

Requesting Section: Communication, UNICEF EAPRO

---

### Long Term Agreements for Graphic Design Services

#### 1. Background

UNICEF works in 190 countries and territories to protect the rights of every child. UNICEF has spent 75 years working to improve the lives of children and their families. Defending children's rights requires a global presence, the aim to produce results and understand their effects. UNICEF believes all children have a right to survive, thrive and fulfill their potential – to the benefit of a better world.

UNICEF is set out to strengthen its creative capacity to deliver products that are forward-thinking and impactful in the advocacy for children's wellbeing. We seek design solutions that use creativity to tackle complex problems in systematic and inspiring ways. Design is an increasingly growing area throughout our organization. With strong ties to traditional aid work, the need for design is shifting, placing it as an integral part of our Brand Strategy. Involving design at the early stages of our projects leads not only to better quality results in production but yields more impactful messaging in our communication, and ultimately, elevating our project missions.

Each year, UNICEF East Asia and the Pacific Regional office (EAPRO) and country offices produce a number of inspiring, engaging and impactful products. Among them are publications, banners, animations and information and multimedia materials. The materials range from research reports, evaluations, and advocacy products to training manuals, infographics, and social media cards.

The establishment of LTA-S (Long Term Arrangement for Services) for frequent use of graphic design related services is efficient and effective for all offices in the region. The services will be provided as and when needed by programme and communication sections as well as country offices and will be based on each individual assignment.

#### 2. Objectives, Purpose & Expected results

UNICEF EAPRO is seeking to establish one or more non-exclusive Long-Term Agreements for Services (LTA-S) for the duration of 36 months, with the option of additional 2 x 24 months extension, subject to satisfactory performance and agreement of both contracting parties. The established LTA-S will be time bound, without a monetary value or guaranteed offtake.

For any assignments to be contracted under the established LTA-S, all suitable LTA-S holders will be invited to submit their proposal in a secondary bidding process. LTA-S holders are welcome to participate in all or selected assignments in the service categories they have been awarded for. There is no disadvantage for future tenders if LTA-S holders decide not to bid for some assignments due to capacity or other reasons. Contract award will be made to the LTA-S holder who submitted the most responsive proposal (highest ranking as combination of technical and financial score).

The LTA-S will be awarded based on daily rates for typical consultant / expert roles. The agreed LTA-S rates are a maximum amount and the basis fees for a secondary bid. A special discount or lower rates can be offered for a specific assignment, as applicable. The LTA-S will be open to use by other UNICEF offices or UN Agencies as requested.

### 3. LTA-S Service Categories

Under the established LTA-S, there will be **five Service Categories** of work assignments:

- A. Publication and Layout design
- B. Data Visualization
- C. General Graphic Design
- D. Video and animation
- E. Creative Concept and Ideation

The table below describes the service categories based on the type of product or services required. It is expected that the design work will complement the editorial process and there will be close consultation from the outset ensuring that the final product best represents the content for the targeted audiences.

**\*\*\* Bidders are welcome to submit a proposal for one, several or all service categories. \*\*\***

Category A. Publication and Layout design
<p>UNICEF produces a large range of publishing and editorial products for print and digital media that advocate for children's rights. Based on scientific research we conduct on children's wellbeing around the world, our publications are often aimed towards policymakers, development partners, media and the general public to encourage our audiences to engaged and take action on particular issues. Our editorial products also ensure that UNICEF is recognized as a credible and trusted voice for children.</p> <p>UNICEF's editorial products are often rich in graphic design elements such as statistical graphs, infographics, iconography and photography. Our editorial design needs span 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.</p> <p>Activities will include, but will not be limited to:</p> <ul style="list-style-type: none"><li>• Planning of content, structure and agreed timelines with involved parties (particularly important for large scale reports of 100+ pages).</li><li>• Understanding and research of the initiative's topic and project goals.</li><li>• Conceptualize design and theme for the product and present to parties involved.</li><li>• Execution of design, layout and typesetting following UNICEF's brand guidelines.</li><li>• Sourcing of photography together with UNICEF team (UNICEF image bank).</li><li>• Develop translated versions of selected publications and graphic products in English language.</li><li>• Setting up print-ready artwork.</li><li>• Provide expertise and oversight in the production of printed materials and be able to liaise with printers.</li><li>• Creation of templates (in the relevant software, i.e. PowerPoint, Word, InDesign, Canva, etc.).</li></ul>
Category B. Data Visualization
<p>UNICEF works hard to generate consistent, credible data about children's situations around the world. We have an increased availability to new forms of data and analytical tools to help us generate this evidence. However, we may need to translate critical information through <b>data visualization</b> in order to better reach our different audiences, from public to experts. Examples of final products can include dashboards (connected to live data using custom D3, Power BI, Tableau etc.), interactive charts and graphs, animated videos and gifs, mapping tools and interactive maps, data driven campaign pages.</p>

Activities will include but will not be limited to:

- Provide strategic guidance on reporting and visualization best practices.
- Develop analytical models that combine and collate data from various sources.
- Design and develop compelling data visualizations via a variety of techniques including data storytelling, and user-centric design.
- Conduct maintenance and fine-tuning of dashboard design; apply industry best practices to the management and maintenance of visualizations.
- Conduct design reviews and QA functions for the information delivery applications, including ensuring that system and integration test plans are developed and executed.

### **Category C. General Graphic Design**

Given UNICEF's large organizational size and range of initiatives, our 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 iconography, infographics, cover designs, poster design, custom graphics. This can also include products in digital design such as emailers, e-newsletters, event page design. Certain products might also be used for marketing purposes.

Activities will include, but not limited to:

- Understanding and research of the specific initiative's topic and project goals.
- Conceptualize design idea (sketches).
- Presentation of ideas in an easy-to-understand manner for project team and parties involved.
- Execution and rendering of design element.
- Hand-over artwork in accessible formats such as .jpg, .png .ai etc.
- Creation of templates (in the relevant software, i.e. PowerPoint, Word, InDesign, Canva, etc.).

#### **Presentation Design**

UNICEF requires a quick and visually effective means to present information to varied audiences. Our expert teams work on projects that span from emergency outreach, knowledge management to data analytics and we often present our initiative and results through easy-to-use presentation formats. We are seeking support to help create visually striking and dynamic narration of content for our internal as well as external audiences following UNICEF's Brand Guide. Examples of final products can include presentation decks, proposal decks, document templates delivered in accessible 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 are not limited to:

- Understanding the specific initiative's topic, project goals and how the presentation will be viewed by audiences.
- Conceptualize layout draft.
- Presentation of layout in an easy-to-understand manner for parties involved.
- Execution and rendering of layout.
- Hand-over artwork in accessible formats such as .jpg, .png .ai etc.
- Creation of templates (in the relevant software, i.e. PowerPoint, Word, InDesign, Canva, etc.).

#### **Illustration**

From time-to-time UNICEF faces the need to visualize an initiative that best lends itself to a custom illustration. We're seeking illustration talent to help support our visual communication projects.

Examples of formats: An illustrated story for a field-guidebook, a custom cover illustration for a research report, a supporting editorial illustration for a digital publication or a storyboard for an upcoming UNICEF video. Custom illustrations can be made in physical material (such as pen, pencil, paint) or digital illustration (generated on computer).

<p>Activities will include but not limited to:</p> <ul style="list-style-type: none"> <li>• Understand the background of the specific initiative’s topic and project goals.</li> <li>• Conceptualize illustration idea (sketches or storyboard).</li> <li>• Presentation of ideas in an easy-to-understand manner for project team and parties involved.</li> <li>• Execution and rendering of illustration.</li> <li>• Hand-over artwork in accessible formats such as .jpg,.png .ai etc.</li> </ul>
<p><b>Category D. Video and animation</b></p> <p>UNICEF would like to work with an agency which proven ability crafting messages and products in animated formats, and excellent working experience and expertise in animation production, including screenplay and character development and design.</p> <p>Activities will include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Understanding and research of the specific request and project/campaign goals.</li> <li>• Developing a scenario, storyboard and script based on key messages provided by UNICEF.</li> <li>• Reproducing key messages to be more appropriate if needed and get it approved by UNICEF before production.</li> <li>• Producing animated 2D video with illustration, animation, narration, soundtrack and subtitle in line with UNICEF’s guidance, review and approval.</li> <li>• Taking responsible for all copyright related issues of needed materials for animation production, including music, characters designs, images. Hand over to UNICEF with full copyrights the animated film.</li> </ul>
<p><b>Category E. Creative Concept and Ideation</b></p> <p>UNICEF produces a large number of products that span knowledge pieces, public facing campaigns (advocacy and funding) to visual platforms for single initiatives. Some of these projects require a higher level of ideation and concept development.</p> <p><u>Examples might include 1:</u> To conceptualize a strong campaign idea for an initiative around education that can be carried across various platforms such as print, video, physical activation, and social media.</p> <p><u>Example 2:</u> Strategize an activation campaign around an issue that targets policy makers during their visit to the General Assembly at the United Nations.</p> <p><u>Example 3:</u> Design and strategize a visual theme for a large yearly event around children’s rights.</p> <p>Activities will include, but not limited to:</p> <ul style="list-style-type: none"> <li>• Investigation and research of the specific initiative’s topic and project goals.</li> <li>• Development of a single creative concept that can carry the initiative across all platforms.</li> <li>• Presentation of concept options to project teams and parties involved.</li> <li>• Motivate and explain why the developed concepts will be the impactful.</li> <li>• Implementation/roll out of the creative concept.</li> <li>• Creation of templates (in the relevant software, i.e. PowerPoint, Word, InDesign, Canva, etc.).</li> </ul>

#### 4. Deliverables

As outlined under section 2, this solicitation seeks to establish time bound LTA-S. For any assignments to be contracted under the established LTA-S, suitable LTA-S holders will be invited to submit their proposal in a secondary bidding process. The TORs for the specific assignments will include deliverables and timelines. Typical deliverables for contracted assignments might include:

- **Creative Concept and ideation**  
Provide creative ideas and advice on how the design concept best serves the content, type of material being produced and the audiences that need to be reached.
- **Production Process**  
The graphic design company will be expected to come up with a realistic production deadline that can be followed from concept to final product development.
- **Editorial and Proof-reading support**  
Depending on the product, this could include editorial support to proof-read final documents and ensure they follow UNICEF editorial standards. Therefore, the designated companies should be able to communicate well in both written and spoken English.
- **Design layout and Visual Imagery**  
Ensure the final design and use of images best reflects the publication but also conforms to UNICEF standards and branding guidelines.
- **Final Delivery of Artwork**  
Ensure the final product to be delivered according to the different distribution outlets required. This includes preparing the printing plates for the printer, preparing a PDF copy for a website or preparing finished material for distribution on specific social media channels. In addition, final artwork for printing and electronic distribution (low/ high resolution) should be given to UNICEF at the conclusion of the assignment.

#### 5. Reporting requirements

Regular work progress meetings, draft deliverables and other reporting will be agreed between the UNICEF contract manager and the awarded LTA-S holder for each specific assignment.

#### 6. Location and Duration

UNICEF EAPRO wishes to establish non-exclusive LTA-S with one or more qualified institutions for the initial duration of 36 months, with the option of 2 x 24 months extension based on satisfactory performance and agreement of both parties (maximum duration of 84 months / 7 years). The established LTA-S will be time-bound and do not guarantee a monetary value. LTA holders will work remotely from their own premises.

#### 7. Mandatory and Desirable Qualification Requirements

##### a) Institution/company profile

- Bidders must be registered companies or institutions.
- Minimum 5 years of portfolio-proven experience in the service category the vendor is bidding for.
- The agency must submit all native files packages to UNICEF during and after project completion.
- Design must follow UNICEF Brandbook 4.0 which will be shared with the awarded LTA-S holders.

- All software used to complete the assignments must be legally licensed (e.g., Adobe InDesign, Illustrator, Photoshop, Microsoft Office Suite).
- Experience working with regional / international level organisations is an advantage.
- Experience with UN agencies or similar is an advantage.

**b) Organizational resources and expertise of the team**

- Professional expertise and knowledge in the respective service category (graphic design, prepress and print technology, social media etc.).
- Range and depth of experience with similar projects/contracts/clients.
- Capacity to supervise the complete production process from design to prepress, printing and finishing (printers normally to be awarded by UNICEF).
- If required, capacity to work flexibly over weekends/evenings, with short deadlines.
- Ability to work in English (other regional languages an advantage, please indicate if any).
- Quality control systems, proofing etc.
- Capacity to handle large assignment within tight time frame.

It is recommended that a singular focal point (key account manager / senior designer) is appointed for liaison with UNICEF throughout the duration of the agreement. This should ensure continuity of the relationship and facilitate scheduling and prioritization of contracts. In case of staff changes UNICEF must be notified as early as possible, and new team members' CVs must be submitted for approval.

## **8. Evaluation process for this solicitation / tender**

UNICEF evaluation panel will first review each response for compliance with the mandatory requirements of these TOR. Failure to comply with any of the terms and conditions contained in this tender, including provision of all required information, could result in a response or proposal being disqualified from further consideration.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. The weight allocated to the technical proposal is 80 % (i.e., 80 out of 100 points). To be further considered for the financial evaluation a minimum score of 56 points is required. Only proposals with a score of 56 or more points in the technical evaluation will be financially evaluated (i.e., the financial proposal will be opened). For further details and the distribution of points kindly refer to **table 1** below

The weight allocated to the financial proposal is 20 % as per the following: the maximum number of 20 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

**Table 1: Evaluation Criteria and distribution of points**

<b>CATEGORY</b>	<b>Max. Points</b>
<b>1. OVERALL RESPONSE</b> <ul style="list-style-type: none"> <li>• Demonstrated understanding of requirements, objectives and potential deliverables that may be required under future contracts <b>(5)</b></li> <li>• Overall clarity and completeness of the Proposal <b>(5)</b></li> </ul>	<b>10</b>

<b>2. ORGANISATIONAL CAPACITY</b> <ul style="list-style-type: none"> <li>• Institutional credentials, years of experience <b>(15)</b></li> <li>• Institution - work samples and references provided <b>(15)</b></li> <li>• Capacity and ability to fulfil short-term / tight work schedules <b>(10)</b></li> <li>• Quality assurance systems and processes <b>(10)</b></li> </ul>	<b>50</b>
<b>3. PROPOSED TEAM</b> <ul style="list-style-type: none"> <li>• Team members - Professional expertise, knowledge and skills, experience with similar projects, contracts, clients and work samples <b>(20)</b></li> </ul>	<b>20</b>
<b>TOTAL POINTS FOR TECHNICAL PROPOSAL</b> (min. passing score = 56 points)	<b>80</b>
<b>4. FINANCIAL PROPOSAL</b> <ul style="list-style-type: none"> <li>• Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price</li> </ul>	<b>20</b>
<b>TOTAL POINTS</b>	<b>100</b>

## 9. Administrative issues and Proposal to be submitted

- Bidders are requested to provide a detailed technical proposal in **Annex C** – Technical response form. The technical proposal must include all information needed to fully evaluate the proposal against the requirements and evaluation criteria outlined in section 7 and 8 of this TOR.
- Bidders must ensure not to include any financial information in the technical proposal.
- Bidders are requested to provide the detailed cost proposal in **Annex D** – Financial response form.
- The financial proposal consists of daily rates for more complex projects to be awarded based on secondary bidding (kindly refer to section 2 and 4 of this TOR).
- No international travel is expected under this assignment.

## 10. Payment Schedule

- For the specific assignments, payment schedules will be agreed as part of the financial proposal under secondary bid.
- All payments must be based on satisfactory completion of deliverables, subject to the approval by the UNICEF contract manager.
- UNICEF standard payment terms are 30 days net upon receipt of approved invoice.