Annex A: Terms of Reference

2020/RFQ/PSP/EUROPE

REQUEST FOR QUOTATION
Market assessment services in Norway for UNHCR Private Sector Partnerships in Europe

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1 Introduction

1.1 Background

UNHCR www.unhcr.org

UNHCR, the UN Refugee Agency, is the world's leading organization dedicated to saving lives, protecting rights and building a better future for refugees. UNHCR operates in the field in over 134 countries, using its expertise to protect and care for refugees, returnees, internally displaced people and stateless persons. UNHCR leads international action to protect people forced to flee their homes because of conflict and persecution. It delivers life-saving assistance like shelter, food and water.

Global refugee situation: Forced displacement, most of it arising from war and conflict, has risen sharply in the past decade, largely a result of the Syria crisis, but also due to a proliferation of new displacement situations and unresolved old ones. Some 70.8 million people are today forcibly displaced, of which 25.9 million are refugees. On 17 December 2018, the United Nations General Assembly affirmed the Global Compact on Refugees. The Global Compact on Refugees provides a blueprint for governments, international organizations, and other stakeholders including the private sector to ensure that host communities get the support they need and that refugees can lead productive lives.

Private Sector Partnerships (PSP) service: UNHCR is almost entirely funded by voluntary contributions from governments and private donors. In the last 10 years, UNHCR has grown its private sector income from USD 34 million in 2007 to USD 423 million in 2018. This represents 10 percent of the total income and has been achieved through the financial support of two million individuals, most of whom give regular donations; and of companies, foundations and philanthropists partnering with UNHCR to deliver critical programmes and raise awareness of the refugee cause.

The Office of the United Nations High Commissioner for Refugees (UNHCR), requests a price quotation for the provision of setting up presence in Norwegian market as well as setting up establishing an infrastructure to facilitate private donations in the Norwegian market. The selected service provider will receive inputs to work with from PSP Europe and the Head of Strategy and Growth at Sweden for UNHCR. UNHCR is planning to set up fundraising presence in Norwegian market starting off with IG (individual giving) fundraising focusing firstly on digital. In order to support the new set up, we are seeking the provision of; assessing the best option to register in the Norwegian market and to launch the first fundraising programs from the private sector, with the focus on IG programs.

1.2 Statement of Purpose & Objectives

The purpose of the present Request for Quotation (RFQ) is to find a supplier highly specialized in market assessment services for fundraising programs. The supplier should ideally have proven experience and expertise in the Norwegian fundraising market, in setting up fundraising programs as well as developing digital fundraising assets to the highest possible standard, in the shortest amount of time.
It is crucial that the supplier has great understanding of all fundraising channels including individual giving as well as private partnerships with corporates and high net worth individuals.

Service period: the service provision will start upon completion of the selection process. The 1st phase will be complete by September and the 2nd phase contingent upon internal review, is expected to be completed by December 2020. It is expected to take up **approx. 10 days per month**. Please kindly note that project duration and estimated days required a month are PSP Europe best estimation (as max amount of time allocated for this project) at this stage and the volume might change.

1st phase: July – August 2020 (2 months)
2nd phase: October – December 2020 (3 months)

2 Requirements

In order to be evaluated, the supplier will be asked to provide the following standard requirements.

2.1 Create and implement tools and techniques for fundraising activities/campaigns

- Assess best options to register UNHCR PSP in Norway and ensure the compliance with the relevant domestic law related to fundraising practice, fundraising licensing and data protection.
- Assess options for an individual giving program which could include online fundraising programs (and later also F2F, DM and/or DRTV in addition to other methods determined to be appropriate).

2.2 Prepare the development and implementation of a strategic plan for Private Sector Partnership in Norway in line with global and regional PSP strategies.

- Set up Norwegian payment methods and tools for mobile and digital fundraising for one off giving
- Set up tools necessary in order to start acquiring committed donors
- Set up digital assets for fundraising communication messages as well as preparing materials for print and online outlets in order to maximize the loyalty of the donors for UNHCR
- Identify and flag support initiatives with private sector partners and donors (corporates, foundations and HNWIs), to obtain high value financial support for selected projects and programs
- Prepare recommendation to memo on identifying which channels have the best chances on conversion and test and optimize

2.3 Monitoring & Reporting

- Monthly report detailing the key points, findings and recommendation of all the work done, challenges and possible improvement during the contract period
- Identify the right KPI's to closely monitor the status of the roll out of campaigns and programs

3 Content of the offer and evaluation

There is not set format to submit a technical proposal (ppt, pdf etc.). Please make sure that you submit the necessary information to establish compliance with the below eligibility criteria. **The evaluation will be based on a pass/fail (Yes or No) method. Your proposal must be compliant with all the below listed**:

Criteria (pass or fail)	Documents, information to be provided to establish compliance with the set criteria
At least five (5) years of experience in the strategy development and market assessment sector.	Please provide company certification and year founded along with your technical proposal.
At least three (3) not-for-profit clients on the Norwegian charity landscape.	Name of clients (the current or previous) is to be included into the technical proposal.
Proven track record on at least three (3) fundraising program set up in the Norwegian market.	Information is to be included into the technical proposal. A short program outline will be enough.
Proven track record on at least three (3) digital asset developed in the Norwegian market.	Information is to be included into the technical proposal. A short digital assets outline will be enough.
Proven track record on great understanding of all fundraising channels including individual giving (IG) as well as private partnerships (PP) with corporates and high net worth individuals (HNWI).	Information about experience with working on IG, PP, corporates and HNWI projects is to be included into the technical proposal.

Please fill in Annex B for your price proposal. Your financial proposal must be all-inclusive, meaning that no further cost will be absorbed by UNHCR in case of selection. UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes. Please use a single currency to provide your quotation.

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

3.1 Applicable General Conditions

Please indicate your acknowledgment of the UNHCR General Conditions of Contract for the Provision of Services (Annex C) and include the signed copy into your submitted Technical Proposal.

3.2 Applicable Special Data Protection Conditions

Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (Annex D) and include the signed copy into your submitted financial proposal.

3.3 eTenderBox

Please read carefully Annex E & F for eTenderBox registration and submission.

4 Bid submission

For any question, regarding the requirements, please contact the project coordinator Ms. Saskia Baar baars@unhcr.org

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

http://etenderbox.unhcr.org

The deadline to receive your proposal is: **7th of July 2020 23:59 (CET time)**