



## **UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION**

### **TERMS OF REFERENCE (TOR)**

**For the provision of services related to Strategic Communications, Media Strategy and Content Development of the VEF 2021.**

### **UNIDO Vienna Energy Forum (VEF) 2021**

21 May 2021

The proposal should contain a detailed description of the services to be provided and the key experts/personnel to be assigned for the provision of the required services. The cost breakdown for each activity should be included in the financial proposal. All deviations from the TOR should be clearly indicated in the proposal.

#### **1. GENERAL BACKGROUND INFORMATION**

The VEF is a bi-annual event organized by the Austrian Development Agency (ADA), Austrian Federal Ministry for European and International Affairs, International Institute for Applied Systems Analysis (IIASA) and UNIDO. Since its first session in 2009, the VEF has been a platform that gathers leaders, policy-makers, energy practitioners, experts, and industry and civil society representatives to explore key issues related to sustainable energy. Its outcomes throughout the years have fed global UN Events in the realm energy and climate.

The VEF 2021 is designed to facilitate a multi-sectoral, multi-stakeholder and inter-disciplinary dialogue on sustainable energy for inclusive development and productive capacities. Guided by the motto “Where Action Meets Ambition” and designed as the first virtual VEF, the 2021 edition will include a Youth Day on the 5th of July 2021, followed by the VEF on the 6th and 7th of July 2021. A detailed programme may be found in Annex 2.<sup>1</sup>

#### **2. SCOPE OF WORK**

The services required in this ToR include the development of strategic communications plans<sup>2</sup>, the creation and implementation of a Media Strategy, and the development of content for the VEF 2021. In order to ensure timely implementation of all activities, the supplier should closely coordinate the delivery of these services with the VEF Communications Specialist of UNIDO.

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<sup>1</sup> More information at [www.viennaenergyforum.org](http://www.viennaenergyforum.org)

<sup>2</sup> Based on existing VEF Communications Strategy in Annex 3.

When submitting the proposal, the bidder should take into account the following:

**Objectives:**

- 1) Enhance VEF visibility<sup>3</sup>.
- 2) Expand VEF audience and attendance.
- 3) Raise awareness of the importance of the energy transition.

**Target Group:**

- 1) Public Sector
- 2) Private Sector
- 3) International Sector
- 4) NGOs
- 5) Academia
- 6) Women/Youth Led-Organizations
- 7) Energy Associations

The services in this section are subject to the **approval** of the UNIDO VEF Communications Specialist.

They are divided into three sets of activities:

**a. Pre-Event<sup>4</sup>:**

Task	Deliverable	Timeframe
1) Create a VEF tailored media strategy: <ol style="list-style-type: none"> <li>a. create and implement media strategy.</li> <li>b. identify target media, compiling them into a media contact database.</li> <li>c. provide guidance on most effective type of media based on target audience.</li> <li>d. identify and develop most effective materials to be shared with targeted media, including a press release. <i>The Agency shall suggest and create the most effective type of pieces to be circulated.</i></li> <li>e. engage in media relations. The Agency is responsible for liaising</li> </ol>	<ul style="list-style-type: none"> <li>• Media Strategy</li> <li>• Development of press release and other materials, to be circulated to identified target media.</li> <li>• Direct liaison with targeted media (identified, established and maintained) and secure coverage.</li> <li>• Contact database with ongoing access by VEF Team. The VEF Team will provide profiling guidance. The database should be exportable to UNIDO.</li> </ul>	Continuous, until the end of the contract. A first deliverable should be produced within two weeks of contract.

<sup>3</sup> In line with VEF Corporate Design. This will be shared at the beginning of the contract.

<sup>4</sup> Customize each activity to Youth Day and main VEF.

and engaging with media and securing coverage.		
2) Review existing social media strategy to provide input and recommendations to expand and diversify existing audience.	Improved social media strategy with clear scheduling, targeted audience and implementation plan.	Within one week of contract
3) Content development: Design graphic material to promote the event across social and digital media. The elements to be promoted include main sessions, side events, expo booths, speakers and partner organizations.  The Media Agency shall only create the material and share it with the Communications Focal Point, who will manage all social media accounts.	A varied set of promotional material, including images, caricature illustrations, teasers, infographics, speaker cards, quotation cards.  The material should be grouped by session: infographic about the topic to be covered, speakers attending the section, parallel side events, involved partner organizations, etc.  In this respect, the Agency should create 1 package per session, for a total of 20 packages. Please review Annex 2 for a detailed Program of the event.	Until 30 May 2021

**b. Days of the Event:**

The event will take place from 5 to 7 July, gathering around 90 speakers in 20 sessions. Each day will begin at 09:00 CET and end at 18:00, 18:30 and 17:30 CET respectively (please see Annex 2).

<b>Tasks</b>	<b>Deliverables</b>	<b>Timeframe</b>
1) Content Development: Create content for live coverage on social media.	A combination of imagery, cards, caricatures, etc., ready to be posted actively on social media—these shall cover highlighted segments of the day.  We are looking at 10-15 pieces per day that will be shared with the Communications Focal Point to post on social media.	Throughout the three days.
2) Content Development: Create and promote cartoon summaries at the end of each day (Please use Annex 3 as reference).	3 cartoon summaries that will be shared via email to all registered participants.	At the end of each day.

### c. Post-Event:

Tasks	Deliverables	Timeframe
1) Media: Create material (i.e., press release), circulate to identified target media, and secure coverage. <i>The Agency shall suggest and create the most effective type of pieces to be circulated.</i>	<ul style="list-style-type: none"> <li>Press release and other materials circulated to identified target media.</li> <li>Direct liaison with established targeted media and secured coverage.</li> </ul>	9 July 2021
2) Content Development: Produce wrap-ups and thank you material to be posted after the event.	<ul style="list-style-type: none"> <li>1-3 pieces to be shared on social media.</li> <li>Graphics and short messages to be circulated via email to all registered participants after the event.</li> </ul>	9 July 2021
3) Content Development: Produce bite-sized shareable content to be posted across platforms in months after the event to continue generating awareness and following of the VEF.	<p>5-8 pieces per key session. We are looking at around 20 key sessions (networking breaks and meditation shall not be included) for a total of around <b>100-160 pieces</b>. (See Annex 5 for a list of key sessions).</p> <p>Please note that a reporting team will share summaries of each day and a comprehensive report of the forum. Therefore, the communication company will only have to select the text and design the materials</p>	Continuous, from the end of the event until the end of the contract.
4) Produce a qualitative and quantitative report of the three days of the event.	<p>Short report with infographics on key findings throughout the event: no. of participants (disaggregated by gender, age, etc.), no. of sessions, topics covered, etc.</p> <p>Report should also summarize media coverage (names of the media source, relevant journalist, publication containing VEF coverage, clip when available, etc.).</p>	End of contract

### 3. DEADLINES

The total duration of the engagement is estimated at three (3) months (subject to extension) starting with the contract award. The bidders are requested to submit a provisional time schedule as part of their proposal.

- VEF Pre-Event Support: Upon signature of contract – 4 July 2021.
- VEF Days of Event: 5-7 July 2021.

- Delivery of post-event material: 8 July-30 August 2021.

#### **4. REPORTING**

##### 4.1. Main reports<sup>5</sup>:

4.1.2 **Inception Report** within 1-2 weeks of the contract signature providing the work plan for the execution of the contract.

4.1.2. **Monthly reports** providing a summary of the results and achievements, issues encountered as well as the material developed during the reporting period. Besides, an updated work plan and a summary of planned activities for the next reporting period should be provided (**2 reports**).

4.1.3. **Final report** to be submitted at the end of the contract providing a comprehensive summary of the work carried out and all the materials developed.

#### **5. LANGUAGE**

Fluency in written and spoken English is required for this assignment. Fluency in other UN official languages would be considered an asset.

#### **6. QUALIFICATION REQUIREMENTS AND EVALUATION CRITERIA**

##### **Qualification Requirements:**

- Recognized and/or registered as a legal entity (providing copies of registration);
- A company with a minimum of three (3) years in the business sector of online/offline events management;
- Copy of Certificate of Incorporation;
- UNIDO Financial Statement Form;
- UNIDO Bank Information Form;
- Completed Statement of Confirmation;
- Bid validity 30 days;
- At least one expert has in-depth knowledge and experience on developing communication content for events.

##### **Evaluation Criteria:**

- Compliance with the requirements of the TOR.
- Innovativeness of the proposed concept and tools.
- Project team shall have a cumulative experience of at least 5 years in the area of campaign development, outreach and advocacy, website development, communications, marketing, and social media management as well as experience working with the energy sector.
- Project team shall have at least 5 years of experience in developing communication content for the energy sector/event management. Provide links, references to successfully executed works/services.

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<sup>5</sup> Maintain regular communications with VEF Communications Focal Point in relation to VEF-strategy, including set weekly meetings.

- Very good knowledge of the relevant media channels to sustainability and energy.

*Company:*

- Relevance of experience in the area of specialization.
- Evidence of experience in completing services and producing relevant documents.
- Relevance of experience on similar programmes/projects/assignments.
- Work for UNIDO/major multilateral/or bilateral programmes.
- Proposed methodology, approach and implementation plan
- Management structure and key personnel (CVs required).

*Key personnel:*

- Relevance of educational background.
- Relevance of experience in the area of the required services.
- Excellent writing/editing command of English.
- Relevant experience with graphic design and video-making software (Illustrator, InDesign, After Effects, etc.).

## **7. INTELLECTUAL PROPERTY RIGHTS**

All intellectual property rights and Vienna Energy Forum content, as well as domain and all work performed under the contract are the express and exclusive property of UNIDO.

## **8. APPLICATION PROCEDURES**

Interested and qualified bidders shall submit their written proposals in English:

- Technical Proposal (including proposed detailed description of the services to be provided, the key experts/personnel to be assigned for the provision of the required services, CVs of key experts/personnel, and references of similar work);
- Financial Proposal in EUR including all costs and taxes (includes cost breakdown for each activity);

In case of technical difficulties, please contact UNIDO Help Desk at [procurement@unido.org](mailto:procurement@unido.org).

## Annex 1:

### Proposed outline for the proposal

SECTION	NOTES
1. Bidder 1.1. Association Rationale 1.2. Bidder(s) Organizations 1.3. Bidder(s) Experience	<i>If Services are to be carried out by the Bidder in association with any other individuals or organization, the association rationale should be described in this section. A description of the Bidder organization and its experience should be covered in this section as well as the associated individual/organization. No details about previous projects should be presented in this section but rather a general overview.</i>
2. Concept & Methodology 2.1. Critical analysis of the objective and the TOR 2.2. Technical approach and methodology	<i>The Bidder shall present a critical review of the entailed technical services including comments and suggestions on the TOR as part of their proposals. A general description of the technical approach and methodology for performing the required services shall be presented. A more detailed description on the methodology and approach of performing each activity shall also be presented.</i>
3. Work Plan, Time Schedule & Budget 3.1. Organization, Association & Logistics 3.2. Time Schedule 3.3. Financial Proposal	<i>The Bidder shall present the work plan for performing the entailed Services.</i>
4. Proposed Personnel 4.1. Project Organization Chart 4.2. Proposed personnel	
5. Annex 5.1. CVs and diplomas 5.2. Previous Relevant Projects 5.3. Samples of materials already developed for other providers 5.4. Other	



## STATEMENT OF CONFIRMATION

On behalf of (insert name of company or institution): \_\_\_\_\_, I hereby attest and confirm that the company/organization:

- a) Possesses the legal status and capacity to enter into legally binding contracts with UNIDO for the supply of equipment, supplies, services or work.
- b) Is not insolvent, in receivership, bankrupt or being wound up, and not under administration by a Court or Judicial Officer, and that it is not subject to the suspension of its business or legal proceedings for any of the foregoing reasons.
- c) Has fulfilled all its obligations to pay taxes and social security contributions.
- d) Has not, and that its Directors and Officers have not, within the last five years been convicted of any criminal offence related to professional conduct or the making of false statements or misrepresentations as to their capacity or qualifications to enter into a procurement or supply contract.
- e) Pursues zero tolerance policy to all forms of corruption, including extortion and bribery.
- f) That UNIDO, in the event that any of the foregoing should occur at a later time, will be duly informed thereof, and in any event, will have the right to disqualify the company/institution from any further participation in its procurement proceedings.
- g) That UNIDO shall have the right to disqualify the company/institution from participation in any further procurement proceedings, if it offers, gives or agrees to give, directly or indirectly, to any current or former staff member of UNIDO a gratuity in any form, an offer of employment or any other thing of service or value, as an inducement with respect to an act or a decision of, or a procedure followed by UNIDO in connection with a procurement proceeding.
- h) Does not have any conflict of interest such as the following:
  - i. None of the bidder's key personnel is associated - financial, family, employment wise - with concerned UNIDO officials, UNIDO experts/consultants recruited under the relevant project;
  - ii. no fees, gratuities, rebates, gifts, commissions or other payments, other than those shown in the offer, have been given, received, or promised in connection with the subject RFP;
  - iii. company and/or its affiliates did not participate in the preparation of the concerned procurement process, its design or the bidding documents, including, but not limited to, the technical specifications, terms of reference, and the scope of works, being subsequently used by UNIDO;
  - iv. the company directly or indirectly controls, is controlled by or is under common control with another bidder;
  - v. receives or has received any direct or indirect subsidy from another bidder;
  - vi. has the same legal representative as another bidder;
  - vii. has a relationship with another bidder, directly or through common third parties

(except declared sub-contractors), that puts it in a position to influence the bid of another bidder, or influence the decisions of UNIDO regarding the bidding process;

viii. submits more than one bid in the bidding process, for example, on its own and separately as a joint venture partner (except as declared sub-contractor) with another bidder. A bidder's submission of more than one bid (except as declared sub-contractor) will result in the disqualification of all bids in which such bidder is involved; or

i) The company is not debarred from business with the United Nations and other organizations;

Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Place (City and Country): \_\_\_\_\_

Date:

\_\_\_\_\_