



## Terms of Reference

**Type of contract:** Contract for professional services & Purchase Order

**Name of project:** Design, Editing, Translation and Production of State of the World's Volunteerism Report 2021 and other UNV knowledge products in print and digital forms

**Starting date:** 26 April 2021

**Completion date:** 31 December 2021

**Location:** home-based

### **1. Background**

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. UNV contributes to peace and development by supporting Member states to leverage volunteerism as a means of implementation and people's engagement to achieve the 2030 Agenda for Sustainable Development. Outcome 1 of the UNV Strategic Framework 2018-2021 consists of support to the efforts of Member States to deliver on the 2030 Agenda through volunteerism as an effective means of implementation and people engagement. This is to be achieved through the provision of advisory services to Member states to create an enabling environment for volunteerism through the development of policies, legislation and programmes that measure, promote and evaluate volunteerism and volunteer action.

UNV is headquartered in Bonn, Germany with an office in New York and has six regional offices in Amman, Bangkok, Dakar, Istanbul, Nairobi and Panama. The Volunteer Advisory Services Section (VASS) supports the needs of governments and their development partners to help them maximize the potential of volunteerism to achieve sustainable development through research, the generation of knowledge and evidence and the provision of technical advisory services on research, measurement and volunteer infrastructure, including the promotion and integration of volunteering laws and policies around volunteering.

### **Rationale**

**The State of the World's Volunteerism Report (SWVR)** is a flagship UN report produced every 3 years by UNV. The first SWVR on [Volunteering and Well-being](#) was launched at the UN General Assembly in 2011 with the following objectives:

- Recognition of the contribution of volunteerism to development is globally enhanced.
- Volunteerism is further integrated into development policies, strategies and programming.
- Volunteer engagement in development is strengthened and diversified.
- Partnerships with key constituencies are created and enhanced.

Subsequent reports on [Transforming Governance](#) and [Resilient Communities](#) in 2015 and 2018 have helped to further explore relationships between volunteerism and development, while further establishing the SWVR brand and online presence. To deliver the reports, UNV works with a range of research partners including academia, volunteer organizations, UN entities and the private sector.

### **State of the World's Volunteerism 2021 project**

UNGA resolution (A/RES/73/140) in 2018 encouraged Member States to increasingly cooperate with other volunteering stakeholders to further integrate volunteerism into national development strategies as a resource for inclusive and equitable development. Subsequently, a virtual Global Technical Meeting on volunteerism was held with over 5,000 participants in July 2020 to share evidence, knowledge and best practices. A [Call to Action](#) from that meeting highlights areas for further research, knowledge-building and cooperation during the Decade of Action to 2030.

The next edition of the SWVR in 2021 will support evidence generation for the Call to Action **on the theme of volunteerism and the 21st Century social contract**. The COVID-19 crisis has brought to the fore debates about the equity and sustainability of current development models and processes. Under stress, the strengths and weaknesses of economic, social and sectoral systems are accentuated. With only a decade until 2030, the pandemic could push hundreds of millions into unemployment and poverty while increasing the number of people at risk of acute hunger by more than 250 million.

Yet disruptive events can also provide an opportunity to rethink long-held norms and approaches. In July 2020( the UN Secretary-General called for a “new social contract for a new era”. Tackling poverty, inequality, and the climate crisis requires shifting mindsets to catalyse collective action that can help reorient development trajectories. This takes place as the respective roles and responsibilities of governments and citizens are evolving to meet 21st Century needs.

In this context, the 2021 State of the World’s Volunteerism Report (SWVR) will look at how people’s participation can be better leveraged under the evolving social contract. It will use original research to better understand the volunteer-based models and approaches that can take ownership and inclusion in development processes to the next level, including in conflict-affected and fragile contexts. In doing so, it will provide evidence and ideas on how people’s participation can contribute to building a fairer world in the decade to 2030.

The report will take an anthology approach, working with research and practitioner partners mainly UN) to develop a number of papers under a single coherent theme. Although the report will be made available in full in late 2021, it is envisaged that some of the data and work will be released as individual research papers and knowledge products through the year. UNV will then provide the framing and substantive data and evidence to be edited, designed and adapted into different products and formats and translated into five other UN languages for greater stakeholder engagement.

### **Other UNV Knowledge Products**

UNV will also be producing a wide range of knowledge products for editing, translation, layout and design and adaptation into different digital formats (e-versions, data stories, photo stories, etc). These could include more traditional type of reports and papers such as the UN Secretary General’s Report on Volunteerism to presentations of blueprints or new models for volunteering support, toolkits on gender, SDG acceleration, etc.

#### **1. Scope of Services, Expected Outputs and Target Completion**

The Service Provider will report to the Programme Specialist, Knowledge and Outreach at UNV Bonn to support the production (design, editing, production and publishing) of the State of the World’s Volunteerism Report 2021 and other UNV knowledge products in print and digital forms. This includes:

##### **1.1. Concepts for overall branding style and design; and innovative product formats**

- Lead the work to develop an innovative branding and design scheme for the SWVR report and other UNV digital products including setting the colour scheme, design ethos, fonts and overall style. The overall design should reflect the UNV branding and design ethos
- Produce at least 2-3 innovative format proposals for different products such as for e-versions, videos, data stories, photo stories, etc.

##### **1.2. For print products:**

- **Substantive and copyediting of print products**

- Undertake at least two rounds of substantive editing of the papers and other products, examining and advising on the overall content flow, paragraph structure and simplifying complex paragraphs and messages
- Undertake at least two rounds of copyediting ensuring use of proper grammar, syntax, and language
- **Layout and proofing of print products in English**
  - At least two rounds of layout, design and proofing of at least 10 papers between 20-30 pages long
  - At least two rounds of layout, design and proofing of the SWVR report compiling all the papers and data (English, French, Spanish, Arabic, Russian, Chinese)
- **Translation, full review, layout and proofing of print products**
  - At least two rounds of translation, full review, design and proofing of at least 10 papers between 20-30 pages long into French, Spanish, Arabic, Russian, Chinese
  - At least two rounds of translation, full review and design and proofing of the SWVR report compiling all the papers and data into, French, Spanish, Arabic, Russian, Chinese
  - The translator and the reviewer should be two separate individuals

### 1.3. For digital and marketing products:

- **Development of storyboard, narrative and script**
  - Using the technical content or raw data from UNV into digital products, produce a storyboard/concept and script for powerpoint presentations, infographics, videos, web summaries or e-versions and social media cards
  - Write and edit the narrative or script and other materials or main messages and titles of infographics
  - Account for at least two rounds of revisions
- **Production and publishing**
  - Source the materials needed to produce the infographics, videos, powerpoints including commissioning photos, creating graphics, audio narration, post-production editing, etc. etc.
  - Schedule and produce the audio or video interviews
  - Produce the digital products in the desired format
  - Account for at least two rounds of revisions
- **Translation and proofing**
  - As per demand, commission a translator and reviewer/proofer to translate the content of digital materials into different UN languages
  - Produce the materials in the different languages as required
- 2. Project and data management**
  - Complete all data management and archiving in line with project protocols.
  - Ensure that all raw materials are available for easy editing

**Specific deliverables include the following:**

<b>No</b>	<b>Description</b>	<b>Estimated Working Days</b>	<b>Due date</b>
<b>1</b>	<p><b>Concepts for brand, design and formats</b></p> <ul style="list-style-type: none"> <li>○ Submit at least three design concepts for the overall SWVR and UNV products brand</li> <li>○ Submit at least three concepts for innovative formats of digital products</li> <li>○ Account for at least two revision stages.</li> </ul>	5 working days	30 April 2021
<b>2</b>	<p><b>Substantive and copyediting of print products</b></p> <ul style="list-style-type: none"> <li>○ <b>Substantive/structural editing and copyediting</b> of about 12 papers ranging from about 5,000-10,000 words each including foreword, summaries, etc.</li> <li>○ Account for at least two revision stages.</li> </ul>	Approximately 30 days at approximately 3 working days per paper (to increase with the number of papers)	<p>In three batches</p> <p>Batch 1 – June 2021</p> <p>Batch 2 – August 2021</p> <p>Batch 3 – October 2021</p>
<b>3</b>	<p><b>Layout and proofing of print products in English</b></p> <p>Layout and proofing of about 12 papers ranging from about 5,000-10,000 words each including foreword, summaries, etc.</p> <ul style="list-style-type: none"> <li>○ Account for at least two revision stages.</li> </ul>	Approximately 30 days at approximately 3 working days per paper (to increase with the number of papers)	<p>Batch 1 – July 2021</p> <p>Batch 2 – September 2021</p> <p>Batch 3 – November 2021</p>
<b>4</b>	<p><b>Translation, layout and proofing of print products in different languages</b></p> <ul style="list-style-type: none"> <li>○ <b>Translation, layout and proofing</b> of about 12 papers ranging from about 5,000-10,000 words each including foreword, summaries, etc.</li> <li>○ Account for at least two revision stages. The translator and proofer should be separate individuals.</li> </ul>	Approximately 60 days (to increase with the number of papers)	<p>Batch 1 – July 2021</p> <p>Batch 2 – September 2021</p> <p>Batch 3 – November 2021</p>
<b>5</b>	<p><b>Production of digital and marketing products (concept, storyboard, scripting, copywriting and production) such as the following (the list is not exhaustive). Be sure to account at least</b></p>	Approximately 40 working days	10 powerpoints, graphics and social media cards in three batches

	<p><b>two revision stages.</b></p> <ul style="list-style-type: none"> <li>- 12 POWERPOINTS (or Prezi or other interactive formats) At least one main power point for the SWVR report and a number of shorter powerpoint presenting the findings of each of the thematic papers provided to be translated into 5 other UN languages</li> <li>- GRAPHICS/DATA VISUALIZATION 32 interactive graphics for the report for use both in e-version and pdf of the report</li> <li>- SOCIAL MEDIA CARDS Copywriting and production of 32 social media cards for Twitter, Facebook and Instagram</li> <li>- VIDEOS At least one-minute video teaser and video messages for the report</li> <li>- PHOTO STORIES Storyboard concept, sourcing, scripting, copywriting and production of at least two photo stories in collaboration with UNV's web provider</li> <li>- WEB SUMMARY AND E-VERSIONS Storyboard concept, sourcing, scripting, copywriting and production of at least two photo stories in collaboration with UNV's web provider to be translated into 5 other UN languages</li> </ul>		<p>Batch 1 – June 2021</p> <p>Batch 2 – August 2021</p> <p>Batch 3 – November 2021</p> <p>Photo stories, Web summary and e-versions by November 2021</p>
,6	<p><b>Data management</b></p> <p>Complete all data management and archiving in line with project protocols.</p>	2 working days	31 December 2021
	Total number of working days	Approximately 167 days	

**2. Qualifications of the Successful Service Provider at Various Levels**

- a) Be a reputable firm with at least 2 years of prior experience producing print reports and digital media products such as videos, data stories, photo stories, etc.

- b) Familiarity and relevant experience in development including the Sustainable Development Goals
- c) Have a broad knowledge of modern communications formats and online technologies and design tools
- d) Demonstrated ability to provide high quality editing, translation and layout for high level reports and thematic papers
- e) Demonstrated ability to create innovative and visually appealing designs, materials and engaging products

#### **5. Scope of Proposal Price and Schedule of Payments**

Lump sum contract: The financial proposal shall specify a total lump sum amount and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount, for example:

- For print production, indicate specific charges for copyediting, substantive editing, proofing and translation per word.
- For graphics and innovative materials production, indicate the daily rate for designers and scriptwriters.

#### **6. Recommended Presentation of Technical Proposal**

Interested companies should submit the following documents/information to demonstrate their qualifications, experience and expertise:

- a. Cover page, including contract details explaining why you are the most suitable for the work
- b. Profile – describing the nature of the business, field of expertise, certifications, accreditations;
- c. Proposal stating how the work will be approached and completed.
- d. Track Record – list of clients for similar services, indicating the description of contract scope, contract duration, contract value, contact references;
- e. Similar Reports demonstrating Writing and Design Skills. Send sample links online links only (3 for each)
- f. Relevant Personnel CVs of Project Manager, Copywriter, Editors, Translators, Proofers, Designers, Social Media Specialists and Developers including past experience in similar projects
- g. Certificates and Accreditation – including any Quality Certificates, Environmental Sustainability Certificates, etc.
- h. Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.
- i. Minimum 3 References (company) including contact name, title, company and e-mail address of similar work.

**IMPORTANT DO NOT INCLUDE OR MENTION COSTS IN THE TECHNICAL PROPOSAL.**

## 7. Criteria for Selecting the Best Offer

		Weight %
<i>Company capacity and experience</i>	<p>Bidders qualification capacity and experience in the design, editing, translation and production of knowledge products in print and digital forms:</p> <ul style="list-style-type: none"> <li>• Demonstrated knowledge of modern communications formats and online technologies and design tools</li> <li>• Demonstrated ability to provide high quality editing, translation and layout for high level reports and thematic papers</li> <li>• Demonstrating experience producing digital media products such as videos, data stories, photo stories, etc.</li> <li>• Demonstrated ability to create innovative and visually appealing designs, materials and engaging products</li> <li>• Previous similar assignments with the United Nations) contracts and duration or other similar organizations</li> </ul>	300
Proposed methodology	<p>Proposals demonstrates:</p> <ul style="list-style-type: none"> <li>• How the work will be completed, including project management, monitoring and quality assurance methodology</li> <li>• Creative innovative and visually appealing designs</li> <li>• Editing and translation standards and processes</li> <li>• Methodology for producing digital media products such as videos, data stories, photo stories, etc.</li> </ul>	200
Key Personnel	<ul style="list-style-type: none"> <li>• Key personnel that will work on this assignment (should include their CVs and detail of relevant experience and qualifications)</li> <li>• Range and depth of experience of proposed staff with similar projects</li> </ul>	175
<b>Sustainable Procurement Policy</b>	<p>Organizational Commitment to Sustainability</p> <ul style="list-style-type: none"> <li>-Organization is compliant with ISO 14001 or ISO 14064 or equivalent – 20 points</li> <li>-Organization is a member of the UN Global Compact - 5 points</li> <li>• -Organization demonstrates a significant commitment to sustainability through some other means- 5 points, for example, internal company policy documents on women empowerment, renewable</li> </ul>	25

	energies or membership of trade institutions promoting such issues	
<u>Financial</u>		300
<u>Total</u>		1000

The selection will be done in the following manner: Combined Scoring method – where the qualifications and methodology will be weighted a maximum of 70%, and combined with the price offer which will be weighted a maximum of 30%.

**Sustainable Procurement Policy**

UNV wishes to work with companies that care about their environment and sustainability.

Sustainable procurement practices integrate requirements, specifications and criteria that are compatible and in favour of the protection of the environment, of social progress and in support of economic development, namely by seeking resource efficiency, improving the quality of products and services and ultimately optimizing costs.

We encourage companies when submitting their bids to include their environmental/sustainable policy and point out where necessary their policy in relation to the services offered. [Click here for more information on UN sustainable procurement.](#)