



Annex A: Terms of Reference
Philippines/RFP/PSP/2019/002
Public Awareness and Engagement for the
***2 Billion Kilometers to Safety* Integrated Campaign in the Philippines**

Bidders are required to submit any request for clarification or any question in respect of this ToR by e-mail to galer@unhcr.org. The deadline for receipt of questions is **4th of March 2019 23:59 PM Philippines time zone**.

Table of Contents

1	Introduction.....	3
1.1	Background.....	3
1.2	Statement of Purpose & Objectives	3
2	Requirements.....	5
2.1	Core requirements	5
2.2	Other services required for the performance of the key requirements.....	6
2.3	UNHCR Responsibilities.....	7
3	Content of the Technical Offer.....	8
3.1	Company Qualifications.....	8
3.2	Proposed Services	8
3.3	Personnel Qualifications.....	9
3.4	Vendor Registration Form	9
3.5	Applicable General Conditions	9
4	Evaluation	10
4.1	Technical Evaluation	10
4.2	Financial Evaluation	11
5	Key Performance Indicators	12
5.1	Performance Evaluation	12

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1 Introduction

1.1 Background

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 of people to restart their lives. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,700 personnel is helping more than 68 million people in 138 countries. Staff members 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> and <http://www.unhcr.org/ph>.

We would like to invite agencies to submit communications proposals for the creative execution of our **2 Billion Kilometers to Safety** lead generation campaign, which integrates multichannel activities to build solidarity for refugees and internally displaced persons.

Refugees across the world walk an estimated 2 billion kilometers in a year to reach the first point of safety. **2 Billion Kilometers to Safety** aims to engage the public by inviting them to walk, run, bike, swim, or hike 2 billion kilometers just as refugees do every year. For more information, please visit <https://stepwithrefugees.org/en-ph>

In late 2018, UNHCR did a soft and test run of the campaign in the Philippines through a mix of online activities and partnerships. In 2019, we intend to scale up the implementation of the campaign by adding more touch points to generate leads and supporters, building more meaningful partnerships, and by creating engaging supporter journeys whose end-goal is to convert leads into financial supporters of UNHCR.

1.2 Statement of Purpose & Objectives

The Private Sector Partnerships (PSP) unit of UNHCR Philippines is looking to partner with qualified agency/ies for the implementation of the **2 Billion Kilometers to Safety** global campaign of UNHCR, the UN Refugee Agency.

Our local implementation of the campaign will be buoyed by strategic partnerships and offline executions. We also intend to tap Thought Leaders within the sporting community, and among partners.

The service contract phase is planned from April 2019 to December 2019, covering the following objectives:

- Acquisition of no less than 15,400 leads from partnerships and events.
- Successful engagement and partnerships with brands, media, and prospective donors
- Raising awareness towards the refugee cause
- Get wider audience familiarity with UNHCR 2 Billion KM to Safety campaign

For more information on UNHCR Philippines' activities, please visit:

- UNHCR Philippines website – <https://unhcr.org/ph>
- UNHCR Philippines' Facebook page – <https://Facebook.com/UNHCRph>

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- 2 Billion KM to Safety campaign page – <https://stepwithrefugees.org/en-ph>

The 2 Billion Kilometers to Safety campaign would like to engage the following audiences:

- General public in the Philippines
- Corporate and community partners
- Potential donors
- Celebrities, public figures, and social media influencers and content creators

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2 Requirements

2.1 Core requirements

2.1.1 Brand equity strategy development, account management, campaign planning, reporting

- Develop a comprehensive work plan to implement public advocacy and engagement activities for the **2 Billion KM to Safety** campaign in the Philippines to achieve the objectives mentioned in Section 1. The proposed work plan is to include (but should not be limited to) strategic partnerships, an offline activation, public awareness activities and media relations, and online and offline promotions.
- Develop successful PR strategies to inform target audiences about UNHCR and the **2 Billion KM to Safety** campaign
- Bring in-depth knowledge of the Filipino market to deliver market insights that will inform PR strategy development and campaign implementation.
- Provide overall account management including a dedicated account manager and team.
- Maintain a robust analytics framework that measures campaign outputs.
- Provide weekly campaign management reports and insights including all key performance metrics,
- Provide quarterly analysis reports assessing the health of the overall campaign, identifying new avenues for expansion and growth.
- Participate in monthly face-to-face meetings with UNHCR staff.

2.1.2 Offline activations and strategic partnerships

- Together with UNHCR, develop a partnership strategy that demonstrates how the objectives mentioned in Section 1 will be reached.
- Engage current and potential **2 Billion KM to Safety** campaign partners with a two-pronged objective of fundraising and lead generation
- Identify, coordinate, and liaise with at least 10 new campaign partners (i.e. brands, media)
- Provide weekly status reports on partnership initiatives.
- Develop and execute a major event that involves campaign partners, to be timed on World Refugee Day, 20 June 2019. Sample initiatives could include fun runs, marathons, benefit hikes, obstacle course racing, and fitness challenges, among others.
- Produce assets, creative concepts, site acquisition plans, sponsorship packages for partnership activities.
- Develop and produce onboarding and conversion assets for campaign partners and leads/supporters acquired through these partnerships
- Work in close coordination with UNHCR Philippines' Private Sector Partnerships and Philanthropy and Fundraising Communications Associates

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2.1.3 Public awareness and media relations

- Develop a media and public relations plan to build momentum for the 2 Billion KM to Safety campaign.
- Develop a proposal on engaging Thought Leaders, brand ambassadors, celebrities, influencers, and content creators for the campaign.
- Liaise and establish good working relations with these Thought Leaders, brand ambassadors, celebrities, influencers, and content creators for the campaign.
- Produce a PR package (press conference, press kits, media registration, event script, booth design, etc.) for key campaign events and highlights.
- Organize media guesting's and PR blitzes ahead of key campaign events and highlights.
- Develop branded content partnerships for key campaign events and highlights.
- Work in close coordination with UNHCR Philippines' Fundraising Communications Associate

2.1.4 Production of campaign assets

- Production of relevant assets to support the promotion of public engagement activities including but not limited to: videos, social posts, and online content

2.2 Other services required for the performance of the key requirements

The agency must:

- Bring significant knowledge and experience of developing successful public engagement and lead generation activities in multiple countries and have developed a sector-leading reputation for these initiatives
- Have core public advocacy and media relations competency shown through past work and client references
- Have a proven track record of delivering successful communications and fundraising campaigns that employ current digital marketing channels, including design of a clear conversion strategy
- Have relevant experience of working with non-profit campaigns
- Have relevant experience of strategically utilizing brand ambassadors, influencers, and content creators for online campaigns
- Have experience in conceiving of and producing globally adaptable digital assets to back up a creative idea
- Be able to work closely with staff in the Private Sector Partnership service (PSP) in Copenhagen and with key stakeholders across the UNHCR network in a collaborative and creative working environment
- Have the capacity to adapt creatives as needed once live testing of any public engagement activity begins

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2.3 UNHCR Responsibilities

UNHCR is responsible for:

- Working with the selected agency to develop a full project brief
- Preparing a periodic/quarterly Statement of Work to specify project requirements and timelines, and budgets
- Providing concept briefs for the services requested, which will detail the following: objectives, target audiences, and tonality required.
- Streamlining reports submitted by the Agency with UNHCR database reports and letting Agency know of any required adjustment to reported figures
- Providing existing campaign assets to be adapted to local market as needed

UNHCR Assets

During project onboarding, UNHCR will share the following assets to the selected contractor:

- Brand Book
- Communicating How UNHCR Protects
- Brand Awareness Survey – Results
- 2019 Communications Calendar
- Results and sample executions of UNHCR's local and global multichannel campaigns

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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

During the evaluation, the Technical Evaluation Panel will score (1) *your company's general liability and (2) your company's experience in providing the required services and (3) your overall relevant experience in working in the non-profit, charity sector.*

It is considered essential to include the following information into your technical proposal and to submit the listed documents to establish compliance with the requirements:

- A description of your company with evidence of your company's capacity to perform the services required, including: company profile, registration certificate, audit reports over the last 3 years ¹
- Please specify the location of the company's headquarters, and the branches that will be involved in the project work.
- Experience of conducting public awareness and engagement campaigns of similar nature in the Philippines, based on information received about similar projects with results
- Relevant experience in working in the non-profit, charity sector
- Please provide at least three client references that we will contact during the evaluation.

3.2 Proposed Services

During the evaluation, the Technical Evaluation Panel will score the following:

- **Comprehensiveness of the proposal** – Please outline your approach to this project. Please make sure that you follow the structure of this ToR and tailor your offer to the requirements. General company profiles will not be accepted. We will look at the strategy and development of how you plan to support UNHCR Philippines' objectives.
- **Quality and creativity of the proposed public awareness and media relations plan to achieve UNHCR Philippines' objectives for lead generation through 2B KM campaign** – Please include a few samples of creative pieces, sample media plan, sample campaign management report to establish compliance with this criteria.

¹ UNHCR handles all bidding documents strictly confidential during the tendering process. Please refer to UNHCR General Conditions of Contracts, clause 13

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- **Quality and creativity of the proposed offline activations and strategic partnerships, including a draft plan to engage with 10 new campaign partners and to organize World Refugee Day event**
- **Reporting** – You must indicate your proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators noted in Section 5.

3.3 Personnel Qualifications

Experience of core people who will work on UNHCR project, including experience with similar projects. Please also provide a brief Curriculum Vitae of the core staff to work on the project. The number of years of relevant experience will be scored during the technical evaluation.

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 by signing this document (Annex D) and including it in your submitted Technical Proposal.

Please also indicate your acknowledgement of the UNHCR Special Data Protection Conditions by signing this document (Annex E) and including it in your submitted Technical proposal.

3.6 Points to be considered for your technical proposal

- There is no set format for the Technical Proposal. However, please note that you must submit your Financial Proposal as per requirements on Annex B of this Tender. Please demonstrate that you have taken into account all the factors listed under Section 2 (Requirements) in proposing your approach.
- Consider the use of traditional and new media.
- Your Technical Proposal must show the campaign's key messages and secondary messages.
- The mix of your Technical Proposal's online and offline activities must demonstrate how they will create the needed awareness and engagement for the campaign.
- Show the types of content marketing needed to support campaign objectives.
- Provide suggestions on how to manage and resolve any unforeseen PR incidents.
- Identify publications, news programs, websites with guest-posting opportunities and web stories to expand reach and drive the campaign.
- Identify opportunities for UNHCR's spokespersons to speak about the campaign.

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4 Evaluation

4.1 Technical Evaluation

The Technical offer will be evaluated using the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer).

Company Qualifications (20)	<ul style="list-style-type: none"> • General Liability / Capacity of the Company (2.5) • Experience of conducting public awareness and engagement campaigns of similar nature in the Philippines, based on information received about similar projects with results² (10) • Relevant experience in working in the non-profit, charity sector.³ (5) • Feedback received from clients.⁴ (2.5)
Proposed Services (40)	<ul style="list-style-type: none"> • Comprehensiveness of the proposal (5) • Quality and creativity of the proposed public awareness and media relations plan to achieve UNHCR Philippines' objectives for lead generation through 2B KM campaign⁵ (15) • Quality and creativity of the proposed offline activations and strategic partnerships, including a draft plan to engage with 10 new campaign partners and to organize World Refugee Day event (15) • Reporting based on proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators noted in Section 5. (5)
Personnel Qualifications (10)	<ul style="list-style-type: none"> • Account management, experience of Core People who will work on the Project⁶

The minimum passing scores of the evaluation is 35 out of 70; if a bid does not meet these minimum, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Bidders will be invited to make a presentation of their proposal and to introduce the account management team via WebEx. The schedule for the presentations will be communicated on due time.

NB: Please read all annexes and instructions VERY CAREFULLY as it is essential that you follow all instructions and timings exactly in order to prevent your bid being disqualified.

² The scores will be allocated for the number of similar projects (completed and on-going in total) in the Philippines

³ The scores will be allocated for the number of years` of experience in total, providing these services in the non-profit, charity sector.

⁴ Please submit three references PSP Philippines can contact.

⁵ Please include a few samples of creative pieces, sample media plan, sample campaign management report.

⁶ Scores will be allocated based on the average number of years of the core staff dedicated to UNHCR account.

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4.2 Financial Evaluation

The Financial offer will use the following percentage distribution: 30% from the total score.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on **Annex B**. All other offers will receive points in inverse proportion to the lowest price.

Please present your financial offer based on the services listed under point 2 on Annex B. Only Annex B can be used for financial proposals. The evaluation will be based on the total cost of services listed.

Payment Method

UNHCR shall pay the vendor(s) within 30 days after satisfied completion of each service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

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5 Key Performance Indicators

5.1 Performance Evaluation

UNHCR expects to monitor the performance of the selected supplier on a monthly basis according to the following KPIs:

Number of Partnerships	Minimum of 10
Offline activation	A highlight activity/main campaign event to be timed on 20 June 2019, World Refugee Day
Visits to the Stepwithrefugees.org/en-ph Campaign Page	Double monthly visits from 10,000 to 20,000 with traffic generated from a communications plan covering: <ul style="list-style-type: none"> • Social media marketing (paid and organic) • Offline activation • Engagement of Thought Leaders, influencers, celebrities, and brand ambassadors • PR campaign • Branded content