



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

DATE: [03/04/2024]

REQUEST FOR EXPRESSION OF INTEREST: No. REOI-HCR-UKR-24-02

FOR PROVISION OF CREATIVE SERVICES (MARKETING CAMPAIGNS OFFLINE AND ONLINE, PHOTOGRAPHY, VIDEOGRAPHY, ANIMATION)

CLOSING DATE AND TIME: [15/04/2024] – 18:00 Kyiv time

This Request for Expression of Interest (REOI) seeks to identify potential suppliers or manufacturers for the provision of creative services (marketing campaigns offline and online, photography, videography, animation). This information is sought for planning purposes only. Therefore, this REOI is not a solicitation and will not result in a contract, nor does it create any obligation on the part of UNHCR. Current FA holders with UNHCR for the required items should not submit an Expression of Interest.

UNHCR invites all interested suppliers to carefully follow the instructions described below.

1. INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established in 1950 by the United Nations General Assembly to lead and co-ordinate international actions to protect refugees and to identify lasting solutions for them. The organization's primary purpose today is to safeguard the rights and well-being of refugees, forcibly displaced communities and stateless people worldwide.

In more than six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 16,800 people in 134 countries work to help about 70.8 million displaced people. For further information on UNHCR, its mandate and operations please see <http://www.unhcr.org>.

2. BACKGROUND

The purpose of this REOI is to assess the market and avail capacity of suppliers to provide the requested services as per UNHCR requirements, prior to launching a formal public tender. The types of services listed under clause 3 represent an indication and may vary by the time of tender launch.

3. DESCRIPTION OF REQUIREMENTS

UNHCR is seeking Expressions of Interest for the following services that are divided into 4 lots:

LOT 1

- Marketing events and campaigns (non-digital channels), in English and Ukrainian languages.
- Advertisement (informational campaigns) media campaign (bigboards, city-lights, metro).
- Printing (corporate stationery, posters, leaflets, banners, brochures, publications).
- Souvenirs and branded visibility items.

LOT 2

- Marketing events and campaigns (digital channels), in English and Ukrainian languages.
- Digital communication (campaigns in web and social media);
- Graphic design for interactive PPTs, reports, posters, leaflets, brochures, social media campaigns design.

LOT 3

- Providing professional photography services and basic editing (including acquiring consent forms and ensuring captions).
- Providing professional video services and editing (including acquiring consent forms and ensuring captions).
- Producing video films for digital channels of the UNHCR.

LOT 4

- Producing fully or partially animated video clips.

Please find more details in **Annex A** TERMS OF REFERENCE to REOI-HCR-UKR-24-02 and **Annex B** - Technical Offer Form to REOI-HCR-UKR-24-02.

4. REQUEST FOR CLARIFICATION

Bidders are required to submit any request for clarification in respect of this REOI by e-mail to Supply Unit at ukrkipro@unhcr.org

Please indicate in the e-mail subject field:

- **REOI-HCR-UKR-24-02;**
- Name of your company.

The deadline for receipt of questions for clarification(s) 14:00 hrs Kyiv time on 08.04.2024

5. SUBMISSION OF REOI**5.1 Submission content.**

Information below is required for REOI submission:

I. Company profile description:

- Company's work experience.
- Web-presence and portfolio of the company.
- Qualification of agency's personnel (CVs and portfolio).
- Experience working with humanitarian projects/organizations.
- Availability of professional equipment for services provision.
- Ability to deliver services in Ukrainian and/or English languages.

II. Company's service description:

List of the products and services with description – types, unit of measures and indicative price/costing structure, lead time, quality control etc.

Please find more details in **Annex A** TERMS OF REFERENCE to REOI-HCR-UKR-24-02 and **Annex B** - Technical Offer Form to REOI-HCR-UKR-24-02.

5.2 Requested documents.

The following document is to be submitted:

I. Annex B - Technical Offer Form to REOI-HCR-UKR-24-02

Please fill in the requested data in English or Ukrainian language and submit this document in PDF and Excel format.

Technical offer from should contain:

- at least one of the requested services (LOT #1,2,3,4) or;
- mix of the requested services (e.g. LOT# 3,4) or all the requested services.

II. Acknowledgment of UNHCR's general terms of contracts for the provision of goods and services:

Annex C – UNHCR General Conditions of Contracts for the Provision of Services

III. Acknowledgment of UN Supplier Code of Conduct:

Annex D – UN Supplier Code of Conduct.

5.3 Submission

We would appreciate receiving your submission on or before **15.04.2024 – 18:00 hrs. Kyiv time** by e-mail in to ukr-rfq-offers@unhcr.org

Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of **20 Mb** so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in the e-mail subject field:

- **REOI-HCR-UKR-24-02**
- Name of your company.
- Number of e-mails that are sent (example: 1/2, 2/2 etc.)

Prices are not required at this stage.

Thank you for your kind attention.

Filip Loncar
Associate Supply Officer
UNHCR Representation in Ukraine