

REQUEST FOR PROPOSAL

(RFP_2021_02)

Subject: UN System Staff College Branding Refresh

1. The United Nations System Staff College (UNSSC) hereby solicits your proposal for the above subject, in accordance with this document and annexes attached hereto. Proposals must be submitted to the UNSSC no later than **26 February 2021 at 23:59 UTC + 1**.
2. This request for proposal (RFP) consists of this document and the following annexes:
Annex A: Terms of Reference
Annex B: Terms and Conditions to Submit a Proposal
Annex C: Evaluation Criteria
3. Proposals must include sufficient information in terms of scope and detail to allow the UNSSC to consider whether the bidder has the necessary capability, experience, knowledge, expertise, and the required capacity to perform the work specified satisfactorily.
4. Your technical and financial proposal must be submitted via email to procurement@unssc.org. Non-compliant offers with the terms stated in this document and its annexes may be rejected without performing any evaluation.
5. Inquiries and clarifications concerning this RFP, along with changes or modifications to the proposals must be submitted to the UNSSC via email to procurement@unssc.org.
6. **Please note that the UNSSC has VAT exemption status in some jurisdictions and can provide documentation for the same. Please do not include VAT in your financial proposal.**
7. **You are kindly requested to acknowledge receipt of this RFP.**

ANNEX A – TERMS OF REFERENCE

1. Background

The United Nations System Staff College (UNSSC)

The United Nations System Staff College (hereinafter 'UNSSC') was created by the General Assembly to serve as a distinct, system-wide knowledge management and learning institution. The UNSSC designs learning and knowledge-sharing initiatives, delivers courses, and develops tools and services to assist UN organizations and their staff to strengthen their capacity to meet national, regional, and global challenges. The Staff College provides learning to advance the competencies of UN staff and partners in three primary areas: 1) the 2030 Agenda for Sustainable Development, 2) peace and security, and 3) leadership and management. Three UNSSC teams deliver learning in these main areas.

The UNSSC will undertake a **brand refresh** to accelerate its efforts in positioning the UNSSC within the United Nations and with UN partners and stakeholders as a trusted partner and leader in learning, training, and knowledge management. The brand refresh will strengthen UNSSC's brand positioning and visual identity to build a better and stronger relationship with its internal staff, personnel, and UNSSC's stakeholders, as well as its target audience, current learners, and alumni community. It will boost UNSSC's current efforts to diversify the college's learning portfolio, strengthen its online learning offerings, and drive the UNSSC communication framework aligned with UNSSC's strategic plan. The brand refresh will enhance the brand to ensure that UNSSC's image keeps up with the changing marketplace. It will complement and need to integrate with a revamp of the [UNSSC website](#) which is projected to be completed by the end of the first half of the year.

Project Goals

- Establish a cohesive brand identity and positioning framework for stakeholders, partners, and clients/users;
- Strengthen UNSSC's brand perception to support efforts in business development, partnerships, and course registrations;
- Enhance a common narrative among the different teams to strengthen the UNSSC brand positioning and clearly and effectively communicate 'strength in diversity';
- Effectively engage UNSSC staff and personnel brand ambassadors;
- Significantly increase the ability of stakeholders, partners, and clients/users to differentiate UNSSC among comparable organizations and potential competitions.

2. Deliverables

Under the supervision of UNSSC's Communications and Outreach Officer, the selected Vendor will deliver the following:

1. Written report with actionable recommendations based on a brand audit of the UNSSC, it must be based on the following elements:
 - Evaluation of the UNSSC internal branding such as values, mission, agency culture;
 - Evaluation of the UNSSC external branding by analyzing elements such as the logo, the website, the annual report, website analytics, and social media profiles;
2. Produce a written report based on a user research targeted at key client profiles provided by the UNSSC. This report shall aim to inform the UNSSC future brand, product development and to orient communication and marketing efforts. The report shall be based on:
 - The information provided by the UNSSC on its audience;
 - Qualitative interviews with a maximum of seven UNSSC staff members;
 - Qualitative interviews with a maximum of 20 people that represent key client profiles;
 - Website and social media analytics;
 - Basic benchmarking analysis;
 - UNSSC's Annual reports.
3. Present at least three creative branding concepts on the basis of the previous deliverables. (The UNSSC logo will remain as is and is not included in this RFP) These branding concepts shall be presented to the UNSSC's Communication Unit, which might include other members, and must include the following elements:
 - Visual design - – color palette, fonts and key iconography;
 - Voice, tone and tagline;
 - Key applications of the proposed visual identity on a maximum of three items to be selected by the UNSSC.
4. Produce a written report reflecting written or oral feedback on the three creative branding concepts from five (5) individuals who are potential clients and partners but who are not part of the group identified above of maximum 20 people representing key client profiles. UNSSC will decide on the best branding concept and inform the Vendor of its decision within 7 working days from the submission of the report under Deliverable 7.
5. Develop a **UNSSC Brand Book** that must include the foundational brand messaging which include but are not limited to, purpose, vision, mission, core values, personality, promise, brand differentiation, voice, and value propositions. The UNSSC Brand Book will provide guidance to UNSSC staff in its communications as well as product development that will aim to align with the core concepts in the UNSSC Brand Book.

6. Develop **UNSSC brand guidelines**, which govern the brand's visual identity (the logo, however, is out of scope). The UNSSC brand guidelines will provide guidance on the use of logo, tagline, official fonts, images and photos for external branding.
7. Create **templates** for publication and communication materials for print and web. This includes a template for slide presentations, course participant badges, course agenda, course handbook, roll-up banner (80 x 200 cm and 200 x 300 cm), virtual background for online conferences (Zoom, MS Teams, etc), business cards, newsletter banner image, website homepage banner image, UNSSC logo animation for video intro, social media banners, and signature in emails.
8. **Web design toolkit** to support the work of developers to revamp UNSSC site. The toolkit should incorporate the following elements:
 - Define web typography and web color palette.

3. Timeframe

The deadline for completion is June 2021. The deadline is indicative, it can be modified by written agreement of the UNSSC and the selected Vendor.

ANNEX B – Terms and conditions to submit a proposal

Submission of Proposals

Proposals must be submitted in English and shall be expressed in the form described in the table below:

PRE-REQUISITE	Project Team	To be completed by the Vendor <i>Please provide a list of the human resources that you will make available for this project, including subcontractors, if any.</i>
TECHNICAL PROPOSAL	Proven experience in similar projects	To be completed by the Vendor <i>Please provide portfolio and sample project of previous similar works, including samples wherever possible</i>
	Proven experience in branding	
	References, preferably with international organizations	To be completed by the Vendor <i>Please provide at least two references from previous clients</i>
	Unique selling point to UNSSC	<i>Please provide a presentation of your organization's unique selling point to UNSSC, which can include visualization novelty, graphical creativity, alignment with UN branding styles and standards, branding tools, and, if available, a description of your company culture and working style</i>
FINANCIAL PROPOSAL		To be completed by the Vendor <i>Please provide an all-inclusive lump sum offer expressed in EURO</i> <i>The total amount shall be expressed net (excluding VAT)</i>

Proposal submitters must provide all information required under this RFP and clearly and concisely respond to all points set out in this RFP. Any proposal which does not fully and comprehensively address this RFP may be rejected. However, unnecessarily elaborate brochures and other presentations beyond those sufficient to present complete and effective proposals, are discouraged.

Following submission of the proposals and final evaluation, the Staff College will have the right to retain unsuccessful proposals. It is the proposer's responsibility to identify any information of a confidential or proprietary nature contained in its proposal, so that it may be handled accordingly.

No Commitment

This RFP does not commit the UNSSC to consider any proposal, to award a contract or to pay any costs incurred in the preparation or submission of proposals, or any costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or goods.

The UNSSC reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the proposers or other firms in any manner deemed to be in the best interest of the Organization.

This RFP contains no contractual proposal or offer of any kind; any proposal submitted will be regarded as an offer by the proposer and not as an acceptance by the proposer of any proposal or offer by the UNSSC. No contractual relationship will exist except pursuant to a written contract signed by the authorized official of the UNSSC and by an authorized officer of the successful proposer(s).

Should the winning proposal include subcontractors, it shall not relieve the selected Vendor of its obligations undertaken with the UNSSC. The UNSSC reserves the right to request the same level of information provided by the Vendor to its sub-contractor(s) for the purpose of due diligence and evaluating the offers. The UNSS shall not establish any contractual relation with or be held liable to sub-contractor(s).

Criteria for Evaluation

All proposals will be evaluated in accordance with the provisions of the UN Financial Regulations and Rules and established procedures of the UNSSC, and the evaluation criteria specified in Annex C.

Payment Terms

The UN Financial Regulations and Rules preclude advance payments or payment by letters of credit. Such provisions in a proposal will be prejudicial to its evaluation by the UNSSC. The normal terms of payment by the UNSSC are 30 (thirty) days (or similarly discounted payment terms if offered by proposers) upon satisfactory delivery of goods or performance of services, acceptance thereof by the UNSSC and certification by the UNSSC of the contractor's invoice. Proposers must therefore clearly specify in their proposals the payment terms being offered.

Validity of Proposals

All Proposals shall remain valid and open for acceptance for a period of at least 30 days from the designated closing date indicated for receipt of proposals in this RFP. Proposers must confirm in their proposal that it will remain valid for this period. Once a proposal has been accepted during

this period, the prices quoted in the proposal must remain unchanged for the entire period of the resulting contract unless otherwise specified in this RFP or unless the UNSSC agrees otherwise in writing.

Rejection of Proposals

The UNSSC reserves the right to reject any proposals that, inter alia:

- i. are received after the deadline stipulated in the RFP;
- ii. are not properly marked or addressed as required in the RFP;
- iii. are unsolicited;
- iv. contain an alternate proposal; or
- v. are not otherwise in compliance with the RFP.

Ethical Standards

All UN vendors shall adhere to the highest ethical standards, both during the procurement process and throughout the performance of a contract.

Conditions of Contract

The award of the contract pursuant to the terms stated in this proposal, including its annexes, is subject to the United Nations General Conditions of Contracts (UNGCC). The applicable text of the UNGCC is available at the following address:

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/general_condition_services.pdf.

Any reservation or comments concerning the content of the UNGCC applicable to the contract awarded under the terms and conditions of this proposal must be included in the proposals. The absence of any reservation or comments will be considered by the UNSSC as acceptance of all the terms stated in the applicable UNGCC. Such terms include the regulation of the intellectual property rights, including but not limited to patents, copyrights, and trademarks, which are the result, directly or indirectly of the services provided to the UNSSC by the Vendor specified in this document, including its annexes.

ANNEX C - Evaluation Criteria

Proposals will be evaluated according the criteria indicated in the table below, a minimum score of 60% of the available points is necessary for vendors to qualify.

TECHNICAL PROPOSAL (max 340 points)	Project Team Maximum: 30 points	Core Project Team Experience (computed as an average of the years of experience of the members of the core team): 2-5 years: 10 points 6-8 years: 15 points 9-10 years: 20 points More than 10 years: 30 points
	Proven experience in branding Maximum: 80 points	Number of Projects: 2 to 4 projects: 20 points 5 to 7 projects: 30 points 8 to 10 projects: 40 points More than 10 projects: 50 points International Organization as client: 1-2 IO: 10 points 3-5 IO: 20 points More than 5 IO: 30 points
	References, preferably with international organizations Maximum: 30 points	Number of References: 2-3 references: 10 points 4-5 references: 20 points More than 5 references: 30 points
	Unique selling point to UNSSC Maximum: 200 points	Based on submitted portfolio and sample works Visualization Novelty: 40 points (max) Graphic Creativity: 40 points (max) Alignment with UN branding styles and standards: 50 points (max) Branding tools: 50 points (max) Description of company culture and working style with clients: 20 points (max)
FINANCIAL PROPOSAL		Maximum 160 points (awarded to the least lowest price technically accepted offer)

The UNSSC may schedule separate online meetings with selected vendors to enhance the understanding of the requirements of this RFP. Bidders are encouraged to submit questions and comments concerning the requirements that may be discussed with the UNSSC before the award. The online meeting may be scheduled in February or early March 2021.