REQUEST FOR PROPOSAL

Date: 10 November 2023

Reference: RFP 4/2023

Subject: Corporate Storytelling Support of UNSSC’s Blue Line platform

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 before 1 December 2023 by close of business in Turin, Italy.

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. Your proposal must include information in sufficient scope and detail to allow the Staff College to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily.

4. The UNSSC reserves the right to request from vendors additional information regarding their commercial activities, history and resources.

5. 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 any evaluation.

6. Inquiries and clarifications concerning this RFP, along with changes or modifications to the proposals must be submitted before the deadline via email to procurement@unssc.org.

7. Please note that the Staff College has VAT exemption status and can provide documentation for same. Hence, your pricing should take this status into account and be presented net of VAT.
ANNEX A – Terms of Reference

Background and Context:

The United Nations System Staff College (UNSSC) is the United Nations institution for system-wide knowledge management, learning and training for the staff of the United Nations system.

The College is expected to play a pivotal role in contributing to UN reform, the development of a common culture based on effectiveness, expertise and continuous learning through the development, coordination and provision of cross-cutting learning programmes which impact on all UN agencies and staff.

In April 2020, UNSC launched the Blue Line, a global learning hub open to all UN personnel for personalized and self-directed learning. The content and activities on the Blue Line are specifically tailored to the work of UN colleagues. By joining the Blue Line UN personnel can:

1. Select from a growing number of curated online modules and learning paths and earn specialized badges and certificates.
2. Access a set of free online courses and tools on key topics developed in collaboration with other UN agencies.
3. Create a personal learning plan tailored to your own needs, interests and ambitions, and track your progress each step of the way.

Objectives:

The College is seeking proposals from qualified vendors to support our corporate storytelling exercise. The vendor will play a crucial role in enhancing UNSSC Blue Line narrative, support the team in the articulation of the value behind self-directed learning, and engaging both internal and external stakeholders through compelling storytelling techniques.

The selected vendor will be tasked with the following objectives:

1. Assessment of current communication flow and review of strategic moments of engagement for key stakeholders, materials used (format and style of communication). The review should be done through the lenses of storytelling therefore analysing narration format, proposed self-story and tone of communication materials. At the end of the assessment the vendor will produce a report detailing findings and suggesting opportunities for further development.
2. Development of a corporate storytelling strategy and implementation plan. The exercise will lead to the design of a
series of communication objects (engaging and impactful content for various platforms) to support scalability and implementation of the strategy. These will include, for instance: video scripts for storytelling (e.g. how-to collect user stories and format for sharing), marketing materials, templates for internal communication and follow up.

**Performance indicators:**

1. Done through the lenses of storytelling, the review operated clearly indicates current state of communication, areas for improvement, criteria for improvement (later to implemented in the design of a corporate storytelling strategy).
2. The existing content has been reviewed for consistency in messaging and quality in terms of relevance, accuracy, and impact.
3. The corporate storytelling strategy is aligned with UNSSC branding guidelines. It includes engagement metrics (e.g. click-through rates, time spent on content, etc).
4. The corporate storytelling strategy includes Key Performance Indicators (KPIs) to enable measurement related to increased brand awareness, engagement and changes in customer perception.
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 | 1. Please provide company profile, clearly identifying the experiences that demonstrate expertise in the subject of this RFP.  
                  2. Please provide a certificate of incorporation. |
|---------------|--------------------------------------------------------------------------------------------------|
| TECHNICAL PROPOSAL | 1. Proposed solution to the scope of this RFP;  
                                2. Description of the timeline, key deliverables and recommendations for successful implementation;  
                                3. Description of similar projects delivered to other clients, if possible include results of the intervention  
                                4. Include reference letters of previous similar work |
| Financial Proposal | Specify the total cost for the development detailing breakdown for each phase and deliverable. |

Proposers 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 not encouraged.

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 document signed by the authorized official of the Staff College and by an authorized officer of the successful proposer(s).
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. contain an alternate proposal; or
iv. 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.

Contract

The UNSSC shall enter into an agreement for the service with the highest scoring proposer in accordance with Annex C on a non-exclusive basis.

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:


Full acceptance of the UNGCC is a mandatory requirement for the award of the contract(s), non-acceptance of the UNGCC may result in the rejection of the proposal.
ANNEX C - Evaluation Criteria

The proposals shall be evaluated in accordance with the criteria indicated in the table below.

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<tr>
<th>PRE-REQUISITE</th>
<th>TECHNICAL PROPOSAL</th>
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<tr>
<td>Valid certificate of incorporation</td>
<td>Criterion 1:</td>
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<tr>
<td>Full English proficiency</td>
<td>• Proposed approach to the initial assessment and review.</td>
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<td>Minimum 5 years of experience in corporate storytelling and content creation.</td>
<td>• Engagement Metrics.</td>
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<td>Expertise in developing and implementing storytelling strategies for diverse</td>
<td>Max Score 20 points</td>
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<td>audiences.</td>
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<td>Strong analytical skills to measure the effectiveness of storytelling efforts.</td>
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<td>Criterion B:</td>
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<td>• Alignment with Brand Identity: Measure the degree to which the proposed strategy</td>
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<td>• Depth and coverage of the storytelling plan across different communication</td>
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<td>• Originality and creativity of the proposed storytelling approach.</td>
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<td>Max score 20 points</td>
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<th>FINANCIAL PROPOSAL</th>
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<td>Indicate the total cost of the development as well as other costs (i.e. development of custom elements)</td>
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<td>Max 40 points</td>
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A two-stage procedure is utilized in evaluating the submissions, with evaluation of the technical components being completed prior to any price proposals being opened and compared. The price proposal will be opened only for submissions that passed the minimum technical score of 70% (42 points) of the obtainable score of 60 points in the evaluation of the technical component.

Maximum 40 points will be given to the lowest offer and the other financial proposals will receive points inversely proportional to their financial offers. i.e. $S_f = 30 \times \frac{F_m}{F}$, in which $S_f$ is the financial score, $F_m$ is the lowest price and $F$ the price of the submission under consideration. The weight of the technical proposal is 60% and the weight of the financial proposal is 40%.