**UNICEF AZERAIJAN**

**TERMS OF REFERENCE**

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| **Title of Assignment** | Long-term arrangements for design services |
| **Section** | Communication  |
| **Location** | Baku, Azerbaijan  |
| **Duration** | *23 months* |
|  | September 2021  | To: August 2023 |

1. **Background/contexts**

UNICEF communicates to advocate for child rights in Azerbaijan and to build a more coordinated, consistent and cutting-edge communication and public advocacy operation. Various programmes are operating within the UNICEF-Government cooperation framework to ensure a fully integrated approach for advocacy.

The country office is eager to strengthen its creative capacity to deliver products that are forward-thinking and impactful in the advocacy for every child in Azerbaijan. The need for design is shifting, placing it as an integral part of our Brand Strategy. We are embracing the need for design solutions that use creativity to demonstrate complex problems, projects and ideas in systematic and inspiring ways.

As important accountability, public information and resource mobilization tools for the organization, the deliverables must be of the highest quality. In accordance with UNICEF’s commitment to timely dissemination of information, the finished products are made available on various platforms tied to UNICEF Azerbaijan.

Comprehensive graphic design work is required for production of various assets including publications, presentations, infographics, posters and flyers, reports, emailers, e-newsletters, assets needed for events (e.g. brand walls, roll-ups). The complete list of products and services are listed under Section III of this terms of reference.

1. **Purpose/objectives**

UNICEF is seeking to enter a Long-Term Arrangements (LTAs) with selected companies to provide inspiring, engaging and impactful design services to our communication products in printing and digital formats. We are seeking creatives that are forward-thinking with an ambitious attention to detail, a high design aesthetic and awareness of local audiences and trends.

1. As a result of this Request for Proposal for Services (RFPs) process, UNICEF will establish non-exclusive Long Term Arrangements with the elected companies for an initial term of two (2) years with an option of extension for one (1) additional year at the discretion of UNICEF subject to satisfactory performance by the service provider.
2. **Key assignment and tasks**

Qualified vendors are invited to submit proposals for the provision of **one or several** of the following services:

## Category 1 – Publication and Layout design

UNICEF produces a large range of **publishing** **products** for print and digital media. Our publications aims towards policymakers, partners, young people, media and the general public to encourage our audiences to engage and take actions on particular issues. Our publishing products also ensure that UNICEF is recognized as a credible and trusted organization.

Design work needed in this category vary from the creation of **larger** **research reports** to **teaching material** for practitioners in the field. Examples of final products can include *publication reports, brochures, booklets, guidelines, technical reports and fact sheets.*

*Activities will include, but not limited to:*

1. Planning of content, structure and agreed timelines with involved parties, particularly important for large scale reports of 100+ pages;
2. Understanding topic and project goals;
3. Conceptualizing design and theme for the product and present to parties involved;
4. Executing design, layout and typesetting following [UNICEF’s Brand guidelines](https://unicef-my.sharepoint.com/%3Ab%3A/g/personal/kkarimova_unicef_org/EU0oupZb-59NjYbliWT_zgoBca11NJ0bUqmCPmYd5_0SKw?e=PFCZ0o);
5. Setting up print-ready artwork;
6. Providing expertise and oversight in the production of printed materials with filled out printing; specification form to be submitted to the Operations Department.

## Category 2 – Presentation Design

UNICEF Azerbaijan’s programme sections work on projects in various topics that require easy-to-use **presentation formats** to be shared with different audiences. Examples of final products can include presentations delivered inaccessible platforms e.g PowerPoint, Google Docs, Microsoft Sway. Presentation Design can also include the creation of custom presentations in professional design programmes (Adobe InDesign).

*Activities will include, but not limited to:*

1. Understanding the specific initiative’s topic, project goals and audience;
2. Conceptualize layout draft;
3. Presentation of layout in an easy to understand manner;
4. Execution and rendering of layout;
5. Hand-over artwork in accessible formats such as .jpg,.png .ai, .pptx, etc.

## Category 3 – General Graphic Design

Graphic design needs are vast and varied in nature. This category covers a **broader spectrum of graphic design services** for various areas. The examples of final products can include infographics, cover designs, poster design, custom graphics, social media visual (e.g. thumbnails, posts and story formats for Facebook and Instagram). This can also include products in digital design such as emailers, e-newsletters.

*Activities will include, but not limited to:*

1. Understanding the specific initiative’s topic, project goals and audience;
2. Conceptualize design idea (sketches);
3. Presentation of ideas in an easy to understand manner for the Communication team;
4. Execution and rendering of design elements;
5. Hand-over artwork in accessible formats such as .jpg,.png .ai, .pdf etc.

## Category 4 – Illustration

Need to visualize an initiative that best lends itself to a custom illustration often arises, especially during the pandemic the need increased drastically. We are seeking illustration talent to help support our visual communication projects.

Examples of formats: An illustrated story for a field-guide-book, custom illustrations for a research report (e.g. cover page), an illustration for a digital publication or article. Custom illustrations can be made in physical material (such as pen, pencil, paint) or digital illustration (generated on computer).

*Activities will include but not limited to:*

1. Understanding the specific initiative’s topic, project goals and audience;
2. Conceptualize illustration idea (sketches or storyboard);
3. Presentation of ideas in an easy to understand manner for the Communication and project teams;
4. Execution and rendering of illustration;
5. Hand-over artwork in accessible formats such as.jpg,.png .ai, .pdf etc.

## Category 5 – Data Visualization

Need to translate critical information through **data visualization** in order to better reach our different audiences, from public to policymakers is increasing. Examples of final products can include infographics for reports, interactive charts and graphs, animated videos and gifs, interactive maps etc.

*Activities will include but not limited to:*

1. Understanding the specific initiative’s topic, project goals and audience;
2. Design and develop compelling data visualizations via a variety of techniques including data storytelling, and human-centric design;
3. Apply industry best practices to the management of visualizations.

UNICEF may award an LTA for all services included in the bid, or for a specific category only to one or multiple proposers, depending on the technical strengths and expertise of the prospective proposers.

1. **Payment**

The payment will be made based on deliverables provided upon submission. The payment will be made in AZN via bank transfer and based rates negotiated with the service providers.

The rates will be negotiated with successful candidate(s) being guided by UNICEF applicable fee range.

Payment will only be made for work satisfactorily completed and accepted by UNICEF. UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

1. **Qualifications/specialized knowledge/experience required to complete the task.**
* Proposals will be considered from registered corporations, limited liability companies or proprietary companies only.
* Portfolio-proven experience in the service category the vendor is bidding for.
* Bidders must have capacity to work flexibly over weekends/evenings, with short deadlines during peak periods as required.
1. **Application**

Interested institutions should send the following documents to **baku\_tenders@unicef.org:**

* Background of the company, including the company’s main creative strengths and approach to design.
* Description of the availability of human resources – describe the structure of proposed personnel/team with CVs.
* Previous and current partnerships.
* Methodology used to provide the services, including approach to quality assurance, urgent services, delays in timelines, correction of mistake and mitigation of risk in these areas.
* Company portfolio that demonstrates the range of services and experience the company offers. The description should include the most compelling cases showcasing company’s expertise in the service categories the company is bidding for.
* Bidders should include at least three (3) client references, along with a brief description of the services provided.
* Financial proposal (please see details under Annex I)

**Please clearly indicate which service category/s described in Section III your company is applying for.**

**Financial proposal for companies:**

For the purposes of cost comparison, bidders are to propose a fixed rate-card cost that is based on a minimum composition of a standard team comprising of personnel to handle the delivery of the services in the categories the company is bidding for. Financial proposals shall be submitted as per the ***Annex I***. Proposals submitted in any other format will not be considered.

The exact composition of the team may be modified based on the requirements of the specific TOR for the consequent contracts. Rates will be applicable over the duration of the LTAS. All costs should be indicated in AZN only.

* Each person’s daily rate should cover a standard person-day.
* Rates quoted must be all-inclusive and therefore taken together sufficient to cover the efforts of the entire team assigned for each task. This includes all associated costs such as those required for communications, IT infrastructure, supplies, and other forms of “indirect costs” or “administrative expenses”.
* The rate should take into account average expected global inflation/ escalation rates over the duration of the LTAS as well as any discounts based on volume of business.

The technical and financial proposals are submitted in separate envelopes or separate .PDF files. Both

proposals must be submitted at the same time. No amendments to the proposals are accepted after the deadline unless specifically solicited by UNICEF.

1. **Evaluation and Process Method**

Proposals will be reviewed following a three-step process:

1. An initial administrative check for completeness and compliance: Proposals will first be reviewed for their completeness in terms of the information requested in the RFPS (Section VIII) and their compliance with its requirements. Only proposals that successfully pass the administrative check will be subject to technical evaluation.
2. Technical evaluation (80 points)

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| **The Technical Proposals will be evaluated against the following:** |
| **Technical****Criteria** | **Technical Sub-criteria** | **POINTS** |
| **Overall Response** (TE1) | * Completeness of response
* Overall concord between RFP requirements and proposal
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| **Company and Key Personnel/Individuals**(TE2) | Key personnel have:* Five (5) years professional work experience, ideally with the UNICEF and/or other organizations.
* Relevant background with main creative strengths and approach to design.
* Description of the availability of human resources – describe the structure of proposed personnel/team with CVs.
* Previous and current partnerships.
* Portfolio that demonstrates the range of services.
* Bidders should include at least three (3) client references, along with a brief description of the services provided.
* Fluency in English and Azerbaijani.
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| **Proposed Methodology and Approach**(TE3) | * Identification of main tasks and key stage outputs.
* Vision and sound methodology of achieving key stage outputs.
* Methodology used to provide the services, including approach to quality assurance, urgent services, delays in timelines, correction of mistake and mitigation of risk in these areas.
* Realistic and timed plan of action.
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| **Total Technical** | **80** |
| **Only proposals which receive a minimum of 50 points will be considered further.** |

1. Evaluation of financial proposal (20 points): Proposals judged to be technically qualified will then be evaluated on their financial proposal which should be submitted in the format outlined in *Annex B*. The financial evaluation will be conducted per each category separately.

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| **Ref** | **CATEGORY** | **POINTS** |
| 1 | Financial Proposal – Mandatory.Fees for providing the services laid out in this RFP. Price Schedule – Mandatory.* Proposed payment schedule.
* If applicable/offered discount payment terms.

Detailed breakdown of the price proposal should be for each component of the proposed work and in line with the technical proposal. You may suggest the schedule linked to clearly proposed deliverables.All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization. | 20 |
| **Total Technical and Price** | **100** |

Price quotations will be awarded a relative score, with a maximum score allocated of 20 points.

Financial evaluations will be conducted separately for **each category**. A proposal offering the lowest total costs in a certain category will be awarded 20 points.

A maximum of 80 points will be allocated to the technical aspects of the bids, with a further 20 points for the price component, for a maximum possible score of 100 points.

**IMPORTANT:** UNICEF may award an LTA for all services submitted in the bid, or for specific category only, depending on the technical strengths and expertise of the prospective proposers following a comprehensive evaluation as indicated in Section VII Evaluation Process and Method.

UNICEF is committed to diversity and inclusion within its workforce and encourages to apply qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities.

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| **ANNEX I****FINANCIAL PROPOSAL**Name: |
| **Category** | **Rate per hour** | **% Discount (if applicable)** | **Final Rate** | **Comments** |
| Category 1 – Publication and Layout design |   |   |  |   |
| Category 2 – Presentation Design |  |  |  |  |
| Category 3 – General Graphic Design  |  |  |  |  |
| Category 4 – Illustration |  |  |  |  |
| Category 5 – Data Visualization  |  |  |  |  |