

REQUEST FOR PROPOSALS  
(RFPS)

For the establishment of a Long-Term Agreement (LTA) for the Provision of  
**Multimedia, Design & Printing Services**

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## I. Introduction

UNICEF Supply Division (SD) – headquartered in Copenhagen, Denmark – fulfils children’s basic human rights through the procurement and supply of over 5,000 essential lifesaving and life-sustaining products.

To ensure that UNICEF SD is achieving its results-oriented mandate via these supplies, it is obliged to communicate the outcomes of its work to UNICEF HQ, governments, suppliers, internal stakeholders, and the general public. SD’s communications needs therefore serve three main purposes: accountability, transparency, and advocacy (e.g. for fundraising).

UNICEF SD uses the full range of available media to deliver its message, e.g. print, web, and video.

## II. Objective

SD is seeking proposals from suitably-qualified companies to bid on a range of design, printing and multimedia services as specified in the Lots described in Section III. Successful bidders will be awarded long-term agreements (LTAs) for the selected service based on the best value for service bids. It is expected that these Arrangements will run for a minimum of three years with the possibility of extension based on performance. Detailed Terms of Reference (ToRs) will be provided to selected LTA holders dependent on the needs of individual projects.

Interested parties may submit as many or as few bids as they like, e.g. bidding on one Lot only, or bidding on all, according to their qualifications, experience, and business objectives. UNICEF reserves the right to award multiple LTAs with different contractors for the same Lot and/or one or more LTA to the same contractor for different Lots.

## III. Scope of Work – Lots

### Lot 1 — Web Design

UNICEF SD has a long-standing presence on the worldwide web and is currently transitioning its web publishing to reflect the latest trends in “responsive” web design. In this regard, web-based content that is engaging, interactive, and can be consumed on any device, is crucial to our communications needs. This may also include development of mobile phone apps.

*Work required may include, but may not be limited to:*

- Concept design of a platform- and device-independent site, using the latest web standards (“responsive design”). **Example:** [Shopify 2013](#) Report.  
*To include:*
  - Design of all core visual features of the site, bearing in mind UNICEF’s global brand design guidelines:  
(<https://www.ungm.org/UNUser/Documents/DownloadPublicDocument?docId=686326>)
  - Design of automated scrolling effects, mouse rollovers, pop-in/pop-out and expanding/contracting visuals, interactive/automated image galleries, etc.
- Advising/liaising with UNICEF on: design consistency per screen size/orientation (the look of the site, the number of variants); proposed production workflow and quality control methodology (e.g. proofing/testing tools); proposed milestones and schedules; set-up of cloud-based team workspace.
- Advising/liaising with UNICEF on site structure (content hierarchies/links) and navigation features.
- Conceptualization and design of 4-colour web-compatible (SVG) vector illustrations, especially complex data graphics, as well as traditional bar charts and pie charts, maps, icons.

- Production of enhanced interactive animations, e.g. sub-features of a web site that may require user input, such as data manipulation/filtering (e.g. changing the appearance/parameters of data, etc), e.g. [Map of road accident data from Australia](#) or [Graph of water levels over time](#)
- Repurposing of vector data graphs to feature in video animations in which the graphic is 'drawn' live
- Embedding of digital media such as videos, animations and photographs.
- Creation of mobile phone apps and/or mobile versions of web platforms.

*Final outputs required may include, but may not be limited to:*

- A fully-functional site suitable for any web-enabled device, e.g. Windows PC, Mac, Android, iOS etc.
- Handover of a final project archive (e.g. DVD or other) containing all final project files.

*Technical skills required may include, but may not be limited to:*

- HTML5, CSS, XML, Javascript, PHP etc.
- Adobe Creative Cloud tools for web design and online proofing tools.
- Use of cross-platform web standards for animations and enhanced interactives (rather than Adobe Flash).
- Technical skills and software to create mobile phone apps for Android and iOS.
- Knowledge of Drupal and similar systems (e.g. the site may be a sub-site of UNICEF.org).

## **QUALIFICATIONS LOT 1**

UNICEF SD is seeking a design company who is experienced in creating interactive, eye-catching and innovative platform-and device-independent websites. The ability to interpret (with guidance from UNICEF) and present data as clear, yet innovative, infographics/animations is required. The contractor must be able to assign a devoted team to work on this project, including a senior experienced project manager to act as UNICEF's main focal point. The contractor must have experience working on similar projects for UNICEF/United Nations or similar NGOs, IGOs or other large-scale international organizations/businesses.

The Contractor shall manage the timely provision of high quality services. Where services are provided by sub-contractors, the Contractor shall remain responsible for the successful delivery to UNICEF SD. The Contractor will ensure that a dedicated team is assigned to UNICEF SD including at least the following skill profiles:

### **1. Project Manager/Art Director**

- The Project Manager is responsible for the conceptualization of digital projects. He/she will brainstorm and provide creative and innovative design direction that is aligned with UNICEF guidelines and requirements.
- He/she will serve as the main focal point for UNICEF SD
- He/she will have at least five years of experience in the field of digital design with a proven record of pushing the boundaries of digital design by staying abreast of industry trends and providing creative and innovative solutions
- He/she shall have acquired a degree or equivalent qualification in a leading graphic design school/university.

### **2. Senior Graphic Designer**

- The Senior Graphic Designer will be an expert in commonly used graphic design software for web-based products
- He/she will have a high level of creative and clear understanding of modern web design

- He/she will have at least five years of experience in the field of digital design and be able to demonstrate a successful track record of advanced data visualization skills
- He/she will have expert knowledge of design for web pre-press workflows
- He/she shall have acquired a degree or equivalent qualification in a leading school/university/programme, or have equivalent experience.

### 3. Web Developer

- The web developer/designer will transfer the conceptual graphic design work into wireframes and functional and responsive HTML/CSS
- He/she will be proficient in the use of:
  - HTML5, CSS, XML, Javascript, PHP etc.
  - Knowledge of Drupal and similar systems (e.g. the site may be a sub-site of UNICEF.org).
  - Adobe Creative Cloud tools for web design.
  - Use of cross-platform web standards for animations and enhanced interactives (rather than Adobe Flash).
- He/she will have at least five years of experience in web development of similar projects.
- He/she shall have acquired a degree or equivalent qualification in a leading web development school/university/programme, or have equivalent experience.

## Lot 2 — Publication Design & Printing

UNICEF SD publishes several important flagship reports and other products in print format, and therefore requires the services of vendors expert in graphic design, pre-press workflows, and 4-colour printing. Alternative versions (e.g. ePUB) and accessible versions (e.g. DAISY) of these reports may also be required. Other print materials that may also be required include leaflets, brochures, posters, banners, “point of sale” displays, etc.

*Work required may include, but may not be limited to:*

### Design

- Concept design of all visual features in the product, bearing in mind UNICEF’s global brand design guidelines:  
(<https://www.ungm.org/UNUser/Documents/DownloadPublicDocument?docId=686326>)
- Advising/liasing with UNICEF on: product size and physical specification (paper weight and finish, binding); proposed production workflow and quality control methodology (e.g. proofing tools); proposed milestones and schedules; set-up of cloud-based team workspace.
- Page layout and design according to UNICEF-provided book plan.
- Conceptualization and design of 4-colour vector illustrations (AI/EPS), data graphics, bar and pie charts, maps, icons.
- Retouching/cropping of UNICEF-provided photographs.
- Creation of QR codes (e.g. to direct users away from the printed product to online content).

### Printing

- Direct provision (or sub-contracting) of 4-colour printing press services, or procurement of such services, i.e. management of print suppliers.
- Advising UNICEF SD on types of printing finish (e.g. gloss, matt, raised lettering, other effects) and binding (e.g. stapling, stitching, ‘perfect’), and the rationale for choosing one type over another.
- Quality control of the printed products post-press but pre-delivery to UNICEF, i.e. checking that all examples of the product meet the expected technical quality requirements.

*Final outputs required may include, but may not be limited to:*

- Print-ready final files for producing 4-colour books, brochures, posters, large banners.
- PDF, ePUB and DAISY versions of the same for target readers to download.
- Handover of a final digital project archive containing all final project files.
- Arranging delivery of the printed materials, by the most cost-effective and time-sensitive method available, to an agreed location or locations (for example, UNICEF Supply Division HQ, Copenhagen, Denmark).

*Technical skills required may include, but may not be limited to:*

- Full suite of Adobe CC design-for-print tools: InDesign, Photoshop, Illustrator, InCopy etc.
- Access to real-time online proofing tools
- Expert knowledge of design for print, pre-press workflows, and print management.
- Experience producing a wide array of printed products, including but not limited to: reports, booklets, brochures, leaflets, banners, roll-up, stickers, greeting cards, etc.
- Facilities and qualified staff to meet the quality and strict deadline requirements
- ISO 9001, ISO-14001-2004 (or similar) and /or FSC certification will be an asset

## QUALIFICATIONS LOT 2

UNICEF SD is seeking a design company who is experienced in creating multi-page layouts incorporating text, photographs and illustrations/infographics, and has the capacity to produce a variety of printed products. The ability to interpret (with guidance from UNICEF) and present data as clear, yet innovative, infographics is required. The contractor must be able to assign a devoted team to work on this project, including a senior experienced project manager to act as UNICEF's main focal point. The contractor must have experience working on similar projects for UNICEF/United Nations or similar NGOs, IGOs or other large-scale international organizations/businesses.

The Contractor shall manage the timely provision of high quality services. Where services are provided by sub-contractors, the Contractor shall remain responsible for the successful delivery to UNICEF SD. The Contractor will ensure that a dedicated team is assigned to UNICEF SD including at least the following skill profiles:

1. Project Manager/Art Director

- The Project Manager is responsible for the conceptualization of digital and print projects. He/she will brainstorm and provide creative and innovative design direction that is aligned with UNICEF guidelines and requirements.
- He/she will serve as the main focal point for UNICEF SD
- He/she will have at least five years of experience in the field of digital and print design with a proven record of pushing the boundaries of digital design by staying abreast of industry trends and providing creative and innovative solutions
- He/she shall have acquired a degree or equivalent qualification in a leading graphic design school/university.

2. Senior Graphic Designer

- The Senior Graphic Designer will be an expert in commonly used graphic design software for print products (including Adobe Photoshop and Illustrator) and design-for-print tools (InDesign, Photoshop, Illustrator, InCopy, etc.)
- He/she will have a high level of creative and clear understanding of modern design approaches
- He/she will have at least five years of experience in the field of print design and be able to demonstrate a successful track record of advanced data visualization skills
- He/she will have expert knowledge of design for print, pre-press workflows, and print management.
- He/she shall have acquired a degree or equivalent qualification in a leading graphic design school/university, or have equivalent experience.

3. Editor/Quality Assurance Officer

- The Editor/Quality Assurance Officer will be an expert in commonly used graphic design software for print products (including Adobe Photoshop and Illustrator) and design-for-print tools (InDesign, Photoshop, Illustrator, InCopy, etc.)
- He/she will have a meticulous eye for detail and be experienced in the use of editing and proofing tools.
- He/she will have two-five years of experience in editing/quality assurance and be able to demonstrate a successful track record of service provision.
- He/she shall have acquired a degree or equivalent qualification in a leading school/university, or have equivalent experience.

## Lot 3 — Video/Animations

UNICEF SD has an ongoing need for the production of high quality videos of various kinds. These will be live, illustrated, stop-motion, animated and/or virtual reality videos for the web, explaining SD's technical work and processes. Traditional video – such as interviews of people and the documentation of places and events – may also be required. Occasionally live video footage will require deployment to country offices around the world to obtain footage locally.

*Work required may include, but may not be limited to:*

- All video logging and assembly (includes but not limited to video recordings obtained from SD)
- Advise on technical parameters (e.g. content production workflow and methodology; type of final output format), to ensure fitness for purpose.
- Shooting and editing traditional video on-location at SD headquarters in Copenhagen, or elsewhere based on approved storyboards.
- Creating and editing animated, stop-motion, illustrated, virtual reality or other multi-media animated video formats based on approved story boards, e.g. [UNICEF South Sudan](#)
- Production of animated explainer videos, e.g. [Animated Explainer Video Example](#)
- Post-production work, e.g. commissioning voiceover narration and music if required, adding title sequence, visual effects, subtitles etc.
- Configuration of videos for use on different platforms (eg. SD website, YouTube, social media, etc.)

*Final outputs required may include, but may not be limited to:*

- Platform- and device-independent videos/animations based on web standards. These will need be embedded and shared via a range of potential delivery channels, e.g. web sites, YouTube, mobile apps, social media, etc.
- Short-length traditional videos, illustrated animation videos, stop-motion videos, virtual reality videos, or other forms of video multimedia.
- Live action videos incorporating animations, illustrations or other effects embedded
- Videos shot with drones

*Technical skills required may include, but may not be limited to:*

- Traditional video production and post-production, e.g. Adobe Premier, Apple Final Cut Pro.
- Creative animation and technical skills related to physical or digital illustration, stop-motion, virtual reality or other forms of animation
- HTML5, CSS, XML, Javascript, PHP etc.
- Expert experience with video and animation creation and editing software
- Use of cross-platform web standards for animations and video embedding if necessary (rather than Adobe Flash).

## QUALIFICATIONS LOT 3

UNICEF SD is seeking a videographer and/or animator who is experienced in creating eye-catching and innovative short films. The ability to interpret (with guidance from UNICEF) and present ideas and concepts in creative and intriguing ways is required. The contractor must be able to assign a devoted team to work on this project, including a senior experienced project manager to act as UNICEF's main focal point. The contractor must have experience working on similar projects for UNICEF/United Nations or similar NGOs, IGOs or other large-scale international organizations/businesses.

All equipment, including filming and production equipment as well as editing software and tools, will be secured by the selected Contractor. The Contractor will be responsible for acquiring all

necessary licenses/registrations for filming (eg. drone operating license). Travel costs, if required for deployment, are borne by the Contractor.

The Contractor shall manage the timely provision of high quality services. Where services are provided by sub-contractors, the Contractor shall remain responsible for the successful delivery to UNICEF SD.

The Contractor will ensure that a dedicated team is assigned to UNICEF SD including at least the following skill profiles:

1. Project Manager/Art Director

- The Project Manager is responsible for the conceptualization of videos and/or animations. He/she will brainstorm and provide creative and innovative direction that is aligned with UNICEF guidelines and requirements, including the following of story boards.
- He/she will serve as the main focal point for UNICEF SD
- He/she will have at least five years of experience in the field of video and/or animation production with a proven record of pushing the boundaries of such products by staying abreast of industry trends and providing creative and innovative solutions
- He/she shall have acquired a degree or equivalent qualification in a leading film/animation school/university/programme.

2. Videographer

- The Videographer will be an expert in commonly used video production equipment and editing tools
- He/she will have a high level of creative and clear understanding of modern filming techniques
- He/she will have at least five years of experience in the field of video production and be able to demonstrate a successful track record of high-quality film work
- He/she shall have acquired a degree or equivalent qualification in a leading film production school/university, or have equivalent experience.

**OR**

2. Animator

- The Animator will be an expert in commonly used animation production and editing tools
- He/she will have a high level of creative and clear understanding of modern animation techniques, including work in different media
- He/she will have at least five years of experience in the animation and be able to demonstrate a successful track record of high-quality work
- He/she shall have acquired a degree or equivalent qualification in a leading animation school/university, or have equivalent experience.

**AND**

3. Video/Animation Editor

- The Video/Animation editor will be familiar with commonly used video editing software, equipment etc.
- He/she will have a technical background in adjusting films/animations to fit into a wide array of digital media (including social media)
- He/she will have at two-five years of experience in the field and be able to demonstrate a successful track record of service provision.
- He/she shall have acquired a degree or equivalent qualification in a leading school/university, or have equivalent experience.

## Lot 4 — Photography

UNICEF owns a huge repository of original photographs that it uses to advocate for children’s rights. These images often need to be digitally altered to suit a specific context and specific message. UNICEF SD also sometimes commissions original photography to enhance the content of the reporting and advocacy materials it publishes. Occasionally this may include deployment to country offices around the world for 3-5 days to document footage locally.

*Work required may include, but may not be limited to:*

- Commissioning original photography according to a specific brief provided by UNICEF.
- Detailing locations, dates and items photographed, and the names and occupations of persons photographed. Systematically storing this information digitally with each photograph (metatags).
- Cropping and retouching of UNICEF-supplied photos to meet the specific requirements of a project.

*Final outputs required may include, but may not be limited to:*

- Providing all photographs in agreed sizes and formats (CMYK TIFFs for print, RGB jpegs for web), and in multiple sizes: high resolution (print and web), medium resolution (web), low resolution (“thumbnails”).
- Uploading the photographs to a structured and searchable online image repository, such as UNICEF’s WeShare or similar.

*Technical skills required may include, but may not be limited to:*

- Expert knowledge of Adobe CC photography software, e.g. Photoshop and Lightroom.
- Advanced photography skills.

## QUALIFICATIONS LOT 4

UNICEF SD is seeking photographers who are experienced in creating eye-catching photos for use in print and digital media. The Contractor must have experience working on similar projects for UNICEF/United Nations or similar NGOs, IGOs or other large-scale international organizations/businesses.

All equipment, including photography production equipment as well as editing software and tools, will be obtained/provided by the selected contractor. Travel costs, if required for deployment, are borne by the Contractor.

The Contractor shall manage the timely provision of high quality services. Where services are provided by sub-contractors, the Contractor shall remain responsible for the successful delivery to UNICEF SD.

The Contractor will ensure that a dedicated team is assigned to UNICEF SD including at least the following skill profiles:

1. Project Manager/Art Director
  - The Project Manager is responsible for management and assurance of photography or formatting based on UNICEF’s standards and concepts.
  - He/she will serve as the main focal point for UNICEF SD
  - He/she will have at least five years of experience in the field of photography with a proven record of creative approaches to the production and editing of photos.
  - He/she shall have acquired a degree or equivalent qualification in a leading photography school/university/programme.

2. Photographer

- The photographer will be an expert in commonly used photography production equipment and editing tools
- He/she will have a high level of creative and clear understanding of modern photography techniques
- He/she will have at least five years of experience in the field of photography and be able to demonstrate a successful track record of high-quality work
- He/she shall have acquired a degree or equivalent qualification in a leading film production school/university, or have equivalent experience.

3. Photo Editor

- The photo editor will be familiar with commonly used photo editing software, equipment etc. for both print and digital media
- He/she will have at two-five years of experience in the field and be able to demonstrate a successful track record of service provision.
- He/she shall have acquired a degree or equivalent qualification in a leading school/university, or have equivalent experience.

## IV. Structure of the Technical and Financial Proposal

Technical proposals shall be submitted to UNICEF SD in electronic format (except print sample which shall be physically mailed to UNICEF). Proposals can take the format of a standard document addressing each of the below points. Each application should not exceed 15 pages. CVs and examples of past projects do not count toward the page limit. Other creative approaches for presenting the requested information will also be accepted.

All **technical proposals** shall include the following, and shall be provided in view of the **Sample Project Annex B1**. Technical specifications of example video/animation production shall be provided by the Contractors.

1. **Company Profile:** A brief description of the company submitting the proposal, including the company's main creative strengths, approach to design, accreditation and awards. This shall include a clear indication for which Lot(s) applied. This should include an overview of capacity, resources and applicability of past experience related to each selected Lot.
2. **Team Composition:** An overview of the key personnel who will perform the services, including their qualifications/experience. The team should comprise at minimum a project lead, senior technical expert and junior technical expert (titles/positions will vary dependent on type of service). Please attach CVs of these three core team members.
3. **Detailed Process Methodology:** A summary of the methodology that will be used to perform requested services. This shall include the Contractor's approach to quality assurance and timeframe for response to new project ToRs.
4. **Examples of Past Work and References:** A portfolio demonstrating the range of services, experience and examples of past work (actual or links if online) in relation to similar projects. The portfolio should provide examples of varying complexity and design/approach. The portfolio should be limited to **2-4 example projects per Lot**. Two past client references shall also be provided.

For **print services** (included within Lot 2) a diversity of physical product samples should be sent to UNICEF Supply Division, SCCC, Oceanvej 10-12, 2150 Nordhavn, Copenhagen, DENMARK. Total weight of print samples not to exceed 8kg.

Financial proposals shall be submitted using the Financial Proposal Annex C1 and C2.

### Financial Proposal Annex C1: LTA Rate Card

All contractors are required to provide unit rates for the provision of requested services. For all Lots this will be assessed based on the daily rate of three core personnel. Additional personnel rates may be provided. For Lot 2, the unit cost rates shall be provided for select print products.

### Financial Proposal Annex C2: Sample Project Financials

All contractors will also provide a sample cost breakdown of all resources required to produce the relevant elements (per Lot applied) of the Sample Project Annex B1.

Only sections of C2 corresponding to the Lots applied shall be filled out. For example, if applying for Lot 1 and 2, both web (A) and print sections (B and C) of C2 should be filled out; if applying only for Lot 3, only the Video/Animation section of C2 should be filled out. Technical specifications of sample videos/animations shall be provided by the Contractor submitting a bid.

The table below can be used as a checklist to ensure that all requirements are provided depending on which Lot is applied:

| <b>PROPOSAL REQUIREMENTS</b> \ <b>LOT #</b>              | <b>1: Web Design</b> | <b>2: Publication Design &amp; Printing</b> | <b>3: Video/ Animation</b> | <b>4: Photography</b> |
|--|----------------------|---|----------------------------|-----------------------|
| Bid must be submitted in view of Sample Project Annex B1 | YES                  | YES   | NO                         | NO                    |
| 1) Company Profile/Experience                            | YES                  | YES   | YES                        | YES                   |
| 2) Team Composition and CVs                              | YES                  | YES   | YES                        | YES                   |
| 3) Methodology   | YES                  | YES   | YES                        | YES                   |
| 4a) <b>Two-Four</b> Examples / Links to Past Work        | YES                  | YES   | YES                        | YES                   |
| 4a) <b>Two</b> client references                         | YES                  | YES   | YES                        | YES                   |
| 4b) Mailing of print samples to UNICEF SD                | NO                   | YES   | NO                         | NO                    |
| Financial Annex C1                                       | YES                  | YES   | YES                        | YES                   |
| Financial Annex C2                                       | YES                  | YES   | YES                        | YES                   |
| a) Section A   | YES                  | NO  | NO                         | NO                    |
| b) Sections B and C                                      | NO                   | YES   | NO                         | NO                    |
| c) Section D   | NO                   | NO  | YES                        | NO                    |
| d) Section E   | NO                   | NO  | NO                         | YES                   |

## V. Evaluation Process and Method

The evaluation will commence with the assessment of the proposals in line with the technical requirements of the ToR (i.e. compliance with all requirement as described under Section IV). Each proposal will be first assessed on its technical merits (including acceptance of the UNICEF General Terms and Conditions Annex A). A maximum of 70 points is allocated to the technical proposal, and a further 30 points for the financial proposal, with a maximum possible score of 100 points.

Only bidders receiving a score of 50 of the possible 70 points for their technical proposal will be considered technically compliant, and will have their financial proposal assessed. The financial evaluation will comprise 30 out of the total 100 points for evaluation. The proposal obtaining the overall highest score combining the technical and financial evaluations will be considered the proposal offering the best value for money, and will be recommended for the award of the contract.

UNICEF will set up an evaluation panel composed of three technical UNICEF staff, and their conclusions will be forwarded to the internal UNICEF Contracts Review Committee.

Proposals will be evaluated using the criteria in the table below. If applying for more than one Lot, the full proposal will be evaluated independently against the requirements of each Lot applied. Eg. if applying for Lot 1 and Lot 3 the full proposal will be evaluated once against Lot 1 requirements for a total of 100 points, and once against Lot 3 requirements for another max 100 points.

**IMPORTANT: UNICEF may award an LTA for all services (Lots) submitted in the bid, or for a specific category only, depending on the technical strengths and expertise of the prospective Contractors following a comprehensive evaluation as indicated in this Section.**

| <b>Item</b> | <b>Evaluation Criteria</b>   | <b>Max. Points Obtainable</b> |
|-------------|--|-------------------------------|
|             | <b>TECHNICAL PROPOSAL</b>  |                               |
| <b>1</b>    | <b>Overall response and concord with requirements</b>                        | <b>10</b>                     |
| <b>2</b>    | <b>Company Profile, Experience and Capacity</b>                              | <b>25</b>                     |
| 2.1         | Range and depth of experience  | 5                             |
| 2.2         | Client references  | 5                             |
| 2.3         | Key personnel: relevant experience and qualifications of the proposed team   | 10                            |
| 2.4         | In-house technical capacity and resources (compared to need to sub-contract) | 5                             |
| <b>3</b>    | <b>Quality of Samples</b>  | <b>25</b>                     |
| 3.1         | Quality, diversity and creativity of samples per lot                         | 15                            |
| 3.2         | Relevance of experience (similar products/partners)                          | 10                            |
| <b>4</b>    | <b>Proposed Methodology and Approach</b>                                     | <b>10</b>                     |
| 4.1         | Methodology for handling the project   | 5                             |
| 4.2         | Risk management approach   | 5                             |
|             | <b>TOTAL TECHNICAL SCORE</b>   | <b>70</b>                     |
| <b>5</b>    | <b>FINANCIAL PROPOSAL</b>  |                               |
| 5.1         | Annex C1   | 20                            |
| 5.2         | Annex C2   | 10                            |
|             | <b>TOTAL FINANCIAL PROPOSAL</b>  | <b>30</b>                     |
|             | <b>TOTAL FULL PROPOSAL</b>   | <b>100</b>                    |

## Annex B1: Sample Project - 2018 Supply Annual Report

### I. Objective

Each year UNICEF SD designs and publishes an external annual report (EAR). The report has traditionally been produced as hard-copy booklets and distributed in both physical and digital formats. **For the 2018 EAR, SD is shifting to produce an interactive multi-media microsite in addition to the printed report.** Both products will present data, infographics, text, and multimedia in interesting, clear and innovative ways. Videos and photography will be embedded in the site and report and either supplied by UNICEF or produced by Contractors. The site itself will be hosted on the UNICEF website and will be disseminated to UNICEF's partners in government, private sector, UN partner agencies, INGOs, media and the general public.

The expected release date for the 2018 EAR is **June 2019**.<sup>1</sup>

### II. Scope of Work

Under the supervision of the UNICEF SD project team the contractor is expected to design and provide concept and layout work for two core products: 1) an interactive microsite report; 2) a printed booklet report. Multimedia elements (videos and photos) will also be embedded within the online and printed products. Production of multimedia may be done in-house or through Contractors.

The report production will involve layout and design work of infographics, charts, maps that will be designed by the contractor, as well as the embedding and adjustment of text, photographs, videos and/or animations provided by UNICEF or produced by Contractors. A mobile phone app (or ability to download the interactive report onto a mobile device) may also be a secondary component of the expected work and will be determined in consultation with the selected contractor. The major layout/design approaches for both core products are expected to go through up to four rounds of review with UNICEF.

The expected deliverables are defined below:

1. **Design of an interactive platform- and device-independent microsite** report hosted on the UNICEF SD website and using the latest web standards of responsive design. The site will be fresh, attractive, and utilize a range of static and animated infographics, maps, photos and other multi-media (embedded videos, animations, etc.) to effectively communicate key results, priorities and future focuses to both internal and external audiences in a clear and concise way. The design of the microsite will be determined through consultation between UNICEF SD and the selected contractor. Example online report microsities that may be used for influence the final design include: [Example 1](#), [Example 2](#), [Example 3](#) or [Example 4](#). The site design work will include but may not be limited to:
  - a. Design of all core visual features of the site, bearing in mind UNICEF's global [brand design guidelines](#).
  - b. Design of automated scrolling effects, mouse rollovers, pop-in/pop-out and expanding/contracting visuals, interactive/automated image galleries, embedded video and/or YouTube-hosted video etc.
  - c. Advising/liaising with UNICEF on: design consistency per screen size/orientation (the look of the site, the number of variants); proposed production workflow and interim testing/proofing schedules; set-up of cloud-based team workspace.

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<sup>1</sup> The release date may be moved up to as early as April 2019 depending on final agreed timeline between UNICEF and the selected Contractor.

- d. Advising/liasing with UNICEF on site structure (content hierarchies/links) and navigation features.
  - e. Design of enhanced interactives, e.g. sub-features of the site requiring user input, such as data manipulation/filtering (e.g. changing the appearance/parameters of data, etc).
  - f. Design of an offline version of the microsite that can be downloaded onto a phone/device through an app or file. (Options to be discussed in consultation between UNICEF SD and the design company).
2. **Design and layout of static and dynamic data visualizations.** Working from data provided by UNICEF, the Contractor will create an estimated 30-50 infographics of varying complexity. UNICEF will provide data and information on the objectives of each infographic and work closely with the contractor to develop and refine them. This will include:
    - a. Static infographics as in [Example 3](#), and dynamic infographics as in [Example 1](#) or [Example 5](#) or [Example 6](#).
    - b. A limited number of enhanced interactive maps/graphs/graphics. This may include a map which highlights countries in a similar fashion to [Example 1](#), but also opens videos/links/narratives when a country is clicked similar to the way the icons on this [Example 7](#) link to pages/videos or how the videos play when clicking on topics in the Human Cities Initiative section of [Example 8](#). Other examples of maps derived from user-selected data sets include this '[hotspot](#)' map or this [directional map](#). Interactive graphs may be requested such as [Example 9](#), or interactive features such as [Example 10](#).
    - c. All infographics/visuals will need to be converted to static versions for the printed copy of the report. The contractor will therefore create all figures, charts and infographics in two or more formats: (1) static vector graphics for print (AI/EPS files) and (2) scalable web versions of the same (SVG files), plus (3) dynamic/animated web graphics using platform-independent HTML5 web standards (i.e. non-Flash).
  3. **Design and layout of a print publication** in English of an approximately 100-page 270x205 mm booklet plus cover, 4/4 colour CMYK throughout. The report will be a printed version of the microsite, and will include a majority of the same content. This product will be similar to the [2017 EAR](#). UNICEF will provide all text in a suitable format, e.g. Microsoft Word files, or simple text files with tags to distinguish heading levels, etc. This work will include:
    - a. Cover: The Contractor is expected to produce three initial cover proposals which will be refined and edited in consultation with UNICEF.
    - b. Photographs: Approximately 30 photographs will be supplied by UNICEF as high-resolution digital files. The designer will need to place, crop and make any necessary enhancements and colour corrections. If additional images are proposed by the designer, use and costs are to be discussed and approved by UNICEF before any photo research or other charges are incurred.
    - c. Annexes: Five annexes will be provided in Microsoft Excel for layout and formatting (approximately 40 pages) as simple tables. Please refer to previous reports for proposed annex layout.
    - d. QR codes linking certain parts of the printed report to multimedia portions of the online report or other pages on the UNICEF website.
  4. **Printing and delivery** of 500-1000 physical reports. Cover: 4/4 colour CMYK. Binding: collated, die cut, stitch binding.
  5. **Stand-alone versions of above infographics in video or animated format** that can be posted on social media sites and other platforms, using the same look/feel of the reports.

### **Videos/Photos to be embedded within Report:**

6. **Live video:** Production of 3-minute digital videos made of live footage filmed at UNICEF SD warehouse/port and/or including video sourced from country offices. Storyboards provided by UNICEF in consultation. May include travel to country office(s) depending on need/visa approval.
7. **Animated Video:** Production of 2-3 minute animated/illustrated videos based on storyboards provided by UNICEF in consultation.
8. **SD Site Photos:** 10 photo series taken at UNICEF SD warehouse based on UNICEF specifications. Editing of photos.
9. **Country Office photos:** Depending on need/visa approval, UNICEF may require Contractor deployment to country offices to take selection of photos (3-5 day trip). Photo editing.

**Proofing Tools:** For both the digital and printed work, UNICEF SD expects the contractor to provide access to a real-time online proofing tools, and clear training on its use to minimize email exchanges, streamline, simplify and make more accurate the process for the proofing and corrections. The tool will be utilized throughout the lifecycle of the project.

The vendor will provide access to an online collaborative workspace, or FTP folders or similar, for sharing of photos, stories, etc.

Video and photo editing will be done by vendors themselves, but in consultation with UNICEF.

**Quality Assurance:** The contractor will be responsible for effectively and efficiently managing the preparations to enable UNICEF to launch the microsite within an agreed timeframe, and ensuring the platform's quality (including functionality of all elements and links). The contractor is also responsible for printing, binding and delivery of the printed report, and ensuring the quality of the print version. The contractor will have experience in managing similar projects, and will either have in-house printing capabilities or will outsource printing to a quality printer for completion. The Contractor will be responsible for ensuring quality and deadlines related to the site and print components of the project are met. The Contractor will arrange delivery of the printed reports the cost of delivery (by courier) to the UNICEF SD warehouse (Oceanvej 10-12, 2150 Nordhavn, Copenhagen Ø – Denmark).

**Style:** The [UNICEF Brand Tool Kit](#) will be provided to the selected contractor. The UNICEF brand style is simple, clean and bold. Font: Univers LTPro. Colours: the signature UNICEF colour of cyan and a range of primary and secondary brand colours.

This edition should build off of the design of the 2017 EAR, with a fresh perspective of infographics and data visualization, transforming the contents of the report into an inter-active multi-media design approach that is firstly web-based as a microsite, and also has a similar look/feel when printed. Below are links to several earlier editions of the Report:

2017 PDF Report: [http://www.unicef.org/supply/index\\_report.html](http://www.unicef.org/supply/index_report.html)

Previous Reports: [http://www.unicef.org/supply/index\\_13283.html](http://www.unicef.org/supply/index_13283.html)

The UNICEF logo and tagline (For Every Child) to appear prominently on the front and back covers of the printed version of the report. An EPS file in English will be supplied to the designer.

### **III. Sample Project Financial Proposal**

Bidders are requested to fill out Annex C2 in view of producing the elements of this Sample Project. Sections of C2 need only be filled out based on the Lot for which the Contractor is bidding (eg. Bids exclusively for Lot 3 Video/Animation need only fill out Section D Video/Animation of Annex C2).

Bidders for Lot 2 (Publication Design & Printing) shall provide quotes for both 500 & 1000 copies, in-line with the below print specifications:

- Format: Vertical 205 x270 mm (closed)
- Pages: 100 pages text plus 4-page cover
- Paper stock: Cover: Cocoon offset (300 gsm); Inner pages: Cocoon offset (115 gsm)
- Inks: Cover and text: 4 + 4 CMYK
- Binding: Collated, die cut and perfect bound
- Artwork: Adobe InDesign
- Tints & Bleeds: Tints and bleeds

### Tentative Project Milestones

Below is a tentative project timeline, including critical milestones and outputs. This proposed timeline is pending consultation with the selected Contractor.

| DATE                | ACTIVITY   | OUTPUT   |
|---------------------|--|--|
| 3rd week of January | Kick off meeting with designer (Face-to-face in Copenhagen)  | UNICEF presents Report overview/timeline. Designer presents design team, initial design ideas (examples), workflow, etc. |
| Early February      | Designer to provide design approach improvements and final project timeline                            | UNICEF provides inputs on design preferences   |
| Late February       | Designer to provide web and print report options of layout/cover; Array of infographic options/styles  | UNICEF provides initial feedback and designer refines design and layout  |
| Early March         | Design of microsite and print version template finalized   | Final layout and design approved   |
| Mid-March           | First draft of microsite and print version provided with place holder data/narrative/photos/media/etc. | Round of review  |
| Early April         | UNICEF provides narrative, photos, videos, animations and other objects to insert                      | Round of review  |
| Mid-April           | Designer provides 2nd draft of site and print version including all inputs                             | Round of review  |
| Early May           | UNICEF provides final data for infographics. Designer provides 3rd drafts                              | Round of review/Finalisation   |
| Late-May            | Sign-off from SD and go live of microsite/printing of report   | Report goes live and to print  |
|                     | Designer provides electronic files   |  |
| Early June          | Printed report delivered to UNICEF SD  |  |