organigram below:

Where possible, there will be up to 3 short listed companies in each category for the award.

## Panel

The selection panel for SDG business pioneers award in BIH will comprise a multi-stakeholder external selection group that includes representatives from the public, private and not-for-profit sectors, alongside SIDA, and the UN, that will decide on the short-listed companies in each category based on the lists of eligible nominees prepared by the project.The short-listed nominees will be approved by the SDG Private Sector Working Group. Upon the approval and after additional elaboration of each individual short-listed case (including request for additional information from the nominees where necessary), the selection panel will make the final decisions.

## Awards

The winners of the SDG Business Pioneers Award in BIH 2020 will receive the title “SDG Business Pioneer in BiH 2020 – theme People or Resources & Environment”. The winners will be celebrated during major UN/UNDP events in 2020/2021. The winners will be allowed to use the title “SDG Business Pioneer Winner” in business communication and in e-platforms. Timewise, the SDG Pioneers in BiH will be declared in October 2020.

All finalists will receive certificates for their accomplishment and the authorisation to use the title “SDG Business Pioneer Award in BIH Winner/Finalist for 2020” logo in their formal communication (on their websites, leaflets, promo materials etc..).

**Annex 6**

**SDGs Roll-out Support and Private Sector Engagement**

**SDG Business Week in BiH 2020 – “SDGs – get set, re-set and go!”**

**October 5-9, 2020**

**Concept Note**

**Background**

The 2030 Agenda for Sustainable Development is unprecedented in its scope and ambition. The UN and governments have neither the reach nor the resources to implement it alone. Engagement, especially with the private sector, is imperative for the 2030 Agenda to succeed.

With this in mind, in December 2017, United Nations/United Nations Development Program in Bosnia and Herzegovina started implementing a project "[SDGs Roll-out Support and Private Sector Engagement Project](http://ba.one.un.org/content/unct/bosnia_and_herzegovina/en/home/what-we-do/joint-projects/sdgs-roll-out-support-and-private-sector-engagement.html)" funded by the Government of Sweden. One of the project’s components focuses on sensitisation and engagement of the private sector in Bosnia and Herzegovina for its active role in the implementation of Agenda 2030.

Following the results of the first SDG Business Conference ([www.zamisli2030.ba/conference](http://www.zamisli2030.ba/conference)) organized under the framework of the Project in June 2018, and the first ever [SDG Business Week](http://zamisli2030.ba/sdg-business-week-2019/) organized in June 2019, the Project aims to use this consultation platform to further promote SDGs and raise awareness on the critical role businesses play in delivering on the promise of sustainable and inclusive development.

**About the SDG Business Week in BiH 2020**

The original dates planned of the SDG Business Week 2020 (25-30 May 2020) had to be postponed for the Fall 2020 due to COVID-19 pandemic. The project plan to organize the SDG Business Week in the week from October 5-9, 2020 (the week was chosen strategically as this week was originally planned for the Municipal elections and not many other activities will overlap).

The SDG Business Week 2020 will focus on following elements:

* Setting the spotlight to good business from Bosnia and Herzegovina;
* Promoting new trends and ideas that show results;
* Engaging new people and businesses to SDGs.

**Methodology**

Pursuing innovation and aiming to support the roll-out process, in 2020, the SDG Business Week will act as an umbrella and give platform to activities organized by private and public sector in BIH as well as other international and local agencies.

The Project will issue a call for companies and public sector organizations, including international agencies, for organization of specific activities that will be promoted under the SDG Business Week in BIH in 2020. The activities will have to reflect focus on one of the three key fields of interest (Business, Planet, Jobs) and specific SDG(s) and will have to reflect importance of sustainable development in BIH.

**Activities organized by the project**

**Setting the spotlight to good business from Bosnia and Herzegovina**

Drawing on the experiences and the good practice identified in the SDG Business Pioneers Award 2019, the SDG Business Week 2020 will promote independent events organized by the finalists/winners of the SDG Business Pioneers Award 2019.  The main idea in this section is to showcase elements of existing SDG good practice in the private sector in BIH and allow for direct peer-to-peer exchange. The potential show case examples are the last year's winner Kakanj Heidelberg, winner in category people for large companies dm and finalist for category resources and environment Prevent.

The SDG Business Pioneers Award 2020 will be organized during the SDG Business Week 2020.  It is planned as a flagship event with 100+ key business leaders, relevant authorities from all government levels and representatives of diplomatic corps. The SDG Business Pioneers Award 2020 will be organized in Sarajevo.

**Promoting new trends and ideas that show results**

One of the key activities planned in the framework of the SDG Accelerator for SMEs in BiH, SDG Acceleration workshop will be organized during the SDG Business Week.  During this activity, 5 companies that are part of the SDG Accelerator for SMEs in BiH will present their business ideas prepared under the Accelerator programme led by Deloitte in front of potential investors, members of academia and other businesses.

**Engaging new people and businesses to SDGs**

In order to raise awareness about the sustainable development, January 2020, the Project took part in the activity organized by Burch University.  The winners of the Burch Start Me Up High School competition will present their innovation incubator concepts during the SDG Business Week.

The Burch Start Me Up High School competition aims to encourage high school students to engage in entrepreneurship, provide education and opportunities to develop skills in the field of entrepreneurship through a variety of workshops, and the opportunity to compete and apply the acquired knowledge practically, and later the opportunity to realize the idea in a university incubator. This is a socially responsible project of Burch University, which aims to develop awareness among young people that changes can be made in BiH and motivate them to stay in their country and be drivers of change and the BiH economy.

Continuing the standing cooperation with Softhouse Balkans and their LeaderTribe, SDG Business Week 2020 will host another annual Super LeaderTribe session dedicated to sustainable development.

The SDG Business Week 2020 will also promote and support other activities that promote sustainable development in BiH. Having in mind the impact of COVID-19 on the private sector in BiH, this element will attempt to promote good practice and share good ideas from the private sector on fighting COVID-19 pandemic in BiH. Also, there is an offer of the Association of sanitary inspectors of the Federation of BiH (association connect 200+ sanitary inspectors in charge of health and sanitary standards in companies) to organized their annual meeting during the SDG Business Week 2020.

**Visibility**

A separate visibility plan will be developed for the SDG Business Week and coordinated and agreed with the donor and key stakeholders.