

TERMS OF REFERENCE

BRANDING AND MARKETING FOR THE WCDRR AND POST-2015 FRAMEWORK FOR DISASTER RISK REDUCTION

A. Background

The United Nations Office for Disaster Risk Reduction (UNISDR), based in Geneva, Switzerland was established in 1999 to raise awareness and action on disaster risk reduction among governments and communities worldwide.

In 2005, Governments committed to take action to reduce disaster risk, and adopted guidelines to reduce vulnerabilities to natural hazards of which evolved, the Hyogo Framework for Action (HFA) during a world conference. The HFA assists the efforts of nations and communities to become more resilient to, and cope better with the hazards that threaten their development gains. The adoption of the framework was a strong commitment from the international community to address disaster reduction and to engage in a determined, results-based plan of action for the decade: 2005-2015.

The Third United Nations World Conference on Disaster Risk Reduction will take place in March 2015 to review the implementation of the Hyogo Framework for Action and to adopt a new framework for disaster risk reduction post-2015.

B. Immediate requirements

The United Nations Office for Disaster Risk Reduction (UNISDR) is seeking the services of a creative or an integrated marketing and communications agency to promote the Third United Nations World Conference on Disaster Risk Reduction (www.wcdrr.org) to take place from 14-18 March 2015. The promotional campaign should create a 'buzz' leading up to the conference, building interest and expectation for the engagement of the various stakeholder groups of which are: governments, non-governmental organizations, communities, cities, mayors, academia and the general public.

Related key events for promotion

- Global Assessment Report launch (approximately two weeks before WCDRR)
- Film festival on disaster risk reduction (<http://www.wcdrr.org/resources/media/tv>)
- Risk award (<http://www.wcdrr.org/riskaward>)
- Youth forum (<http://www.wcdrr.org/uploads/WCDR-Children-Youth-concept-note.pdf>)
- Disaster risk reduction simulation event (role play - to include VIPs)
- Safe Schools leader event (<http://www.wcdrr.org/safeschools>)
- Resilient Cities event/exhibition (<http://www.unisdr.org/campaign>)

Project deliverable

Produce and implement a strategy to create a buzz around the conference and the events.

C. Immediate to medium-term requirements

UNISDR also requires the services of the company to create an integrated marketing and positioning strategy to position and brand UNISDR and the new post-2015 framework according to expectations and needs of the various stakeholder groups. This would include the following:

- Conceptualize and implement a comprehensive strategy positioning UNISDR, with multiple target audiences;
- Create a new visual identity for the post-2015 framework to build awareness on the importance of the new framework
Develop templates and guidelines for the use of the visual identity

The vendor is required to monitor and measure the impact and challenges of the marketing and branding strategy for continual adaptation and modification for the duration of the contract.

Project deliverables

- Create a brand around the new post-2015 framework and ‘reposition’ UNISDR accordingly.
- Create a long-term marketing and positioning plan for the brand and the organization incorporating and including all the UNISDR products.

Within three days of receipt of the contract the successful vendor shall sign and date the contract, return it to the specified focal point, and commence activities.

D. Approximate Timeline

- Early December 2014 - produce a strategy/plan for creating a buzz around WCDRR
- Mid-December 2014 - implementation of the plan for the creation of a buzz for WCDRR; delivery of initial plan for long-term marketing and positioning plan for the brand and the organization; first delivery of initial visual identity for the new post-2015 framework
- Early January 2015 - second round of ideas for the visual identity for the new post-2015 framework
- Mid-January 2015 - final delivery of the visual identity for the new post-2015 framework; delivery of a status report on the buzz around WCDRR and adjustment of the plan if required
- Early February - Delivery of a status report on the buzz around WCDRR and adjustment if required
- Mid-February - Delivery of a status report on the buzz around WCDRR and adjustment if required
- March 2015 - Final delivery of a plan for the longer term marketing strategy

E. How to submit an offer

1. Language of the offer

The offer prepared by the vendor, and all correspondence and documents relating to the offer, shall be written in English. Any printed literature furnished by the company may be written in another language so long as accompanied by an English translation.

2. Contents of your proposal

The vendor’s proposal shall comprise answers to a “Vendor Questionnaire” (Annex A), plus information to demonstrate that the vendor meets all the requirements.

Offers will be evaluated as per below, with 70 points being the minimum score for offers to qualify.

Evaluation Criteria

Section 1: Competence	30
Section 2: Proposed Work Plan and Approach	50
Section 3: Resource Plan and Personnel	<u>20</u>
Total	100

3. Pre-requisite

Affirmative answers to questions 1-3 of the questionnaire, with detailed supporting documents/information as detailed in Annex A, Section B.

4. Cost proposal

The vendor shall indicate the prices of services it proposes to supply under the contract for the two sets of deliverables (i.e. “immediate” and “immediate to medium-term”) separately. All prices shall be quoted in US dollars.

5. Submission

All proposals and supporting documents must be submitted via post to:

UNISDR Administration Unit
First Floor
Rue de Varembeé 9-11
1202 Geneva
Switzerland

Or by e-mail to:

Maria Cecilia Reario
Coordinator, Administration Unit
reario@un.org

by COB Friday, 5 December 2014

F. Notice about Copyright

Except as is otherwise expressly provided in writing in these Terms of Reference, the United Nations shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the United Nations under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the United Nations.

To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the United Nations does not and shall not claim any ownership interest thereto, and the Contractor grants to the United Nations a perpetual license to use such intellectual property or other proprietary right solely for the purpose of and in accordance with the requirement of the Contract.

At the request of the United Nations, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the United Nations in compliance with the requirements of the applicable law and of the Contract.

ANNEX A

VENDOR QUESTIONNAIRE

Section A

1. Has the company had experience of carrying out similar projects for an International Organization?

Yes [] No []

2. Has the company had experience creating awareness and a buzz around global humanitarian and/ or development issues?

Yes [] No []

3. Does the company have experience in placing promotional materials on large scale international media networks (such as established and recognized TV and radio stations worldwide)?

Yes [] No []

4. Please provide the number of in-house staff within the company that would be working on this task.

5. Please provide the name, mailing address, phone number and email address of one individual who will represent your company in future dealings with the United Nations. Failure to do so will disqualify you for the bid.

6. You must provide the names, phone numbers and email addresses of individuals you are planning to subcontract for any of the work related to this project, with an indication of which parts of the project you will subcontract to them. Failure to do so will disqualify you for the bid.

Section B

This section should be answered by the individual who will represent your company.

Criteria 1: Competence	
1.1	Please provide corporate information, including year and state/country of incorporation, and a brief description of your company's activities focusing on services related to the project. This is your opportunity to describe your company's current financial resources/facilities/personnel and any plans for expansion to meet the project requirements.
1.2	Please explain if you intend to outsource any part of the project to others, such as hiring freelancers (This carries additional risks that may affect project implementation, but properly done it offers a chance to access specialized skills).
1.3	Please tell us if you have: - Previous experience in creative projects dealing with humanitarian, or social development issues - Previous experience in creating promotional materials for placement on media channels - Previous experience working for other UN agencies or major intergovernmental agencies
1.4	Please include a description of how you intend to meet quality standards and if you intend to offer a warranty.

Criteria 2: Documents explaining proposed work plan and approach

2.1	Please describe your proposed work method for the various stages of this project, and how you plan to keep UNISDR involved and informed along the process.
2.2	Please describe your proposed method for creating a ‘buzz’ for the World Conference. Present a clear timeline for the activities involved, according to timeline in the “Deliverables” section of this document.
2.3	Please describe your proposed method for working with UNISDR to develop a visual brand for the new post-2015 framework and also in developing the strategy for the promotional activities around the brand, including resources and staff.
2.4	Please describe your proposed method for the long-term promotion and advocacy of the new post-2015 framework.

Criteria 3: Resource Plan and Personnel

Please describe your management plan, including description of individual(s) who will become responsible for the contract, plus CV and one letter of reference for yourself.

Please list the individuals who will work on the project, including supporting information, as follows:

3.1	Production Manager
	CV and a minimum of one letter of reference. You may also consider listing professional accreditations and affiliations for the individual, if appropriate.
	Years of experience working in a creative agency
	Years of experience in branding
	Years of experience in marketing
	Previous experience working on social and development issues
3.2	Other personnel (name all other persons who will be working on the project)
	Professional reputation in conducting media campaigns based on a CV and a minimum of one letter of reference.