

## Call for Roster – Roster no. 38

Date: 17 February 2025

**Subject: Call for Roster - Development and delivery of tailored training sessions on communication and/or media.**

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. Please submit your proposal in response to this Call for Roster by **30 April 2025 by 23:59 CET**.
2. This Call for Roster 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
  - Annex D: Perspective Deliverables
  - Annex E: Frequently Asked Questions
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](mailto:procurement@unssc.org). **Please use the email subject line “Proposal Submission for Call for Roster – No. 38”**

**6. Please note that the Staff College has VAT exemption status and can provide documentation for this exemption. Hence, your pricing should take this status into account and be presented net of VAT.**

## ANNEX A – Terms of Reference

### Background:

The **United Nations System Staff College (UNSSC)** has a mandate to provide high-quality learning and training programmes, and advisory services to the staff of the United Nations System and its partners. The primary goal is to foster a cohesive, knowledgeable and skilled UN workforce that can effectively support the UN's principles, goals and operational activities across the globe. In addition, the College works towards enhancing the effectiveness of the UN through learning and training, promoting a culture of continuous learning and knowledge sharing, and supporting the UN's efforts in achieving its mandates.

In recent years, our teams have focused on helping UN officials build their communication capabilities through both online and face-to-face programs. Key areas of capacity building include media interview management, external communication and media training, presentation skills, public speaking, crisis communication, strategic communication campaign coordination, storytelling, social media and data visualization, amongst others.

Despite its importance, communication is often overlooked in capacity-building initiatives, and it remains a recognized area for improvement among UN personnel. As a strategic and crosscutting issue, effective communication significantly impacts the UN's reputation, positioning and effectiveness in advancing the 2030 Agenda at the country level. Given that the UN is a global organization funded by Member States, it is essential to continually enhance transparency and build trust. Strong communication capacity enables the UN to report on progress, share data and articulate its operations clearly, fostering accountability and understanding among key stakeholders and the public.

Participants in communication courses come from a wide range of backgrounds, professional levels and expertise, representing diverse nationalities and serving in various duty stations around the world. They engage with a broad audience that includes program beneficiaries, development partners, donors, governments and academic institutions.

Looking ahead, UNSSC is committed to equipping communications officers and focal points within the UN system to meet and proactively address the evolving needs of their diverse working environments. We aim to enhance our training offerings with customized options that include both face-to-face and online live activities, as well as self-paced communication modules. By investing in communication capacity development, the UN can engage more effectively with the global community, convey its messages with clarity and drive collective action toward achieving the Sustainable Development Goals (SDGs) outlined in the 2030 Agenda, alongside its overarching objectives in the UN Charter.

For more information on the workshops / courses/ programmes, please visit: [www.unssc.org](http://www.unssc.org)

Our interest is to identify vendors that are committed to the UN's values and can assist in delivering communication capacity-building sessions and content.

### Thematic areas:

Vendors included in this Roster can be expected to collaborate with UNSSC across a variety of thematic areas around communication and media training. The thematic areas are described below:

1. Strategic Communications

2. Media Relations and Interviews
3. Public Speaking
4. Formulating Presentations and Reports
5. Crisis Communications
6. Digital Communications

### **Deliverables**

Vendors included in this roster can be expected to support the design and development of trainings based on the key capacity building areas identified above. General deliverables are described below and further detailed in Annex D.

#### Material Development

1. Design and develop new training materials in consultation with the relevant UNSSC course coordinator and following specific requirements which should include content components, in addition to audience and organizational context.

#### Material Revision

2. Review and adapt existing materials to reflect the modern and evolving global media landscape.

#### Supplementary Course Materials

3. Recommend background reading and other materials to be included in the training.

#### Learning Needs Assessment

4. Design, deploy and analyze learning needs assessment questionnaires, to customize the sessions according to the profile and background of the participants.

#### Coaching

5. Conduct one-on-one and group media coaching and lead interview simulations.

#### Evaluation

6. Review and assess communication performance, including performance on digital communication channels, and prepare analytical reports to showcase findings.

## 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:

<b>PRE-REQUISITE</b>	<u>For individual applicants</u>	<p>Please provide a <b>comprehensive CV or a P11 form</b> (UN CV form) clearly identifying the experiences that demonstrate expertise in the thematic areas described above.</p> <p>The P11 form can be found at <a href="http://www.unssc.org/home/sites/unssc.org/files/p11un.doc">http://www.unssc.org/home/sites/unssc.org/files/p11un.doc</a></p>
	<u>For companies</u>	<p>Please provide <b>company profile (maximum 2 pages)</b> clearly identifying the experiences that demonstrate expertise in the areas described above.</p> <p>Please submit <b>3 – 5 CVs of personnel</b> that meet the profile and experience criteria.</p>
<b>TECHNICAL PROPOSAL</b>		1. Please provide a brief outline highlighting your expertise on the thematic areas of this Call for Roster. Please outline your methodology, workflow and methods to assess learning results.
		2. Please provide a brief presentation (maximum 1 page) describing relevant <b>examples from your experience in designing and delivering training activities</b> . To further specify your expertise, please check off prospective deliverables that you are qualified to deliver in Annex D.
		3. Please provide <b>related assignment references</b> in support of the quality of your work (minimum 3 - maximum 10).
<b>FINANCIAL PROPOSAL</b>		<p>Please provide your <b>daily fee</b> expressed in USD without VAT in a <b>separate document</b>. It is possible to indicate different daily fees for different activities.</p> <p><b>PLEASE SPECIFY THE VALIDITY OF YOUR FINANCIAL OFFER.</b></p>

Proposers must provide all information required under this Call for Roster and clearly and concisely respond to all points set out in this document. Any proposal which does not fully and comprehensively address this Call for Roster may be rejected without evaluation. 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 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 Call for Roster 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.

This document 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 representative of the successful proposer(s).

#### Criteria for inclusion in the Roster

All proposals will be evaluated in accordance with the evaluation criteria specified in Annex C. The successful vendors (individual or companies) will be included in a Roster, which will enter into force on the date of reception of UNSSC's communication of the successful inclusion in this Roster.

Inclusion in the Roster is limited for three years. Vendors are allowed to modify aspects of their proposal during the period of validity of the Roster, such modifications may be evaluated according to the original evaluation criteria set up for inclusion in the Roster. The UNSSC reserves the right to extend the duration of the Roster.

#### Conditions of contract

Each specific engagement will be the subject of an individual or separate contract according to the UN Rules and Regulations. Each contract shall be subject to the United Nations Standard Terms and Conditions (UNGCC) for the provision of services can be consulted here:

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/general\\_condition\\_services.pdf](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 under the terms and conditions of this Call for Roster must be included in the proposal. 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

Criteria for inclusion in the Roster are described in the table below. Proposals must score a minimum of 60 points out of 100 to be accepted in this Call for Roster.

<b>PRE-REQUISITE</b>	<u>For individual applicants</u>	<ul style="list-style-type: none"> <li>• Master's degree (or above) in Communications OR a relevant area such as Journalism, Broadcast media, Public Relations, Advocacy, Diplomacy, Marketing, etc.;</li> <li>• Minimum 10 years of relevant work experience;</li> <li>• Excellent English writing and speaking skills;</li> <li>• Excellent writing skills.</li> </ul>
	<u>For companies</u>	<ul style="list-style-type: none"> <li>• Valid certificate of incorporation;</li> <li>• At least 10 years of operations in areas relevant to this Call for Roster, or for those with less than 10 years, personnel with at least 10 years of experience.</li> <li>• Excellent English writing and speaking skills;</li> <li>• Excellent writing skills.</li> </ul>
<b>TECHNICAL PROPOSAL (maximum 100 points)</b>	Experience in preparing learning materials on communications and media issues, especially in contexts relevant to this Call for Roster. (maximum 30 points)	
	Experience in providing coaching sessions on communications topics such as public speaking, media interviews and management. (maximum 20 points)	
	Previous experience in delivering training, both face-to-face and online, in areas related to this Call for Roster. (maximum 20 points)	
	Experience working with multilateral agencies, preferably within the UN system, including advising and working for other UN entities. (maximum 20 points)	
	Quality of references presented (minimum 3 references). (maximum 10 points)	
<b>FINANCIAL PROPOSAL</b>	<i>For the purpose of inclusion in the Roster, UNSSC will consider technical proposals only.</i>	

## ANNEX D – Prospective Deliverables

Thematic Area	Prospective Deliverables
Strategic Communications	<ul style="list-style-type: none"> <li><input type="checkbox"/> Development of communication strategies</li> <li><input type="checkbox"/> Training sessions on transparent, ethical and inclusive communication practices</li> <li><input type="checkbox"/> Application of theory of change frameworks to advocacy and communication strategies</li> <li><input type="checkbox"/> Communication strategy advisory services to drive social action and sustainable development</li> <li><input type="checkbox"/> Communication training to simplify complex information</li> <li><input type="checkbox"/> Best practices workshops for reputation management and combating misinformation, disinformation, and hate speech</li> <li><input type="checkbox"/> Message development and consulting for impactful, cohesive narratives aligned with UN priorities</li> <li><input type="checkbox"/> Workshops on crafting sustainable development-related communication campaigns</li> <li><input type="checkbox"/> Consulting on managing diverse global narratives and building public trust</li> </ul>
Media Relations and Interviews	<ul style="list-style-type: none"> <li><input type="checkbox"/> Media strategy consulting to enhance engagement and visibility</li> <li><input type="checkbox"/> Best practices workshops for media events, including press conferences</li> <li><input type="checkbox"/> Coaching for broadcast, pre-recorded, telephone, and radio interviews</li> <li><input type="checkbox"/> Body language presentation coaching for interviews</li> <li><input type="checkbox"/> Techniques for handling challenging questions and sensitive subjects</li> </ul>
Public Speaking	<ul style="list-style-type: none"> <li><input type="checkbox"/> Tools for preparing speeches under tight deadlines and high-pressure environments</li> <li><input type="checkbox"/> Techniques for rehearsing and improving speech delivery with feedback</li> <li><input type="checkbox"/> Crisis speech preparation workshops for emergencies and sensitive topics</li> <li><input type="checkbox"/> Training on vocal projection, modulation, and pacing for commanding audience attention</li> <li><input type="checkbox"/> Non-verbal communication techniques to foster trust and engagement</li> <li><input type="checkbox"/> Best practices for reading audience cues and adapting presentation styles</li> <li><input type="checkbox"/> Coaching on managing nerves and maintaining confidence</li> </ul>



	<ul style="list-style-type: none"> <li><input type="checkbox"/> Techniques for crafting impactful speeches aligned with UN priorities and audiences</li> <li><input type="checkbox"/> Speech structuring for clear calls to action while maintaining diplomatic tone</li> <li><input type="checkbox"/> Speech editing sessions for coherence, brevity, and clarity</li> </ul>
Formulating Presentations and Reports	<ul style="list-style-type: none"> <li><input type="checkbox"/> Training on data visualization best practices for impactful communication</li> <li><input type="checkbox"/> Sessions on persuasive communication techniques to mobilize resources and secure project opportunities</li> <li><input type="checkbox"/> Workshops on designing visually engaging presentation materials</li> <li><input type="checkbox"/> Evaluative research methods to assess campaign effectiveness and impact</li> <li><input type="checkbox"/> Techniques to measure communication KPIs and create reporting frameworks</li> </ul>
Crisis Communications	<ul style="list-style-type: none"> <li><input type="checkbox"/> Capacity-building programs to prepare for and respond to crises</li> <li><input type="checkbox"/> Crisis communication protocols to build confidence and resilience</li> <li><input type="checkbox"/> Consulting on proactive strategies for reputational risk mitigation</li> <li><input type="checkbox"/> Crisis management strategies for social media and digital channels</li> <li><input type="checkbox"/> Crisis speech preparation for emergencies</li> </ul>
Digital Communications	<ul style="list-style-type: none"> <li><input type="checkbox"/> Training on effective digital communication strategies, including social media</li> <li><input type="checkbox"/> Practical workshops on leveraging AI tools for optimized communication</li> <li><input type="checkbox"/> Content development for multimedia storytelling, blogs, podcasts, and social media</li> <li><input type="checkbox"/> Training on scheduling and tracking performance with social media tools</li> <li><input type="checkbox"/> Rapid response strategies for online crises and misinformation incidents</li> <li><input type="checkbox"/> Social media monitoring and engagement techniques</li> <li><input type="checkbox"/> Inclusive content creation, including alt-text and accessible design on digital platforms</li> <li><input type="checkbox"/> Workshops on culturally sensitive and gender-inclusive language for digital platforms</li> </ul>



## ANNEX E – Frequently Asked Questions (FAQs)

### Frequently Asked Questions

#### What does it mean to be included in the roster?

Inclusion in the UNSSC Roster means that your company or individual profile has been pre-screened as a potential service provider for future communication and media training assignments from team's working within the UNSSC. Being on the roster does not guarantee any assignments but offers the opportunity to be considered for specific engagements as needs arise.

#### How does the roster work?

- Once included, roster members will be contacted when their expertise aligns with an upcoming project, they may be requested to provide financial offers in response to specific terms of reference.
- Assignments will be issued based on availability, expertise, and financial competitiveness at the time of need.
- Vendors will receive requests for specific proposals tailored to individual projects, which will include additional details such as timelines and deliverables.

#### What is the duration of the roster inclusion?

The roster is valid for **three years**, with the possibility of extension. Vendors may update their qualifications and experience within this period to reflect any new skills or expertise.

#### How will I know if I'm selected for an assignment?

Selected vendors will be contacted via the email address provided in their application, with details of the specific engagement and contract terms.

#### Can I apply for multiple thematic areas?

Yes, applicants are encouraged to indicate all thematic areas they feel comfortable providing training on by clearly indicating their expertise using the Technical Proposal and Annex D.

#### How will I know if my proposal has been received?

You will be notified of the outcome of the selection process once the UNSSC has evaluated the proposals received.

#### Are there any restrictions on who can apply?

The roster is open to **individuals and companies** that meet the qualification criteria specified in the Call for Roster document, including relevant experience and educational background.