Request for Proposal: RFP/2017/820

Annex A: Terms of Reference

Nansen Refugee Award Ceremony Production

January 2017
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1 Introduction

1.1 Background

The Nansen Refugee Award
Few humanitarian honours possess the rich legacy of UNHCR's Nansen Refugee Award. Since established in 1954, more than 60 individuals, groups and organizations have been acknowledged for outstanding and dedicated work on behalf of displaced people. The award is named after Fridtjof Nansen, the Norwegian polar explorer and humanitarian who served as the first High Commissioner for Refugees for the League of Nations.

The Award recognizes outstanding work carried out by remarkable individuals, organizations or groups whose courageous efforts directly benefit the forcibly displaced. UNHCR works with five partners, including: the Swiss and Norwegian Governments, the Norwegian Refugee Council, and the IKEA Foundation. The Award's monetary prize of USD 150,000 is funded by the Norwegian and Swiss governments.

The Nansen Refugee Award is presented to the laureate during a high level and prestigious ceremony taking place in Geneva at the beginning of October. The hour-long ceremony is a large and complex production, featuring artists, musical performances, guest speakers, senior UN figures and films to create an inspiring, moving and celebratory evening. The audience includes high-level ministers and senior diplomats, as well as UNHCR corporate partners, select UNHCR staff and representatives from the NGO community and invited members of the media. It is an event which can help shape dialogue amongst the audience and creates a platform for engagement with the refugee cause.

1.2 Statement of Purpose & Objectives

The main objective of the Award is to raise awareness about refugees are why they need help. It does this by telling the inspiring story of an unsung hero who has gone beyond the call of duty to help families forced to flee their homes because of war or human rights abuses. By raising awareness, we can help ensure the issue of forced displacement remains high on the media, social and political agenda. This in turn has the ability to increase overall support for UNHCR and its partner's work.

In 2009 UNHCR and its partners - the Swiss and Norwegian Governments and the Norwegian Refugee Council - re-launched the Nansen Refugee Award project, evolving it into an advocacy platform for the cause of forced displacement and statelessness. This resulted in a revamped **Nansen Refugee Award Ceremony** which is hosted annually by UNHCR to honour the winner(s). This event is now UNHCR's flagship external advocacy event, garnering worldwide media attention.

Each year the Nansen Refugee Award ceremony is hosted at the iconic Bâtiment des Forces Motrices in Geneva, Switzerland. This historic building offers a large reception area and a small theatre which accommodates an audience of about 900.

In order to continue to deliver a professional Award ceremony, with the possibility of improving and enhancing key aspects, UNHCR is seeking **a professional production company** or a **senior production and event manager**, who has at least 5 years of demonstrated experience delivering televised or streamed events, specializing in the arts

and musical performance. The successful service provider can deliver a complete production package, including full stage design, full technical provision including operators and crew, pre and on site artist and speaker liaison and provide support for all logistical aspects including accommodation and transportation of artists and the award winners in Geneva. The successful company or individual would need to demonstrate their superb contacts with production and technical crews in Geneva, excellent client management skills and show a flexible and creative approach to working with the UNHCR teams.

2 Requirements

2.1 Core requirements

Describe the requirement, with consideration for questions like:

- In order to ensure year-on-year consistency of this annual flagship event, we suggest a frame agreement of three years. The project cycle runs from early May (initial planning meeting) until October. The ceremony itself usually takes place on the Monday of the first week of October, coinciding with UNHCR's Executive Committee meeting. An evaluation period takes place in the months following the ceremony.
- The production work requires several pre-production meetings with the UNHCR team, which take place at UNHCR HQ in Geneva. Several pre-meetings at the venue are also needed. UNHCR and its partners have an expectation of at least 3 ½ days of face to face planning sessions, regular weekly teleconferences in the last two months run up to the show to ensure detail and the whole team are working in partnership.

2.2 Other services, required for the performance of the key requirements

Consider surrounding requirements e.g.:

Developing a strong and inspiring event, the service provider needs to be able to deliver a range of services and engage with sub-contractors to secure services as follows:

- Fully dressed stage
- Full stage decorations and artistic and creative suggestion
- Sound, lights and rigging
- Power and Distro
- Large scale, top quality LED screens (the client will provide the films, the service provider will ensure sufficient screens and sound to show the films)
- Stings, titles and graphics
- Backstage catering for technical team and artists
- Teleprompter and operator as and where necessary
- Back stage relay screens for artists to view the performances
- Full top quality production (including all staff)
- Support to deliver a broadcast quality event – with cameras live stream capacity
- Technical and production transportation
- Artist and production logistical support
- Artist and guest accommodation
- Artist and guest local transportation

- Artist and guest makeup and hairdressers
- All dressing rooms "dressed" and serviced to the level of the artist riders
- Artist, guest and UNHCR team liaison
- Security and first aid
- Insurance
- All the required health and safety/ risk assessment documents
- Event ticketing (upon request)

2.3 Customer Responsibilities

The service provider reports directly to the Nansen Refugee Award co-managers under the Events, Campaigns and Goodwill Ambassadors Section in the Division of External Relations, and is monitored by the Chief of Section, Events, Campaigns and Goodwill Ambassadors, Division of External Relations, UNHCR.

The service provider also collaborates closely with other UNHCR teams, including the Goodwill Ambassadors team, Video Unit and Social Media Unit.

2.4 Add any additional relevant sections for the specific project

Project coordination

The appointed service provider will be expected to manage the production needs of the Award ceremony, in close cooperation with the UNHCR teams. The service provider will be expected to brief the UNHCR team on a regular basis regarding creative ideas, progress and budget. The service provider is requested to liaise directly with the UNHCR co-managers on a timeline towards delivery of the collaborative outputs.

Technical assistance

The service provider will be expected to work closely with sub-contractors to ensure the best possible agreed outputs are delivered as agreed.

Professionalism

The service provider will be expected to keep track of all costs and present a detailed budget proposal during the first planning meeting in May. Any fluctuations including over and under spend should be communicated within 24 hours to the Nansen co-managers and no significant increase in costs should happen without full consultation.

Sub-agreement / contracts

The appointed service provider will sign separate contracts with each sub-contractor for the contracted work and all sub-contracts needs to be informed about the UN VAT exemption in Switzerland.

Catering

Upon request, the appointed service provider will be expected to liaise with a selected local, Geneva based catering company with a green and ecological profile.

Ticketing support

Upon request, the appointed service provider will be expected to liaise and secure a professional ticketing company.

Timeline/schedule

The planned schedule of the contractual process is as follows:

- Tendering process completed by the end of February 2017
- Contracts' signing completed by beginning of March 2017
- Project hand-over and set up completed by March 2017
- Project launch by late-April 2017
- First creative brief meeting May 2017
- Outputs gradually delivered starting end of May 2017
- Creative meeting June 2017
- Pre-ceremony meeting early September 2017
- Ceremony October 2017
- Review session mid-October-November 2017

Bidders are expected to provide a clear timeline of delivery related to each of the deliverables.

Content of the Technical Offer

2.5 Company Qualifications

A description of your company with the following documents: company profile, registration certificate and last audit reports:

- Year founded;
- 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 with founding dates;
- Number of similar and successfully completed projects, as well as number of similar projects currently underway;
- Full financial record report, back-dated for five years;
- Total number of clients, please provide a list;
- Provide three references that we may contact from your current client list, including at least one from working relationships with UN Agencies or NGOs, if available;
- Proof that you promote a green environmental profile, with reduced printed materials and environmental awareness throughout your range of deliverables. This should also be reflected in the sub-companies you engage with.
- Any relevant current or past experience working with UN Agencies and NGOs;
- Proof of registration as a Swiss entity with a branch office in Geneva;

- Do you or does the company have any experience in delivering a bespoke ceremony production? Elaborate on:
  - *Event details*
  - *High profile audience*
  - *Audience scale*
  - *Length of production*
- Are you or the company able to deliver a range of logistical services to support the production? This includes, hotel arrangements, transportation and support on hospitality programmes in Geneva for our high level artists and performers. Proof of network and previous projects required.
- Are you or the company a registered entity in Switzerland? Do you or does the company work from a branch office in Geneva, Switzerland?

2.6 Proposed Services

- Are you or the company able to deliver a full production of the ceremony delivering a concept; full stage decoration and design; sound, lights and video; screens; production staff any sub-contractors?

- Are you or the company able to engage with a high profile artist and performers, and ensure a professional and sensitive client management?

- Are you or the company capable to ensure a security profile at the venue and upon request a selected local caterer and ticketing company?

2.7 Personnel Qualifications

Please indicate the composition of the team (project managers, subcontractors) you propose to assign to the project. In particular:

- Describe whether you can provide adequately skilled people to assume the responsibilities and perform the full range of tasks included in the TOR;

- Essential that all the service providers are able to communicate in English and French.

2.8 Vendor Registration Form

If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the Vendor Registration Form (Annex C).

2.9 Applicable General Conditions

Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services (Annex D) including it in your submitted Technical Proposal.

3 Evaluation

3.1 Technical Evaluation

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **60%** from the total score.

Evaluation Criteria
Part A
Company Qualifications
Capacity to undertake contract and ability to deliver on time
Capacity and experience to organize similar events
References including current and former clients including UN agencies and NGOs
Total score for Part A
Part B
Quality of Services
Comprehensiveness and clarity of the submitted proposal
Quality of the technical part
Quality of recommendations and proposal
Total score for Part B
Minimum required total score A+B = 25
Part C
C1. Project staff
Seniority and experience of the staff assigned to the project and references
Sub-total for Part C1
C2. Quality of Part C1
Examples of event managements
Quality of the presentation delivered by short-listed suppliers
Sub-total for Part C2
Total score for Part C
TOTAL SCORE: Max=60; Min= 36

The UNHCR will draw up a shortlist of offers from the submissions received based on the minimum score required as per the above table. Shortlisted bidders will be expected to conduct a demo presentation.

Bidders with technically compliant proposal only, can advance to the financial evaluation phase.

4 Key Performance Indicators

4.1 Performance Evaluation

The ceremony is the most visible and memorable element of the Nansen Award project. Its goal is to translate the winner's story - and the global refugee story into a compelling one-hour ceremony.

Definition of success: Delivering a technical exceptional ceremony which honours an unsung hero, and meaningfully engages the audience in the theatre and inspires them to become champions for the winner and/or the refugee cause.

In order to achieve the objectives mentioned above, it is crucial to deliver a professional level Award ceremony to garner and continue stakeholder support. This will be measured as:

- An inspiring and quality stage production
- Seamless transitions on stage
- Technical support a teleprompter, microphones, screens, sound
- Production of high quality video footage of the ceremony
- Professional, courteous and discreet management of artists – working closely with the UNHCR Goodwill Ambassador Team
- Logistical points adequate met with no delays