

Annex A: Terms of Reference

RFP/2018/1064

Request for Proposal

for the establishment of frame agreement for the provision of

keywording services for the Refugees Media digital asset management system

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1 Introduction

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the U.N. General Assembly in 1950 to provide protection and assistance to refugees and Internally Displaced People (IDPs). In more than five decades, the agency has helped tens of millions people to restart their lives. Today, UNHCR is one of the world's principal humanitarian agencies. Its 11,000 staff members are working in 130 countries to assist and protect displaced and stateless people, a population that now exceeds 65 million worldwide. UNHCR personnel work in a diversity of locations and conditions, including in our Geneva-based headquarters (HQ) and more than 100 field locations. For more information, please see <http://www.unhcr.org>.

UNHCR owns the world's largest archive of photos and videos about people fleeing war and persecution, a rich and historically significant body of work that continues to grow and serve a wide range of influential clients. **Refugees Media** (<http://media.unhcr.org>) is the organization's searchable online library for multimedia content. Launched in 2015, it now hosts over 175,000 photos, hundreds of hours of video and extensive content for global fundraising campaigns. The site has more than 10,000 registered users, among them major broadcasters and publishers, other media organizations, donors, NGOs, implementing and operational partners, and a wide range of internal stakeholders – including senior leadership, social media managers, website editors, fundraisers and national partners. Collectively these users have downloaded over 260,000 assets from the site to date, helping them to communicate with vast audiences all over the globe. Refugees Media is powered by Cortex software, which was developed by Orange Logic and has been customized by DIST.

1.1 Background

Refugees Media, launched in 2015, has become an indispensable tool for communication and media outreach, with new content added daily. Each new addition requires rigorous metadata entry, including robust and sustained keywording workflows. And any interruption in the process would immediately lessen the reach and impact of the assets UNHCR seeks to distribute, with a knock-on effect on UNHCR visual outputs in support of advocacy, fundraising and operations.

In the past 18 months, 140,000 images and 2,000 videos on Refugees Media have been keyworded. Several thousand words have been added to our thesaurus and many hours of essential maintenance has been carried out with the hierarchical keyword structure, which guides searches, reduces spelling mistakes or and addresses language barriers.

One essential feature of Refugees Media – or any digital asset management system – is the ability to search quickly, accurately and effectively for the best assets. The search function hinges to a great extent on keywording, which is an essential part of maintaining both front-end accessibility and archival accuracy within a digital library. Without this vital service, searches for photos, video, graphics and other digital files are ineffective, inefficient, and produce poor quality results – or none at all. Keyword searches are different from free-text searches; they are words assigned to the asset, focusing on the visual and thematic subjects the image represents. Moreover, they only use words from a predefined hierarchical thesaurus.

Keywording also allows searches to be easily and accurately refined by the use of filters. On Refugees Media, we are able to filter specific keywords – such as age, gender, composition, number of people in the image, refugee status, country of origin, etc. – which can also be stacked in combination. These features become incredibly powerful when an image is required for a specific purpose, and when speed and accuracy are key. This is hugely beneficial in the current climate, when the ability to locate a singular, iconic image for an emergency appeal or a press release can greatly amplify impact or best represent a conflict or situation.

1.2 Statement of Purpose & Objectives

The successful bidder is expected to be awarded a frame agreement for a duration of 3 years, with an extension for a maximum of two periods of one year each (3+1+1 years).

The awarded service provider will be requested to maintain the proposed pricing for the entire duration of the contract.

The supplier will need to work directly on the asset management and backend modules of our Orange Logic Cortex system Refugees Media, and work with our current keywording workflows, but also be able and willing to work with the Digital Production Associate in adapting and streamlining these workflows as part of the regular meetings.

There will be an output requirement to keyword an agreed portion of the existing legacy imagery (approximately 10,000 remaining images, this is subject to change) per month over a set period, as well as new images that are uploaded into the system. We currently expect this to be on average 2,500-3,500 images per month in 2018, and rising to 3,500-4,000 images per month by 2023. The supplier should have the capacity to keyword this expected figure, but this is only an estimate and does not represent any commitment from UNHCR side.

A similar arrangement will also be required for the existing videos in the system (approximately 500, subject to change). We currently expect to be delivering 150-200 videos on average per month in 2018, rising to 300 videos a month by 2023. This is also an estimated average amount, but bidders are expected to be able to handle this volume. The videos range in length from a few seconds to several minutes.

2 Requirements

2.1 Core requirements

The supplier must meet the following requirement:

- Can keyword directly into UNHCR's Orange Logic Cortex system, 'Refugees Media'.
- Be able to keyword photos within 48 hours.
- Be able to keyword videos within 48 hours.
- Be able to perform thesaurus maintenance, correct a range of errors, and understand the need and difference for lead and parent/child terms. Be willing to work with and develop existing and new taxonomies to improve search.
- Willing to regularly meet online with Digital Production Associate and possibly departmental management on a flexible basis to discuss the work.
- Able to train in-house staff on procedures and workflows, and continue to develop their skills and update their knowledge when software updates are released, so all staff are up-to-date.
- Show a high level of discretion and respect for the material within the library.

2.2 Other requirements

- The bidder is expected to provide a Focal Point to the Digital Production Associate and heads of both Video and Photography Units. This will provide a bridging point between the supplier and UNHCR to discuss project progress and so both parties can be updated accordingly.
- The bidder should have relevant experience and be able to show familiarity with working for non-profit organizations carrying out work within the humanitarian sector.
- The bidder should have relevant experience with working with reportage/features news images and videos.

The bidder will assume a direct responsibility for risk management to the extent that project deliverables should not be imperilled. To this end, the bidder will work with UNHCR project management to ensure that risk is at all times identified in a timely manner and managed to ensure that the project is not adversely impacted. Project documentation should be regularly supplied to UNHCR project management which clearly outlines work completed in line with billing for each service, changes to work flows and over view of maintenance carried out.

2.3 Customer Responsibilities

UNHCR is responsible for providing the following:

- Liaising with the Contractor, attends regular project management calls and meetings
- Report back to management on quality control, progress and issues.

3 Content of the 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:

3.1 *Company Qualifications*

- A description of your company with evidence of your company's capacity to perform the services required, including: company profile, registration certificate, security certificates, 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;
- Experience in the business or the number of similar and successfully completed projects
- Any relevant experience working with UNHCR, other UN agencies and NGO's should be included
- Number of similar projects currently underway;
- Total number of clients, please provide a list;
- You are requested to provide three (3) references that we may contact from your current client list

3.2 *Proposed Services*

Please submit a written proposal outlining:

- How you intend to develop the above-mentioned services as per requirements stated in section 2.1 and 2.2),

3.3 *Personnel Qualifications*

A list of the core staff to be assigned to this project for both administrative and keywording workflow tasks. Please note that bidders will not be assessed on this as a criterion, it is requested for our records on supplier organizational structure.

3.4 *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).

3.5 *Applicable General Conditions*

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

4 Evaluation

4.1 Technical Evaluation

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score.

Criteria description	Score
1. Pass/Fail criteria	
Ability to perform thesaurus maintenance directly into our Orange Logic Cortex system - Pass/Fail	n/a
2. Company Experience (%)	
Knowledge of Orange Logic's Cortex system	10
Previous experience of keywording reportage/news photography and video	7.5
3. Technical Requirements (%)	
Keywording of images directly into an Orange Logic Cortex system	12.5
Keywording of videos directly into an Orange Logic Cortex system	12.5
Capacity to keyword images and videos within 48 hours of upload (7 days a week)	12.5
Keywording Test as outlined in TORs	15
TOTAL TECHNICAL SCORE (MAX=70; MIN=42)	70

Agencies will be asked to keyword some test images. This will form part of the technical evaluation. The test will be delivered in the form of a multipage document (some guidelines relevant to UNHCR's specific requirements will also be provided), and the bidder will be expected to fill in the table adjacent to the image. This document will be required back within 48 hours.

Some technical criteria will be subject to minimum passing scores; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation.

The passing score of the Technical Evaluation is 42 out of 70 points.

5 Key Performance Indicators

5.1 *Performance Evaluation*

UNHCR expects to monitor the performance of the selected supplier according to the following KPIs:

- Delivery of commissioned work on schedule.
- Quality of product and service.