

Date: 21/05/2026

REQUEST FOR PROPOSAL (RFP) n. UNSSC/2026/04

**Development of an AI-Enhanced Immersive Learning Film on Land, Climate,
and Biodiversity**

DEADLINE FOR SUBMISSION: 15 June 2026 23:59 CET

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 **15 June 2026 23:59 CET**.
2. This Request for Proposal (RFP) consists of this document and the following Annexes (listed at the end of the present document) and Appendices (as separate files):
 - Annex A: Terms of Reference
 - Annex B: Terms and Conditions to Submit a Proposal
 - Annex C: Evaluation Criteria
 - Annex D: LTA template, including UN General Conditions of Contract (UNGCC)
 - Appendix A: Technical Proposal Form → **to be filled-in and submitted**
 - Appendix B: Financial Proposal Form → **to be filled-in and submitted**
3. Your proposal must include information in sufficient scope and detail to allow the UNSSC to consider whether the proposer has the necessary capability, experience, knowledge, expertise and the required capacity to perform the work specified satisfactorily. Bidders shall fill in Appendix A and Appendix B in their entirety and provide relevant supporting documentation in accordance with this RFP.
4. The UNSSC reserves the right to request from bidders additional information regarding their commercial activities, history and resources.
5. By the present RFP, UNSSC is aiming at identifying one or more qualified suppliers for the **Development of an AI-Enhanced Immersive Learning Film on Land, Climate, and Biodiversity**.
6. **Your technical and financial proposal must be submitted via email to: tenders@unssc.org no later than 15 June 2026 at 23:59 CET. Non-compliant offers with the terms stated in this document and its annexes may be rejected without any evaluation.**
7. UNSSC estimates to conclude the selection process by end June / early July 2026 and aims to start the collaboration with the awarded company immediately after.
8. **Inquiries and clarifications concerning this RFP must be submitted before 08 June 2026 23:59 CET via email to procurement@unssc.org. UNSSC will respond to questions received and will advertise the Q&As file in the same channels where the present RFP is advertised.**
9. **Please note that the UNSSC has VAT exemption status and can provide documentation for the same. Hence, fees in the Financial Proposal form shall be presented net of VAT.**

ANNEX A: Terms of Reference

I. **Background and Context:**

The United Nations System Staff College (UNSSC) is the UN's trusted interagency learning partner, delivering innovative, scalable, and cost-efficient solutions that support transformative change. Established in 2002 and headquartered in Turin, Italy, with an office in Bonn, Germany, UNSSC delivers cutting-edge learning solutions, advisory support, and change facilitation to foster a shared organizational culture. Leveraging our deep, long-standing relationships, system-wide credibility and knowledge of UN mandates and context, we work with UN entities to design and deliver learning that meets their specific needs. Utilizing cutting-edge platforms and methodologies, we provide exceptional value. Our learning technologies and platforms ensure high-quality learning is accessible to the entire UN workforce, reducing duplication and maximizing cost-efficiency for the system. For more information, please visit the [UNSSC website](https://unssc.org).

i. **Project Rationale**

The growing scale and frequency of climate disasters underscores the deep interconnectedness of the objectives and themes of the 2030 Agenda as well as the interlinkages and interdependence of the sustainable development goals (SDGs) in both their shared challenges and solutions. Yet national and local responses remain siloed. Senior policymakers, UN Country Team leaders, and government decision-makers rarely lack information on these interconnections. What they lack is a visceral understanding that their choices carry cascading consequences invisible from a single-sector vantage point. Across the UN system, demand is likewise growing for learning that takes a genuinely systemic view of the Triple Planetary Crisis.

This initiative responds to that gap, not by providing more information, but rather by creating an immersive, AI-supported, branching narrative VR experience in which participants feel the consequences of their decisions before making them in practice. Immersive experiences carry a storytelling power that conventional instruction cannot match: by placing participants inside a narrative structured around both successes and failures, they convey not just facts, but consequence and meaning, making them genuinely transformative.

Traditional on-location 360-degree VR production constrains this ambition: travel, equipment, and logistics costs limit geographic diversity and make it impossible to depict scenarios that do not yet exist. Several production approaches address these constraints — including CGI, game engine rendering, animation, and AI-generated environments — and UNSSC welcomes hybrid proposals that combine these methodologies.

What matters is not the specific tools used, but whether **the proposed approach can render counterfactual scenarios convincingly**: a landscape under future inaction, a reef before and after degradation, a city with and without green infrastructure.

These counterfactuals are the pedagogical core of the experience, showing decision consequences across a 10-year horizon depicting futures and alternatives that cannot be conventionally filmed. UNSSC is particularly interested in AI-assisted production because it enables this at the budget and timeline specified, but recognises that credible proposals will likely combine AI with other approaches to achieve the required quality and coherence.

ii. **Project Objectives**

The following objectives define the outcomes this initiative seeks to achieve:

- **Experiential Learning:** Enable senior policymakers, UNCT leaders, and government decision-makers to viscerally understand the systemic, long-term consequences of decisions related to sustainable development- across different time horizons - before making them in practice.

- **Systemic and Interconnected Framing:** Moves decision-makers from presentism (short-term, self-interested, discounting the future) to long-termism (intergenerational justice, care ethics, sufficiency) as the narrative engine by embedding interconnected themes within a single, coherent immersive narrative - countering the siloed framing that characterizes current policy responses.
- **Scalable, Low-Carbon Learning:** Deliver a reusable, multilingual immersive learning resource that reaches diverse geographies and decision-makers without the carbon footprint, cost, or logistical barriers of in-person field visits.
- **Facilitated Insight-to-Action:** Support participants in translating immersive experience into professional reflection and concrete policy action through structured facilitation materials, co-developed with subject matter experts.
- **Sustainable Institutional Capacity:** Establish a technically sound delivery model on UNSSC's existing infrastructure that enables long-term, independent use and potential phased expansion across additional geographies and case studies.

II. Objectives:

The purpose of this RFP is to procure the **end-to-end design, production, and technical delivery of an AI-enhanced, branching narrative virtual reality learning experience on the interconnected themes** - in support of UNSSC's mandate to deliver innovative, scalable, and cost-efficient learning solutions to the UN system.

Specifically, UNSSC invites proposals from vendors who can:

- Lead creative and narrative development - translating UNSSC's scenario framework and subject matter expertise into a compelling, pedagogically rigorous immersive experience together with UNSSC project team
- Design and produce an AI-assisted, branching narrative VR film meeting the technical and content specifications outlined in the Scope of Work
- Ensure technical delivery across Meta Quest 3S headsets and web browsers, fully compatible with UNSSC's existing learning infrastructure

III. Scope of Work:

i. Product Specification

The awarded company shall produce an **AI-supported, branching narrative immersive learning film**. The product is explicitly not a free-play VR game with open mechanics. It shall meet the following specifications:

Parameter	Requirement
Runtime	Up to 20 minutes (5 minutes per "world")
Branching decision points	Several policy pathway options: 4 "worlds" with 3 decision points, 2 choices, and 2 outcomes (long & short-term) for each "world" (see below)


```

graph TD
    W1[World 1] --> DP1[Decision point 1]
    W1 --> DP2[Decision point 2]
    W1 --> DP3[Decision point 3]
    DP1 --> C1_1[Choice 1]
    DP1 --> C1_2[Choice 2]
    DP2 --> C2_1[Choice 1]
    DP2 --> C2_2[Choice 2]
    DP3 --> C3_1[Choice 1]
    DP3 --> C3_2[Choice 2]
    C1_1 --> O1_1[Medium-term outcome]
    C1_1 --> O1_2[Long-term outcome]
    C1_2 --> O1_3[Medium-term outcome]
    C1_2 --> O1_4[Long-term outcome]
    C2_1 --> O2_1[Medium-term outcome]
    C2_1 --> O2_2[Long-term outcome]
    C2_2 --> O2_3[Medium-term outcome]
    C2_2 --> O2_4[Long-term outcome]
    C3_1 --> O3_1[Medium-term outcome]
    C3_1 --> O3_2[Long-term outcome]
    C3_2 --> O3_3[Medium-term outcome]
    C3_2 --> O3_4[Long-term outcome]
    
```

Annex A – Terms of Reference

Production method	AI-assisted: environment generation, scenario modelling, and counterfactual rendering
Narrative structure	"Worlds"-based: each scenario is grounded in a distinct environmental and social context (e.g., urban, rural, forest, small island)
Consequence timelines	Each pathway must show the consequences of each decision at the medium and long-term
Language	English primary; French and Spanish subtitles minimum
Intellectual property	Full ownership retained by UNSSC

ii. Content Requirements

Scenario Complexity and Storytelling: Decision pathways must reflect realistic policy complexity - with competing priorities, incomplete information, and genuine trade-offs. Scenarios must not be reduced to binary or oversimplified choices.

Interconnected Themes: Each World must weave together the dimensions of **sustainable development** (people, planet, prosperity, peace, and partnerships) as interdependent systems. Single-sector framing is not acceptable.

Consequence Timelines: Every decision pathway should illustrate consequences across two timelines: 5 years and 15 years (medium and long-term). This temporal layering is central to the learning design.

Stakeholder and Decision-Point Approach: Decision points must incorporate authentic, emotionally credible voices representing e.g., government, local communities, science, and civil society without reliance on live-action characters.

Systems Thinking and Policy Realism: The narrative must be grounded in systems thinking and reflect the multi-actor, multi-scale nature of environmental governance.

IV. Deliverables:

Deliverables are the outputs UNSSC expects to receive and formally approve at the end of each phase. Deliverables listed below shall be the result of a cooperative work between UNSSC and the awarded company. UNSSC will grant access to branding guidelines and shareable information that may be needed for the proper project implementation.

Phase 1 – Inception and co-design	
Deliverable	Description
Inception report	Confirmed understanding of scope, proposed methodology, workplan, and team.
Scenario scope document	Confirmed selection of Worlds, decision points, and narrative approach, incorporating UNSSC's hybrid narrative and branching pathway framework
Script brief	Outline of narrative structure, stakeholder voices, and consequence timeline design, ready for UNSSC sign-off

Annex A – Terms of Reference

Phase 2 – Pre-production	
Deliverable	Description
Full narrative script	Complete script including all branching decision points, stakeholder voice moments, and 5- and 15-year consequence scenes for each pathway
Storyboard	Visual narrative map aligned to the script
AI environment samples	Sample AI-generated environments for at least two Worlds, demonstrating visual quality, tone, and continuity across the series

Phase 3 – Production	
Deliverable	Description
Draft immersive film	Full draft including all branching pathways, stakeholder voices, and consequence scenes, delivered for review on Meta Quest 3S and web browser

Phase 4 – Review and iteration	
Deliverable	Description
Revised film	Film revised following one structured UNSSC feedback round
Draft facilitation package	Draft participant reflection guide and facilitator guide, with UNSSC project team submitted for UNSSC review

Phase 5 – Finalization and handover	
Deliverable	Description
Final film	Final version in web browser formats
Facilitation package	Participant reflection guide and full facilitation guide in editable formats
VR headset how-to guide	In editable formats
Handover session	Online session covering technical deployment, facilitation onboarding, and content update procedures

V. **Timeline:**

As a general indication, UNSSC aims to conclude the selection process by end of June 2026 and to start the services in early July 2026. UNSSC expects the complete set of services to be fully delivered by the end of Q2 2027 (June 2027).

The indicative timeline assumes a contract start of July 2026. Proposals must provide a timeline able to meet UNSSC requirements or propose an alternative timeline with justification.

Please note that the scenario and deliverables provided shall be considered as an indication to bidders for them to submit their most competitive offer, but it does not represent a commitment that UNSSC will guarantee a minimum volume.

ANNEX B – Terms and Conditions to submit a proposal

In order to be considered in the present RFP, interested bidders are required to submit the following information:

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

Technical Proposal (Appendix A)
Please submit Proof of legal registration / Company registration certificate as applicable under national legislation.
Please provide a company profile clearly identifying the experiences that demonstrate expertise in developing AI-enhanced immersive learning films.
Please provide a list of main clients to which similar services have been rendered in recent years. Experience in the UN/ international organizations sector is considered a plus.
Please provide at least 2 examples/demos of branching narrative VR or interactive films previously produced with evidence of at least 2 decision nodes per product.
Please provide at least 2 examples of AI-generated/ using hybrid methodologies film projects related to sustainable development topics with short descriptions, links to samples, and references from the clients with contact details. UNSSC may reach out for a reference check. The examples must demonstrate visual quality, tonal range, and counterfactual capability.
Please provide a proposal to respond to the requirements listed in Section III.i , including description of your approach and timeline.
Please provide concise CV(s) of the team that will be assigned to UNSSC in case of award, including education, relevant experience and role assigned.

Financial Proposal (Appendix B)
<ul style="list-style-type: none">• Please fill in Appendix B, indicating your best rates expressed in the currency you will invoice, <u>excluding VAT</u>.• Prices are expected to remain unchanged throughout the entire contract period.• In case of offers received in multiple currencies, financial evaluation will be based on the USD amount at the UN exchange rate of the time of the RFP closing deadline.

The technical and financial proposal must be submitted in two separate files to tenders@unssc.org only. Submissions sent to any other emails may result in disqualification.

Submissions deadline is 15 June 2026 hrs 23:59 CET.

Proposers must provide all information required under this RFP and clearly and concisely respond to all points set out herein. 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.

Annex B – Terms and Conditions to submit a proposal

Following submission of the proposals and final evaluation, the UNSSC 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 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.

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 UNSSC.

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 UNSSC. No contractual relationship will exist except pursuant to a written contract document signed by the authorized official of UNSSC and by an authorized officer of the successful proposer(s).

Rejection of Proposals

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.

Contractual Relationship

UNSSC shall enter into Long-Term Agreement(s) (LTAs) for the provision of services with the highest-scoring proposer(s) on a non-exclusive basis at the UNSSC's sole discretion. LTA template is available in Appendix C.

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) available in Appendix D.

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.

Travel

Travel is not expected and travel costs should not be indicated in the financial proposals. However, should any travel be required to deliver the services, it shall first be approved by UNSSC and UNSSC will define an up-to amount in accordance with its travel policies, rules and administrative instructions.

In case of travel, it is responsibility of the awarded supplier to arrange the travel(s) and to ensure having the required authorizations, visas, insurances or medical clearances to undergo travel to the required location(s).

ANNEX C – Evaluation Methodology and Criteria

I. Evaluation Methodology:

The UNSSC will evaluate the proposals based on the “Best Value for Money” (BVM) principle. This process involves the combination of apportioned technical and financial scores obtained by each Bidder.

Proposals will be evaluated from two perspectives:

- mandatory pre-requirements
- a weight score evaluation based on a technical component (60 points) and a commercial component (40 points).

Bidders will be initially evaluated against the mandatory pre-requirements. This will be evaluated based on a Pass/Fail evaluation. Only bidders passing **all** mandatory pre-requirements will be considered for the Scored Technical Evaluation.

The technical component will focus on the overall responsiveness to the Annex B-Terms and Conditions, applying the evaluation criteria and sub-criteria specified below in the written proposal. Only proposal with a technical score higher than 40 points will be considered technically compliant and will be considered for the financial evaluation. The commercial component will address the competitiveness of the cost proposal.

The UNSSC shall use the best value for money principle (BVM) to determine the award and selection will be based on the most responsive proposal. The overall technical and commercial scores will be combined to determine the best value-for-money bid using the following weighting of [60%] Technical and [40%] Commercial.

The bidder(s) meeting all mandatory criteria, and with the highest combined value will be considered as achieving best value for money and will be recommended for the contract award.

Any Proposal received which omits any portion of these submittal requirements will be deemed non-responsive.

The cost for preparing the Bid shall be borne solely by the bidder. No part of the cost of preparing the bid shall be incorporated into the bid itself.

II. Evaluation Criteria:

- Mandatory pre-requirements (pass/fail)

#	Description	Scores
1	Company registration – The bidder is a legally registered entity with the capacity to enter into a contractual agreement.	Pass / Fail
2	Relevant experience – Minimum of 2 years of proven experience in immersive VR and/or AI generated films	Pass / Fail
3	Acceptance of the UN General Conditions of Contract (by signing Appendix A)	Pass / Fail

Only offers that will meet all the above mandatory requirements will be considered for the technical evaluation.

- **Technical Evaluation (60points)**

The bidder shall submit the proposal in accordance with the requirements as detailed in “Annex B-Terms and Conditions to submit a proposal” of this RFP, which consists of the following documents/information in line with the below evaluation criteria:

#	Criteria	Evaluation	Max scores
1	Demonstrated experience in providing immersive VR and/or AI generated films	Scores will be allocated based on the number of years of relevant past experience as evidenced in the company profile and past projects.	10
2	Quality and relevance of past narrative VR or interactive films	Scores will be allocated based on the quality and relevance of past narrative VR or interactive films as per submitted previous examples.	5
3	Quality and relevance of past AI-generated films on sustainable development topics	Scores will be allocated based on the quality and relevance of past AI-generated films on sustainable development topics.	5
4	List of main clients	Scores will be allocated based on the number of clients to whom similar services have been provided. Higher points will be given to bidders with experience with the UN / international organizations	10
5	Quality and comprehensiveness of the proposal	Scores will be allocated based on the quality and comprehensiveness of the submitted proposal in meeting UNSSC set requirements	15
6	Timeline	Scores will be allocated based on the proposed timeline	5
7	Qualifications and expertise of the assigned team.	Scores will be allocated based on the average number of years and relevant experience of the proposed staff as evidenced in CVs and role description	10

Only offers meeting the minimum technical threshold of 40 points will be considered technical compliant and will be considered for financial evaluation.

- **Commercial Evaluation (40 points):**

Financial offer forms shall be submitted by filling in Appendix B. Total cost and cost breakdown based on the deliverables provided shall be filled in without VAT. Bidders are allowed to quote in the currency they will use to invoice. In case offers in different currencies are received, rates will be converted in USD using the UN exchange rate applicable at the time of the RFP submission deadline.

The financial component will be evaluated separately from the evaluation of the technical component. The financial evaluation will be based on pricing and will be evaluated in comparison with other financial proposals. The financial proposal will receive points for their price competitiveness. The proposal with the lowest price will receive the maximum points (40 points). All other proposals will receive scores for financial proposals in inverse proportion. The formula for the inverse proportion is as follows:

Bidder's score = Lowest Daily rate / Bidder's Daily rate x Maximum Price Points (40)

In order for the UNSSC to be able to compare the cost proposals from different vendors in a meaningful way, vendors must submit costs conforming to the proposed pricing model in "Appendix B – Financial Proposal Form" of the RFP. The commercial offer shall be valid for a minimum of 90 days from submission date.

- **Combined Technical and Commercial Evaluation:**

Overall combined evaluation will sum up the technical and commercial points of the technically compliant offers and the offer(s) with the highest combined score will be considered as the best value for money proposal(s) and recommended for award.

- **Key Performance Indicators (KPIs):**

Awarded company/ies in the delivery of the services will be evaluated based on the following KPIs:

- Quality of products
- Demonstrated competence and understanding of the needs
- Ability to meet timelines
- Responsiveness, professionalism and availability of the assigned team

UNSSC will provide dedicated access to the required platforms and data to allow the awarded company/ies to perform the services.