

**DATE: 09 August 2024**

**REQUEST FOR EXPRESS OF INTEREST: No. EOI/PSP/Brazil/2024/003**

**FOR THE SUPPLY OF**

**DRTV ATTRIBUTION TOOL**

**CLOSING DATE AND TIME: 25 August 2024 – 11:59 pm (Brasilia time)**

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## **1. Who are we?**

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established by the UN General Assembly in 1950 to provide protection and assistance to refugees and internally displaced persons (IDPs). Over more than five decades, the Agency has helped millions of people restart their lives. Today, UNHCR is one of the world's leading humanitarian agencies. Its staff of over 9,000 members assists more than 65 million people in 125 countries. Team members work in various locations and conditions, including at our headquarters in Geneva, and more than 100 field sites. For more information, please visit [www.unhcr.org](http://www.unhcr.org) and [www.acnur.org.br](http://www.acnur.org.br).

The Private Sector Partnership (PSP) of UNHCR Brazil is responsible for resource mobilization within the organization, acquiring individual and corporate donors to fund emergency and long-term support activities for the people we serve, either as one-time or recurring donations. UNHCR Brazil has been rapidly growing in recent years through ambitious fundraising programs targeting individuals, which include the acquisition of new monthly and one-time donors, as well as donor retention and loyalty programs.

## **2. Objective of the Request for Express of Interest**

This Request for Expression of Interest aims to pre-select donation attribution tools used through DRTV actions, which can support this channel in optimizing and defining strategies for TV media purchasing in Brazil.

The attribution tool must operate probabilistically, providing a score to determine whether donations can be attributed to a DRTV program.

This tool needs to be integrated with our donation website to collect traffic and donation data that feeds this probabilistic report.

The tool must also have the functionality to upload a DRTV insertion schedule and correlate this information with the donation listings. This schedule should be updatable at least once or twice a week.

By combining these two data sets, the probabilistic analysis is performed. This analysis should generate a txt report, which will be used internally by our database team to attribute donations classified as highly likely to have resulted from the DRTV program. Additionally, the selected supplier is expected to provide technical support to configure the tool to accommodate the specificities of the DRTV program in Brazil.

## **3. Submission of Express of Interest**

Please confirm receipt of the invitation for this request for expression of interest via email to the following contacts:

Vinicius Neto (Acquisition Associate) – [netodasi@unhcr.org](mailto:netodasi@unhcr.org)

Amanda Fazano (Assistant PSP IG Officer) – [fazanoca@unhcr.org](mailto:fazanoca@unhcr.org)

Igor Lustosa (Snr. Administrative Associate) – [lustosa@unhcr.org](mailto:lustosa@unhcr.org)

Please fill out Annex B as your response form, no other format will be accepted.

#### 4. Pre-Selection Criteria

Please complete and submit the required documents and attachments for your application.

Criteria	Documents and information to be provided to establish compliance with the established criteria
Compliance with UNHCR data protection.	The special UNHCR Data Protection clause must be accepted ). Please fill out Annex B as your response form to provide this information.
Compliance with UNHCR General terms and conditions	Please fill out Annex B as your response form to provide this information.
Capacity to provide the required services	Please fill out Annex B as your response form to provide this information.  Your company must have the capacity and capability to provide services as listed under these Terms of reference point 2.
Experience with non-profit organizations.	You should provide a list with the total of existing/current social sector clients and the contract duration.

The above criteria are mandatory for the pre-selection of suppliers who may participate in the service procurement process.

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