United Nations Development Programme

TERMS OF REFERENCE
Multimedia content services for visual storytelling in UNDP’s hero story space
Start date: April 2022 – 31 December 2022

I. Background on UNDP Bureau of External Relations and Advocacy

The Bureau of External Relations and Advocacy (BERA) leads and supports the UN Development Programme (UNDP) in cultivating, building, and nurturing strategic relationships and alliances that are essential for advancing and successfully achieving the mission of UNDP. The main functions of BERA are (1) Resource mobilization, coordination and partnership management, (2) UN & Multilateral coherence, and (3) External communications to raise UNDP’s profile and improve communication. Within BERA, the Advocacy, Marketing and Communications Group (AMCG) leads and manages external communications through strategy, media, digital communications, marketing, branding and global storytelling.

II. Background on Multimedia Content for undp.org

UNDP will publish online visual stories in its hero space on undp.org that promote its global development work, including on climate change, inequality, and crisis. UNDP is looking to hire a company to produce digital multimedia content for its website to be featured prominently and promoted widely. This content will promote UNDP work focusing on major events that take place throughout the year that may include (but are not limited to) Biodiversity Day, World Environment Day, High Level Political Forum (HLPF), United Nations General Assembly, International Day for Eradication of Poverty, and COP27.

III. Objectives of the assignment

Working in collaboration with UNDP’s digital editors and designers, the vendor will produce three feature multimedia stories that reflect draft content provided by UNDP. These stories will be single page websites in English, French, and Spanish, each based on the creative/editorial direction and design requirements provided by UNDP.

IV. Scope of work

The vendor will work under the guidance and supervision of UNDP’s Digital Communications Studio (DCS) to provide:

- A workplan, including a timeline, with stories to be designed including an approach of how to execute the work and set of priorities for each month
- Design and develop high quality multimedia content, which will contain creative assets (images, graphics, text and figures) provided by UNDP
- Share draft design with UNDP digital editors and designers, solicit comments and incorporate them during the process before finalization of the websites.
- Design three single page websites in English, French, and Spanish, based on the creative/editorial direction and design requirements provided by UNDP.

V. Deliverables and Schedules

- Workplan with timeline and deliverables expected – Monthly/quarterly based on discussions with the DCS team on stories to be designed and developed
VI. Minimum Technical Qualifications

Please note that Technical Proposals that do not meet the minimum requirements indicated below will be directly disqualified.

6.1 Company requirements

- At least three (3) years of proven relevant experience working on multimedia content is required.
- Experience of working on multimedia content in multiple languages is required; please provide two (2) samples of websites in at least two languages (preferably English, Spanish, and/or French) produced within the past 2 years.
- Experience working on multimedia content for International Organizations and/or UN system is required; please provide two (2) samples produced within the past 2 years is required.

6.2 Personnel Requirements

The bidder is expected to provide a copy of the CVs of the personnel that will be working on this assignment.

The following should be the minimum qualification of personnel involved in the project:

- At least Bachelor’s degree in communications, journalism, marketing, or other relevant fields. Additional qualification in graphic design is an added advantage
- At least five (5) years’ experience working on different aspects of communications (writing, photography, videography, graphic design, storytelling etc.)
- Experience working with website management systems such as Word Press Drupal, HTML

6.3 Methodology

The bidder must provide a description of the approach and methodology for how the Bidder will achieve the deliverables of the project. Minimum aspects to be covered: Details of how the different services elements shall be a) organized, b) controlled and c) delivered. If these points are not covered within the technical proposal the bid will be directly disqualified. The technical proposal must include:

- A description of your company and the team you propose to support this, including qualifications of key personnel as indicated above.
- Details of similar and successfully completed projects; samples indicated above under section VI are sufficient.
- A brief description of how your company would fulfil the Terms of Reference.

The financial proposal must:

- Contain an overall offer in USD
- Cover all the services to be provided (“all inclusive”); partial quotations are not accepted
- Be submitted as per the Financial Offer Form.
United Nations Development Programme

VII. Technical Evaluation Criteria

Technical Proposals that conform to the list of minimum requirements indicated above will be considered for further technical evaluation based in the tables below.

This section should demonstrate the bidder’s responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

<table>
<thead>
<tr>
<th>Summary of Technical Proposal Evaluation Forms</th>
<th>Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bidder’s qualification and experience</td>
<td>250</td>
</tr>
<tr>
<td>2. Proposed Methodology, Approach and Implementation Plan</td>
<td>250</td>
</tr>
<tr>
<td>3. Management Structure and Key Personnel</td>
<td>500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 1. Bidder’s qualification, capacity and experience</th>
<th>Points obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Description of company and its capability which is likely to affect implementation, including at least three (3) years of experience in multimedia content</td>
<td>100</td>
</tr>
<tr>
<td>1.2 Description of the proposed team, including qualifications of key personnel.</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total Section 1</strong></td>
<td><strong>250</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 2. Experience with similar projects, Quality of samples provided</th>
<th>Points obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Has the Offeror provided recent samples of work that show high quality examples of successfully completed projects relevant to the Terms of Reference?</td>
<td>150</td>
</tr>
<tr>
<td>2.2 Were at least two (2) samples of multimedia content in multiple languages and two (2) recent samples from International Organizations provided, and were the latter two (2) completed within the last two (2) years?</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Section 2</strong></td>
<td><strong>250</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 3. Methodology and Delivery</th>
<th>Points obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail?</td>
<td>250</td>
</tr>
<tr>
<td>3.2 Description of the Offeror’s approach and methodology for meeting or exceeding the requirements of the Terms of Reference?</td>
<td>250</td>
</tr>
<tr>
<td><strong>Total Section 3</strong></td>
<td><strong>500</strong></td>
</tr>
</tbody>
</table>

7.1 Modality of Payments
Payment to the contractor will be processed based upon output, i.e. upon delivery of the outputs specified above and deliverables accepted and upon certification of satisfactory completion by the manager.

Payments will be processed upon completion of the listed deliverables and certification of the UNDP Technical Manager.

VIII. Approval

This TOR is approved by:

Andrew Hein, Digital Production Lead, Digital Comms Studio Advocacy, Marketing & Communications Group, BERA

Date of Signing: 16-Mar-2022