

Annex A: Terms of Reference

Public Relations and Digital Media Communications services

1. Statement of Purpose & Objectives

The office of the United Nations High Commissioner for Refugees (UNHCR) in Bosnia and Herzegovina is looking for a qualified agency to support the visibility and communication activities of UNHCR's implementing partners (IPs) - Bosnia and Herzegovina Women's Initiative (BHWI), Vaša Prava BiH (VP BiH) and Catholic Relief Services (CRS).

UNHCR's IPs provide critical support to the delivery of UNHCR's programme and advocacy objectives, coordinating with different institutions in charge of UNHCR's people of concern.

The selected service provider (contractor) will work under the supervision of the UNHCR Communications Unit, and it will closely work and coordinate with the designated focal points of UNHCR's IPs. Throughout the assignment, the contractor will have frequent contacts involving the exchange of a wide range of information with the media, other international organizations, national institutions and various individuals.

2. Deliverables:

2.1. Key deliverables:

The appointed service provider will:

1. Develop communication plans, adjust them according to the circumstances and report on their implementation to UNHCR every quarter;
2. Develop key message(s)/propositions that will appeal to the target audiences and reflect UNHCR's IPs areas of work;
3. Provide support in the organization of public events, including but not limited to coordinating PR aspects of events (writing and distributing media advisories & press releases, coordinating media statements, developing proposals for social media posts, including hi-quality photos or other visuals with accompanying text);
4. Produce human-interest stories, including hi-quality photos or other visuals to accompany each story;
5. Develop creative content for digital use relevant to UNHCR's IPs areas of work;
6. Analyse and optimize BHWI and VP BiH social media channels (only Facebook pages) to achieve digital engagement objectives and audience expansion targets set up as per contractor's proposal;
7. In coordination with communications focal points assist in preparations of interviews to the local media and handle media inquiries;
8. Visit Tuzla Canton and Una Sana Canton where UNHCR's IPs provide support, to gather materials for visibility and communications products or provide PR support to events or media related and other activities. (two travels to Tuzla Canton and two travels to Una Sana Canton);
9. Translate produced content from the local language into English and vice versa;
10. Work in close coordination with UNHCR and UNHCR's IPs designated focal points;
11. Keep a digital record of media inquiries about the activities carried out within the UNHCR's IPs communication activities as well as media reports (the media that released the news/stories, when, what time/on which page), number of news repeats (TV and radio), scan/photocopy of news announced in print or online, or a clip (for TV and radio, if possible).

12. Participate in monthly meetings with UNHCR designated focal points; update on monthly progress, possible setbacks or issues that arise, and activities for an upcoming month.
13. Provide quarterly reports to the UNHCR focal points on activities carried out in the previous quarter. The reports are due on the 7th day every month for the previous month. The format of the reports will be agreed upon signing a contract.

2.2. Detailed minimum deliverables:

The appointed service provider will ensure planning and implementation of the following activities for:

BHWI

- a) In cooperation with BHWI communications focal point will **develop communication plans** each quarter and submit them to the UNHCR Communication unit (by the 7th day of the month for the following quarter);
- b) Provide PR support to a **media public event**, outside the temporary reception centres in Sarajevo, to mark the annual 16 Days of Activism Campaign in November/December 2022;
- c) Produce **two human-interest stories** (written stories accompanied with high-quality photos), aiming to sensitize the public on issues relating to refugees, asylum-seekers and persons under subsidiary protection, their rights, and obligations and combat racism and xenophobia or other stigmatizations of refugees in BiH and on Sexual and gender-based violence (SGBV) or Protection against sexual exploitation and abuse matters (PSEA);
- d) Write and distribute **two press releases** (excluding press releases for the events) targeting local and/or international media;
- e) Develop **ten proposals for social media posts**, including high-quality photos or other visuals with accompanying text.

Vaša Prava BiH

- In cooperation with Vaša Prava BiH communications focal point will develop **communication plans each quarter** and submit them to the UNHCR Communication unit (by the 10th day of the month for the following quarter);
- Provide PR support to **four public media events** organized by Vaša Prava BiH;
- Produce **two human-interest stories** (written stories accompanied with high-quality photos) aiming to sensitize the general public on issues relating to asylum, statelessness issues, refugees, asylum-seekers and persons under subsidiary Protection, their rights, and obligations and combat racism and xenophobia or other stigmatizations of refugees in BiH;
- Write and distribute **two press releases or articles** (excluding press releases for the events) targeting local and/or international media;
- Develop **ten proposals for social media posts**, including high-quality photos or other visuals with accompanying text.

CRS

- In cooperation with CRS BiH communications focal point will develop **communication plans each quarter** and submit them to the UNHCR Communication unit (by the 10th day of the month for the following quarter);
- Produce **two human-interest stories** aiming to sensitize the public on the benefit of local integration of people under international protection in BiH;
- Write and distribute a **press release** (excluding press releases on the events) targeting local or international media;

- Develop **four** proposals for social media posts, including high-quality photos or other visuals with accompanying text;
- The communications activities mentioned above will cover the following activities of the CRS project: cash-based intervention, grants to establish or expand a business, employment with private or public companies, vocational training, employment assistance, self-employment assistance, local integration.

3. Performance of Work

The appointed service provider will be responsible for providing all supervision, equipment, labor, transport and materials necessary to complete the work as described herein. The appointed service provider shall furnish management, supervision, coordination, labor and services which (i) expeditiously, economically and properly complete its scope of work, (ii) comply with the requirements of these Terms of Reference.

The appointed service provider shall supervise and complete the tasks using its best skills and attention.

All services rendered by the appointed service provider shall be performed by or under the immediate supervision of persons possessing expertise in the discipline of the service being rendered. The appointed service provider shall handle and respect data privacy, if applicable, in a professional manner, and shall conduct all its activities in strict confidence.

3.1. Monitoring and Reporting

- Inception report, due 10 days upon signing of the contract.
- Quarterly reports to the UNHCR focal points on activities carried out in the previous quarter. The reports are due on the 7th day every month for the previous month. The format of the reports will be agreed upon signing a contract.
- Final report assessing and analysing effects of the conducted activities, with particular emphasis on outcomes and recommendations, to be submitted 15 days upon completion of the intervention – in English.

All reports must be submitted in English language.

3.2. Other Considerations

- All communications material, including developed designs, and reports will remain the intellectual property of UNHCR;
- All material must be prepared in English and in local language;
- The language for communication between the appointed service provider and UNHCR will predominantly be English.

4. UNHCR Responsibilities

- Provide dedicated focal points;
- Provide information and content about UNHCR's and its IPs mission and activities;
- Provide logos, materials and existing visibility assets;

- Provide access to UNHCR content and brand guidelines;
- Review and approve all content.

5. Duration of contract and locations

Awarding a Service Contract/Purchase Order as a result of this RFP shall be subject to strict adherence to the UNHCR General Terms and Conditions of Contracts for the Provision of Services, which is enclosed in the RFP documentation as the Annex E.

It is anticipated that the services requested will commence during the second half of March 2022 but not later than 01 April 2022. The appointed service provider will be contracted until the end of December 2022.

The appointed service provider is expected to work mainly in Sarajevo Canton. The contractor will travel outside the duty station to locations in BiH where the UNHCR's IPs provide support (two travels to Tuzla Canton and two travels to Una Sana Canton).

The appointed service provider will participate in monthly meetings with UNHCR designated focal points.

6. Content of the proposal

6.1. Technical offer

Your Technical proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information. Please do not include any financial information in your technical proposal.

1) Proposed approach

- A narrative, including
 - The proposed approach for public relations support in the organization of public events;
 - The proposed approach for creative content creation (including the content for (a) social media, (b) human-interest stories and (c) press releases and media advisories;
 - How the tasks will be managed; and how your work contributes to UNHCR's vision;
 - Proposal on how you would measure success.

2) Case studies and presentation of your company

- Case study of your company's work including:
 - supporting clients with Public Relations and Digital Media Communications services;
 - shaping of strategic messaging;
 - developing creative content for digital use and media distribution;
 - producing human-interest stories.

The case studies should include detailed examples of recent clients for whom you have developed similar work. Please provide the following samples: **three (3)** samples of creative digital content design and development; **three (3)** samples of press releases in English and local language, **two (2)** samples of recently produced human-interest stories, **one (1)** sample of a communications plan, and **one (1)** sample of the analysis report.

Where the respondent has previously worked with United Nations entities and/or in the humanitarian sector, this should be specified. Confirmation letters should be provided for at least three (3) recent clients,

along with valid contact information. UNHCR reserves the right to contact these references without prior notification to the respondent.

- A presentation of the company including, but not limited to:
 - A brief history and description of your organization;
 - Prior experience in delivering the types of services required;
 - Geographical presence (if a multi-location company, please specify the location of the company's headquarters, and the branches that will be involved in the project work);
 - Years in business;
 - Financial accounts (income statement and balance sheet) for the past 2 years;
 - Alignment with UNHCR values (please outline in your company description any approach or policy your company might have towards fostering gender and/or cultural diversity, including the employment of refugees.)

3) Proposed team for the project

Please include CVs of proposed key team members with past experience and education.

6.2. Financial Offer

Please fill in the Financial Offer Form (Annex C), indicating prices for the services indicated in the form.

Please note that potential additional services and products, equivalent to those currently in the Core Requirements, could be requested at the prices indicated in the financial offer during the lifespan of the contract.

Whether physical or virtual, meetings will not be the object of additional fees. The travel and accommodation costs should be included in the financial offer.

6.3. Other

6.3.1. Vendor Registration

Please send us duly completed and certified UNHCR Vendor Registration Form (Annex D) with your technical proposal.

6.3.2. Applicable General Conditions

UNHCR General Conditions for Services are hereby attached (Annex E).

7. Evaluation

Evaluation of offers will be done on a technical and financial basis. The percentage assigned to each component is distributed as follows: technical offer 60% of the total score and financial offer 40% of the total score.

7.1. Selection of a successful bidder

1st step: Technical evaluation (pre-evaluation phase - min. threshold of points for technical offer must be obtained to be considered as technically compliant for further evaluation of a financial offer)

TECHNICAL CRITERIA DESCRIPTION FOR PUBLIC RELATIONS AND DIGITAL MEDIA COMMUNICATIONS SERVICES	Score
1. Company profile / Company qualification / Case studies assessment	25
2. Company qualification and case studies assessment Proposed approach and quality of response / Suitability and experience of the proposed team	35
TOTAL TECHNICAL SCORE (Max = 60; Min 40)	60

The minimum score to be considered technically compliant is 40 out of 60 points. If a bid does not meet this minimum, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

2nd step: Financial evaluation (financial evaluation of the technically compliant bidders only)

The financial component will be analyzed only for those bidders that pass the technical evaluation.

The Financial offer will use the following percentage distribution: 40% from the total score. The maximum number of points will be allotted to the lowest total price calculated based on the prices offered on Annex C. All other offers will receive points in inverse proportion to the lowest price (as indicated under para 2.5.2 in the RFP/BH/22/002).

8. Payment

Payment will be made in accordance to the General Conditions for the Purchase of Services (Annex E to this RFP) and in the BAM currency in which the respective Purchase Order will be issued.

Payments will be made upon UNHCR's acceptance of the work performed following the proposed payment schedule:

1st installment: 20% of the total amount upon receipt and approval of inception report

2nd installment: 25% of the total amount upon receipt and approval of the first quarterly report

3rd installment: 25% of the total amount upon receipt and approval of the second quarterly report

4th installment: 30% of the total amount upon receipt and approval of the final report

9. UNHCR General Conditions of Contracts for the Provision of Services

Please note that the General Conditions of Contracts (**Annex E**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.