



## REQUEST FOR PROPOSAL (RFP) (For Low-Valued Services)

<b>NAME &amp; ADDRESS OF FIRM</b>	DATE: January 13, 2022
	REFERENCE: RFP-UNDP-BRO-CB-2022-01

Dear Sir / Madam:

We kindly request you to submit your Proposal to support the design, production, and management of the hybrid EU-UN Dialogue on Prevention, Peacebuilding and Stabilisation.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before Thursday, January 27, 2022 and via email to the address below:

**United Nations Development Programme**  
**37-40 Boulevard du Régent**  
**1000 Brussels**  
**Procurement.be@undp.org**

Your Proposal must be expressed in English or French, and valid for a minimum period of 90 days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

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 Proposal. 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 Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

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/business/protest-and-sanctions.html>

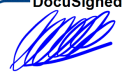
UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscconduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscconduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:  
  
928FE45FC1964EB...

*Georges Van Montfort*  
*Deputy Director*  
1/13/2022

### Description of Requirements

Context of the Requirement	<i>2nd EU-UN Annual Dialogue on Prevention, Stabilisation and Peacebuilding (Hybrid event)</i>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	UNDP seeks to recruit a company to support design, production, and management of the hybrid EU-UN Dialogue on Prevention, Stabilisation and Peacebuilding.
List and Description of Expected Outputs to be Delivered	As described in the Terms or Reference in Annex 3.
Person to Supervise the Work/Performance of the Service Provider	<i>Programme and Policy Specialist, Crisis Bureau, Brussels Office, UNDP</i>
Frequency of Reporting	<i>As needed, based planning of the assignment</i>
Progress Reporting Requirements	Update on the timeline and milestones as per agreement with UNDP
Location of work	<input checked="" type="checkbox"/> Exact Address : Physical location : 37-40 Boulevard du Régent, 1000 Brussels <input type="checkbox"/> At Contractor's Location
Expected duration of work	Maximum span of 4 months
Target start date	Early February 2022
Latest completion date	Event end date
Travels Expected	N/A
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Others <i>[pls. specify]</i> COVID-19 related health and security measures; UN House security requirements

Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <i>[pls. specify]</i>			
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required			
Currency of Proposal	<input type="checkbox"/> United States Dollars <input checked="" type="checkbox"/> Euro <input type="checkbox"/> Local Currency			
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes			
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted			
Payment Terms <sup>1</sup>	Outputs	Percentage	Timing	Condition for Payment Release

<sup>1</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

(alternative payment terms can be proposed)	Deliverable 1: Design event and Project management	100%	Upon completion and according to milestones as per agreement with UNDP	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	
	Deliverable 2: Setup digital solution for the event and foster UN-EU community of practice around Dialogue				
	Deliverable 3: Production of the opening and closing sessions, including studio set up in Brussels for live/hybrid sessions				
	Deliverable 4: Design visual identity for the Dialogue, develop and deliver Communication campaign and production and dissemination of related communication products				
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<i>Antoine Haarman, Programme and Policy Specialist, Crisis Bureau, Brussels Office, UNDP</i>				
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services				

	<input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <input checked="" type="checkbox"/> Expertise of the Firm 20% <input checked="" type="checkbox"/> Methodology, Proposed solution, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 55% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 25% <p><b><u>Financial Proposal (30%)</u></b>  To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors:
Contract General Terms and Conditions <sup>2</sup>	<input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) <p>Applicable Terms and Conditions are available at:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p>
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3) <input type="checkbox"/> Others <sup>3</sup> [pls. specify]

<sup>2</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>3</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

Contact Person for Inquiries (Written inquiries only) <sup>4</sup>	<i>Maria Eugenia Caravaca</i> <a href="mailto:Procurement.be@undp.org">Procurement.be@undp.org</a> 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.
Other Information	N/A

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<sup>4</sup> *This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.*

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>5</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>6</sup>)*

[insert: Location]

[insert: Date]

To: Antoine Haarman, Programme and Policy Specialist, Crisis Bureau, UNDP

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) 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.*

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>5</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>6</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables [list them as referred to in the RFP]</b>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	Design event and Project Management		
2	Setup digital solution for the event and foster UN-EU community of practice around Dialogue		
3	Production of the opening and closing sessions, including studio set up in Brussels for live/hybrid sessions		
4	Design visual identity for the Dialogue, develop and deliver Communication campaign and production and dissemination of related communication products:		
	Total	100%	

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

**E. Cost Breakdown by Cost Component [This is only an Example]:**

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				

<b>III. Other Related Costs</b>				

*[Name and Signature of the Service Provider's  
Authorized Person]  
[Designation]  
[Date]*

# Request for Proposals

## Terms of reference

### ***2nd EU-UN Annual Dialogue on Prevention, Stabilisation, and Peacebuilding (Hybrid event)***

**17-19 May 2022 (tbc)**

#### **1. Project Background**

*The EU-UN consultation on strategic programming in conflict prevention, peace and stability in January 2021 has helped to enhance UN-EU partnership, having brought together more than 200 EU and UN representatives to think collectively and exchange perspectives on challenges, possibilities, and priorities. Building on this positive momentum, a follow-up event will be organized in May 2022 (TBC) to bring together HQs and in-country staff in an interactive exchange to enhance our common vision and establish a community of practitioners.*

The **three days Annual Dialogue** will start with a Director-level opening bringing together the leadership of UN and EU institutions playing a central role in setting the policies for prevention, peacebuilding, and stabilisation. The opening will be followed by technical *discussions focused on several geographic settings and thematic issues*. *The planned sessions will take forward the recommendations from the previous consultation and focus on how best to bridge the policy-practice gap*. These sessions aim to break the institutional silos caused at times by geographic and thematic divides.

The EU-UN Annual Dialogue on Prevention, Peacebuilding and Stabilisation will aim at bringing together speakers and participants from across our organizations, from field and headquarters, to engage in a meaningful and impactful conversation on how we can strengthen multilateralism and contribute to the pressing and urgent peace and security needs our world is facing today.

#### **2. Objective and scope of work**

**The objective of the assignment** is to strategize, manage, facilitate, and oversee the planning and implementation of a hybrid event that is engaging for all participants and as fruitful as possible in terms of securing the intended outcomes. This will include to:

- (1) produce the event by setting up a virtual platform for the whole event and provide the required audio-visual equipment for the opening session which will be hybrid.
- (2) technically support all stages of the preparation and delivery of the hybrid event.
- (3) design event identity and digital communication strategy and products for platform and event in alignment with EU-UN branding requirements.
- (4) ensure means for a strong participation by audiences joining online (virtual registration and display participants profiles on platform, seamless connection to sessions, live/active participation of audiences in virtual community, etc.), through a system that enables participants to connect and engage before/during/after sessions.

For the hybrid sessions (opening and closing), it is expected a seamlessly combination of livestream from the conference room, virtual live participation, pre-recordings (statements and presentations), and live Q&As/polls. The responsibilities of the company will be to assure that the event is a positive experience for all participants and that means are put in place for the creation of a virtual community of practitioners.

### Scope of the event:

- **The EU-UN Dialogue (hybrid event)** will bring together representatives from the European Union and the United Nations at the Director level as well as senior technical experts involved in conflict prevention, peacebuilding, and stabilization. The purpose will be to foster the dialogue between both organizations and create channels to work together in these areas both at HQ and at the field level, and forward-looking plans in select thematic tracks while paying attention to special regional priorities through targeted regional dialogues.
- **Participation:** EU-UN organizations will be invited to participate at the (1) High-Level Official/Director level as key speakers for opening and closing sessions, and at (2) Senior technical level as attendees/audience for all sessions. Some Senior Technical Level officers both at HQ and field level will participate as key speakers for the thematic/regional sessions. Some 50 participants are expected to have pre-assigned roles (e.g. partaking as panelists) in the event and another 200 people would participate mainly as attendees. All participants will be either EU or UN personnel (with official EU/UN email addresses).

A professional Master of Ceremony/Moderator will be engaged to function as main “chair” for the whole event and be responsible for keeping the discussion on track, link together the different discussions, and contribute to the overall objective.

- **Format:** The event itself will be in taking place over three consecutive days (dates to be confirmed and approximately 17-19 May 2022). The event will consist of altogether not more than twelve sessions, including:
  - **Opening session (hybrid/live streamed):** a live-streamed Director-level panel discussion will take place in the first day of the Dialogue in Brussels. High-level speakers from EU-UN (approximately 20) will be physically present in a conference room in the UN house. Registered audience (UN or EU email address mandatory) will attend virtually and will be an active part of the conversation, be able to interact with speakers, ask questions, participate in live polls, and have the possibility to have their cameras and microphones open for this interaction. The conference room will need to be set up to enable live video production and interactions between in-person and remote participants (similar to a stage).
  - **Thematic/geographic sessions (fully virtual):** accessible for registered UN-EU attendees through the virtual platform specifically set up for the event, and where attendees can smoothly interact in events with speakers and each other. In addition, specific booths can be set up to share information on specific sessions, including agendas, bios of speakers, profiles of attendees, recordings of sessions, links to sessions, etc. The platform should implement a

consistent branding strategy and host the communication products before, after and throughout the event.

- **Closing session (hybrid/live streamed):** The meeting will count with the physical presence of a reduced number of high-level speakers (potentially around 4-6 speakers) while the rest of attendees join online via the virtual platform. For this session, speakers will join from a fully equipped studio outside of the UN House, provided by the selected service provider.

The company will work together with the EU/UN focal points and the professional moderator to get the necessary background materials (such as questions for the moderators) and assure that key participants have the necessary skills to handle the needed IT-tools ahead of the event (i.e. providing support/coaching as needed).

**\*General remark:** Visual consistency is a must for the overall task – invitations, landing page, registration page, announcements, presentations, digital communication products, live streaming, etc. All activities, materials and actions will require approval from the UNDP focal points before undertaking further steps. Failure to obtain the written approval by UNDP staff, entails that the Service provider will not be reimbursed for respective expenses and might lead to termination of the contract.

**\*Note 1: for Opening session (high-level panel) it is expected that all speakers join in-person in the conference room set up in UN House.** This will be a requirement for speakers' participation for both organizations in the opening session. However, due to uncertainty in COVID-19 developments and in the event that exceptionally a number of speakers are unable to travel (i.e. due to COVID-19 infection) it might be necessary to shift the specific speaker intervention to completely virtual format. This requires agility in planning. Kindly do indicate the implications of such in the proposed offer.

**\*Note 2: Provision for cost adjustments due to COVID-19 limitations:** In the event that due to COVID-19 related restrictions/limitations, the expected hybrid sessions (opening/closing) can only be delivered in fully virtual format, UNDP will, by notice to the company in reasonable time, cancel the setup of the stage set up in UN House for the opening session and the use of an external studio for the closing ceremony. UNDP will expect costs to be adjusted according to the reduction of deliverables. Kindly, do indicate the implications and down-costs of such in the proposed offer.

**\*Note 3:** Proposals must be submitted considering the scope of work and deliverables as comprised in this TOR (i.e. for an event of 3 days and assuming some online sessions will be run in parallel on the platform). In the event that UNDP and partners confirm upon closing of the RFP period that the scope of the event will be enlarged to a total of 4 days, UNDP will notify bidders and will expect costs to be adjusted accordingly. The adjustment will be based on the technical specifications and financial offer already submitted and adapted to a scope of 4 days considering the additional deliverables (1 added day).

### 3. Expected Deliverables

The responsibility of the Service Provider is to develop, implement, and oversee a work plan, including timelines, for the deliverables below:

#### 1- **Design event and Project management:**

- The Service provider will be responsible for event design, plan, organization, and monitoring. The Service Provider will prepare, provide, and pay for event set-up and other related technical and logistical costs, technical support (as contained and required in this TOR), not already provided by

UNDP (UNDP will provide the conference room free of charge for the opening and high-speed stable internet bandwidth)

- The service provider will be responsible for the management and coordination of the overall event set-up, and including that all actions and activities included in this TOR are smoothly coordinated and successfully delivered
- The service provider will coordinate the entire registration and participation process (from calendar invites, registration, access to the sessions), ensuring it is easy for speakers and attendees. This will include the management of a one-stop general information support service for participants. The service provider will ensure that EU and UN participants can connect to the platform using their company-issued computer and troubleshoot any issue with relevant IT services.
- Coordination and control of provision of timely technical support and assistance throughout the event as required for both hybrid and fully virtual sessions to manage any disturbances.
  - Technical support must ensure seamless and continuous web-based services to all participants worldwide, including with respect to ensuring appropriate connections for all speakers, prep-calls with speakers, helping participants enter break-out sessions, etc.
  - Provision of technical support as required during hybrid/in-studio sessions.
  - High-level speakers receive appropriate technical assistance to pre-record their intervention and recordings are edited, as appropriate
  - Back-up plans are in place in case of unexpected technical issues.
- Service provider is expected to engage staff to assist with technical equipment set up and assistance for both hybrid and fully virtual sessions.
- **Work Plan of the event and service provision must be developed and validated by UNDP by maximum 10 days upon signature of contract.**

**2- Setup digital solution for the event and foster UN-EU community of practice around Dialogue:**

Professional production of the event using a virtual platform (including any necessary platform license fee) specifically setup for the event that can function as a stable, and flexible platform, and that it is compatible with EU and UN IT environments. The platform will be a central piece of the Dialogue as an enabler to combine seamlessly all parts of the event and will serve as a space for network and engagement of practitioners. The platform will be UNDP-operated. The chosen solution must be available to all participants, taking into account the minimal common denominators in terms of bandwidth as well as other possible access restrictions.

- The platform will be used to broadcast live sessions and quality streaming videos, view exhibitors informing on EU-UN priorities for crisis management and Dialogue-related topics, display videos, announcements, digital communication products (virtual stands, infographics, pictures, clips, etc.), create a one-stop shop for participants to access a 365 community where they can connect and network. For hybrid events the platform must also enable interactive engagement with all participants online and onsite.
- The platform must provide public landing and registration pages. Registration will be restricted to EU-UN audiences (email addresses verification). After registration, participants will have access to the event platform which will provide the following functionalities: participants will be able to access the platform branded for the event, include a personalized profile (bio, "business card", social media links, etc.), view agenda and list of participants, view virtual exhibitors (with clips, videos and products from involved agencies), access interactive modules, access and actively participate in sessions (access to chat, polls, open camera, open mic, and other similar features), receive notifications, check other participants profiles, share documentation and speak to other attendees. Recordings of past sessions will also be accessible for participants in the platform after the event.

- The platform will follow the visual identity created for the event, and will contain spaces (exhibitors, booths, sub-pages) for display of communication products developed and linked to the event. This includes pre-recordings (i.e. statements), promotional videos, teasers and clips, digital infographics, social media corner, amongst others.
- The platform will enable the provision of analytics related to the participation in the event and community.
- **The platform should be tested and fully operational by maximum the first week of March 2022.**

**3- Production of the opening and closing sessions, including studio set up in Brussels for live/hybrid sessions:**

- In close collaboration with UNDP focal points, design hybrid sessions to ensure smooth delivery considering the need to broadcast live in the platform, actively engage offline speakers with online audiences, seamlessly coordinate groups of speakers in the studio, and create an engaging and inclusive environment for both speakers and online participants.  
**Note:** for the in-studio opening session, speakers will be distributed in groups according to thematic covered in the session. It is expected that the video production and broadcast fully capture interventions by speaker and group in the studio as well as reactions and interaction from individual members of the audience (chat, live, video, etc.).
- Design and installation of fully equipped studio floor (including decoration, lighting, and provision of all related technical equipment) in UN House conference room in Brussels for smooth hybrid event with appropriate technical equipment to livestream from the studio. The studio floor should be decorated and configured in a way that allows participants to respect social distancing. The studio floor should enhance the visual identity and content of the event. Ensure this is arranged and ready for broadcast of the opening session in the event platform as per Dialogue programme.
- Provide installed and fully equipped studio in Brussels for closing session, as required based on session specifications in this TOR. The studio floor should be decorated and configured in a way that allows participants to respect social distancing. The studio floor should enhance the visual identity and content of the event. Ensure this is arranged and ready for closing session as per Dialogue Programme.
- Full management of video production, streaming and recording of in-studio sessions.
- Provision of technical assistance for in-studio sessions.
- Visually design and provide backdrops fully consistent with event branding for decoration of the studio.

**4- Design visual identity for the Dialogue, develop and deliver Communication campaign and production and dissemination of related communication products:**

- Service provider will design a **visual identity** for the Dialogue and will layout and deliver a highly compelling digital **communication and advertising campaign** targeting EU partners and key EU-UN audiences. The campaign must include activities related to the launch of the EU-UNDP Partnership on Fragility that will accompany the event. Roadmap must be developed and validated by 1 February 2022. For its implementation, it is expected that the visual identity is developed by maximum 15 days before the launch of the platform. In addition, communication products (videos, teasers, announcements, social media posts, etc.) must be delivered on a weekly basis from the launch of the fully operational platform, until the opening of the Dialogue.
- Service provider will design (including graphic design) of **communication materials** for the campaign to be used across activities of the campaign and communication platforms. This must include at the minimum:

- Design event invitation, compatible with usual dissemination platforms (i.e. outlook or similar), and traditional UNDP/EU working platforms (i.e. Teams).
  - Event agenda, bios of key speakers, and other related relevant sections included in the platform
  - Web platform layout consistent with the designed visual identity
  - Video production and creation of at least 1 flagship promotional video on EU-UN work in topics covered in the Dialogue.
  - Create Slogans, digital visuals, digital announcements and banners for diverse platforms including social media, and digital infographics with key messages (figures, objectives) of the EU-UN Dialogue, based on input provided by EU/UNDP Brussels teams (digital version in PNG and PDF).
  - Produce video inserts using UN-EU footage (clips from key speakers, teasers, promotional videos) to be screened on displays in the event platform.
- **For Social Media campaign:**
    - The communication campaign must include a simplified social media plan with list of all posts, type of content included, and times of publishing should be submitted to UNDP/EU teams in Brussels for comments and approval.
    - The Service provider will create innovative and engaging content for digital media announcing the event via relevant UNDP and EU's social media channels (Twitter, LinkedIn, Facebook, Instagram, YouTube, webpage, etc.). It is expected that service provider will develop different forms of content – gifs, photos, statements, clips, infographics, etc.
    - The social media content will be optimized for each channel and prepared in English. Copyrights should always be secured. The Service provider should assure that English translations are grammatically correct and written in understandable and simple language.
    - Note: Since all posts will be published at UN-EU channels, the costs of sponsoring should not be envisioned nor included in the budget.
  - Regarding additional video and photo **production after the event**, Service Provider should produce:
    - at least one (1) short video of the event, adapted for social media, and deliver it three (3) days after event, at the latest. Video should be up to 2.20 minutes long and include soundbites by key speakers, subtitled in relevant languages. Video to be produced in line with UNDP standards for videos on social media (this will be share by UNDP).
  - The service provider will design and print one (1) backdrop for the event, which will be used at the studio.
  - UN-EU branding guidelines will be applied.

#### 4. Minimum key personnel proposed for this project:

- **1 (one) Team Leader/Project Manager** available to the UNDP team throughout the contract.
  - Proven experience directly managing projects with similar scope and complexity
  - Proven experience managing projects, activities, and teams (at least 5 years of proven experience)
  - Proven experience and expertise in designing, executing, and monitoring public events
  - Proven experience in managing PR projects/events for international organizations
  - Language Qualifications (at least in English language).



- **1 (one) Floor Manager for studio in house (for opening session) and for studio outside of UN House (for closing session)**
- **At least, 1 (one) Sound technician (opening and closing session only)**
- **At least, 1 (one) Videographer/Editor (opening and closing session only)**
  
- **1 (one) Public Relations/Communications Strategist/Manager**
  - At least three (3) similar PR and public events implemented with international organizations
  - Proven experience in communications and public relations
  - Knowledge of media landscape and experience working directly with the media outlets
  - Language Qualifications (English is mandatory, French will be an asset).
  
- **1 (one) Digital Media and Social Media Content Strategist/Developer**
  - Proven experience (at least 2 years) in designing, managing, and monitoring digital media campaigns for similar events and with international organizations
  - Proven experience in creating content strategy that includes visual storytelling, video, and multimedia design
  - Language Qualifications (English is mandatory, French will be an asset).
  - ).
- **1 (one) Journalist/Copywriter**
- **1 (one) Graphic Designer**

## 5. Qualifications, skills and attributes required

The Service provider should have a proven track-record in planning and implementing complex physical and virtual meetings, seminar, conferences and similar workflows at the international level and involving participants of highly diverse cultural, professional and linguistic backgrounds. The Service provider should have Proven experience in organizing various types of digital events of similar size and demonstrate the necessary expertise and knowledge to ensure that the technical requirements are met.

The Service Provider is required to demonstrate and include in the proposal that appropriate staffing to ensure deliverables are met in a timely and professional fashion.

Documented expertise in humanitarian and development challenges or the ability to engage in such activities is highly desirable.

Other corporate competencies:

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Focuses on result for the client and responds positively to feedback
- Consistently approaches work with energy and a positive, constructive attitude
- Demonstrates openness to change and ability to manage complexities
- Good inter-personal and teamwork skills, networking aptitude, ability to work in multicultural environments.

Depending on the proposed composition from the Service Provider, the further **requirements** are to be considered

The team leader should have the following qualifications:

- Proven experience and expertise in designing, executing, and monitoring public events
- Proven experience in managing PR projects/events for international organizations
- Experience in leading projects related to innovation for sustainable development, design-thinking, humanitarian and development challenges is considered an asset

- Strong experience in complex innovation and/or virtual project management
- Strong organizational skills
- Excellent communication skills

The **Public Relations/Communications Strategist/Manager** should have the following qualifications:

- At least three (3) similar PR and public events implemented with international organizations
- Proven experience in communications and public relations
- Knowledge of media landscape and experience working directly with the media outlets
- Excellent communication skills and written and spoken English

The **Digital Media and Social Media Content Strategist/Designer** should have the following qualifications:

- Proven experience (at least 3 years) in designing, managing, and monitoring digital media campaigns for similar events and with international organizations
- Proven experience in creating content strategy that includes visual storytelling, video, and multimedia design
- Excellent communication skills and written and spoken English

Other team members should have the following qualifications:

- A minimum of 2 years of working experience is required.
- Previous experience in running projects related to innovation for sustainable development, design-thinking, humanitarian and development challenges.
- Communication skills

## 6. Criteria for selection

The criteria which shall serve as basis for evaluating offers will be: *Combined Scoring method* – where the qualifications and methodology will be weighted a max. of 70% and combined with the price offer, which will be weighted a max of 30%.

A Service Provider that has deviations (not affecting the suitability of the intended use) from the above-mentioned qualifications will not be rejected. This will simply weigh into the final score.

Based on the expertise and experience, as well as quality of proposals, some bidders may be called for interview in order to provide final scoring as required by UNDP

## 7. Payment modalities and specifications

It is UNDP's preference to make no advance payment(s) (i.e., payments without having received any outputs). Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be affected by bank transfer in the currency of contract. The Service Provider must demonstrate the current soundness of its financial standing.