

**REQUEST FOR EXPRESSION OF INTEREST (EOI)**

This notice is placed on behalf of UNECA. United Nations Procurement Division (UNPD) cannot provide any warranty, expressed or implied, as to the accuracy, reliability or completeness of contents of furnished information; and is unable to answer any enquiries regarding this EOI. You are therefore requested to direct all your queries to United Nations Economic Commission for Africa (UNECA using the fax number or e-mail address provided below.

Title of the EOI:

Communication Campaign Services

Date of this EOI: 28 September 2018**Closing Date for Receipt of EOI:** 1 November 2018**EOI Number:** EOIUNECA15571**Address EOI response by fax or e-mail to the Attention of:** Mr.Hezkias Sintayehu / Mrs.Irene Kagwe-Karega**Fax Number:****E-mail Address:** sintayehuh@un.org, irene.kagwe-karega@un.org**UNSPSC Code:** 80000000,80170000,80172000,80172001**DESCRIPTION OF REQUIREMENTS**

The United Nations Economic Commission for Africa (UNECA) in Addis Ababa, Ethiopia hereby seeks Expression of Interest (EOI) from qualified and experienced vendors to provide Communication Campaign Services.

Background:

UNECA was entrusted by the General Assembly to implement a project aimed to renovate the Africa Hall building. The Africa Hall Renovation project is unique and complex. The aim of the project is to transform Africa Hall into a rejuvenated facility, complying with the highest international standards for conference facilities. As part of preserving and restoring the historical and cultural values embedded in its architecture, the objective of the project includes a Permanent Exhibition to make Africa Hall one of the leading tourist destinations in Addis Ababa and to highlight the significant role played in shaping modern African history. Showcasing Africa Hall will be achieved through a new Visitors Centre which has been incorporated in the project scope.

The focus of the project is on conservation, restoration and modernisation. All upgrades to the building have been carefully detailed in order to be sympathetic with the original design. The planning principles consider the building's original design intent in order not to adversely impact either the fabric or its cultural significance.

The Project is expected to last until 2021.

Communication Campaign Services:

Considering the relevance of the Africa Hall and the consequent attention generated, the vendor is to provide the following communication services to the project:

1. GROUNDWORK
 - Liaising with ECA team (Project Office and Communication Division) and relevant partners
 - Site visits
2. Communications Strategy
 - General outreach - Print, Digital (Website & Social Media), and Media
 - Outreach for Member States (during project roll-out)
 - Outreach for local stakeholders (during project roll-out)
 - Inauguration and opening of Africa Hall
 - Post-opening
3. Communications Toolkit
 - Branding
 - Templates
 - Graphic timelines and other graphics
 - Social media
 - Other resources
4. Outreach material
 - Simple video (English/French)
 - Social media cards (English/French)
 - Postcards
 - Other merchandise design
 - Media pack
5. Website
 - Initial wireframe and content structure
 - Content development
 - Uploading content and testing
 - Launch
 - Set up a French language version
6. Media monitoring and reporting
 - Compile most relevant media monitoring (liaising with ECA communications office)
 - Summary of media monitoring, deliverables done, lessons learned, feedback from key stakeholders and recommendations to further the communication efforts of the project.
7. Ongoing communications support and maintenance (2018-2021)
 - Social media management
 - Website updates and maintenance
 - Support around key events/dates or meetings (identify opportunities and advise on strategic outreach based on calendar of events and other potential opportunities that would be good for communicating about the project, help prepare specific presentations for potential donors of partners to mobilize specific support for key projects)

Vendors who express their interest will be invited to participate in a tender through a Request for Proposal (RFP). This tender will envisage the selection of individual/firm to undertake the above services within the described specifications that are detailed in the specific requirements below.

UNECA is precluded from entering into a contract with vendor that is not fully registered with United Nations Global Market Place (UNGM) and not obtained UN Global Market Place (UNGM) Vendor ID Number. Thus, only those vendors who are registered or provisionally registered or have started their registration process in UNGM will be eligible to receive the solicitation document-RFP. (Use the following site to be registered at UNGM website : <https://www.ungm.org>).

Those interested vendors who fulfill the above requirements are required to submit the Completed Vendor

Response Form plus all required supplemental documentations through the e-mail address sintayehuh@un.org (copy to irene.kagwe-karega@un.org) on or before 1 November 2018.

SPECIFIC REQUIREMENTS / INFORMATION (IF ANY)

By submitting an EOI, the Applicant acknowledges that neither the United Nations nor the Applicant intends to create any contract or other relationship under which the United Nations is legally obliged to conduct the Expression of Interest process for the works in any manner or to proceed to tender on the basis set out in this Invitation to Expression of Interest or any other basis and that there is in fact no such contract or other relationship in existence.

UNECA reserves the right to verify statements and not to invite all those companies who had expressed interest. Only eligible individuals/firms that are successful at this pre-qualification stage will be invited to participate in the tender through a Request for Proposal (RFP).

Interested vendors should submit a fully completed Vendor Response Form to the above-listed email addresses . All questions should be sent through the same email address not later than 10 days before the closing date. The UN reserves the right to reject incomplete Expressions of Interest responses.

Vendors interested in participating in the planned solicitation process should complete the Vendor Response Form in UN website of <http://www.un.org/depts/ptd/pdf/eoi>(insert the above EOInumber here).pdf of this EOI and fax it or email it to UNECA using the email mentioned in this document before the closing date set forth above.

NOTE

Information on tendering for the UN Procurement System is **available free of charge** at the following address: <https://www.ungm.org/Public/Notice>

Only the United Nations Global Marketplace (UNGM) has been authorised to collect a nominal fee from vendors that wish to receive automatically Procurement Notices or Requests for Expression Of Interest. Vendors interested in this Tender Alert Service are invited to subscribe on <http://www.ungm.org>

Vendors interested in participating in the planned solicitation process should complete/submit the Vendor Response Form of this EOI either electronically (through the link available on the next page) or send it via fax or e-mail to United Nations Economic Commission for Africa (UNECA (UNECA) before the closing date set forth above.

VENDOR RESPONSE FORM

TO: Mr.Hezkias Sintayehu / Mrs.Irene Kagwe-Karega **EOI Number:** EOIUNECA15571
Email: sintayehuh@un.org, irene.kagwe-karega@un.org
FAX:
FROM:
SUBJECT: Communication Campaign Services

NOTICE

- Companies can only participate in solicitations of the UN Secretariat after completing their registration (free of charge) at the United Nations Global Marketplace (www.ungm.org).
- As you express interest in the planned solicitation by submitting this response form, please verify that your company is registered under its **full legal** name on the United Nations Global Marketplace (www.ungm.org) and that your application has been submitted to the UN Secretariat.
- We strongly recommend all companies to register at least at **Level 1** under the United Nations Secretariat prior to participating in any solicitations.

PLEASE NOTE: You can express your interest to this REOI by filling out this form manually or electronically (recommended) at:

<https://www.un.org/Depts/ptd/node/add/interest-expressed?EOI=EOIUNECA15571>

To be completed by the Vendor (All fields marked with an ‘’ are mandatory)*

COMPANY INFORMATION

UNGM Vendor ID Number*:

Legal Company Name (Not trade name or DBA name) *:

Company Contact *:

Address *:

City *:

State:

Postal Code * :

Country *:

Phone Number *:

Fax Number *:

Email Address *:

Company Website:

We declare that our company fully meets the prerequisites A, B, C, D, E and F, for eligibility to register with the United Nations as outlined in the paragraph 1 of the EOI INSTRUCTIONS page.

Signature : _____

Date: _____

Name and Title : _____

EOI INSTRUCTIONS

1) Registering as a Vendor with the United Nations

Vendors interested in fulfilling the requirement described above must be registered at the UN Global Marketplace (www.ungm.org) with the UN Secretariat in order to be eligible to participate in any solicitation. Information on the registration process can be found at <https://www.un.org/Depts/ptd/vendors>.

Prerequisites for Eligibility

In order to be eligible for UN registration, you must declare that:

- A. Your company (as well as any parent, subsidiary or affiliate companies) is not listed in, or associated with a company or individual listed in:
 - I. the Compendium of United Nations Security Council Sanctions Lists (<https://www.un.org/sc/suborg/en/sanctions/un-sc-consolidated-list>), or
 - II. the IIC Oil for Food List website or, if listed on either, this has been disclosed to the United Nations Procurement Division in writing.
- B. Your company (as well as any parent, subsidiary or affiliate companies) is not currently removed or suspended by the United Nations or any other UN organisation (including the World Bank);
- C. Your company (as well as any parent, subsidiary or affiliate companies) is not under formal investigation, nor have been sanctioned within the preceding three (3) years, by any national authority of a United Nations Member State for engaging or having engaged in proscribed practices, including but not limited to: corruption, fraud, coercion, collusion, obstruction, or any other unethical practice;
- D. Your company has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against your company that could impair your company's operations in the foreseeable future;
- E. Your company does not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with the Vendor in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15).
- F. Your company undertakes not to engage in proscribed practices (including but not limited to: corruption, fraud, coercion, collusion, obstruction, or any other unethical practice), with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN.

For Registered Vendors: Vendors already registered at the UN Global Marketplace with the UN Secretariat must ensure that the information and documentation (e.g. financial statements, address, contact name, etc.) provided in connection with their registration are up to date in UNGM. Please verify and ensure that your company is registered under its full legal name.

For Vendors Interested in Registration: Vendors not yet registered should apply for registration on the United Nations Global Marketplace (<http://www.ungm.org>); information on the registration process can be found at <https://www.un.org/Depts/ptd/vendors>. Vendors must complete the registration process prior to the closing date of the REOI. Vendors who have not completed the UNGM registration process with the UN Secretariat before the closing date of the REOI are not considered eligible to participate in solicitations of the UN Secretariat. We strongly recommend all companies to register at least at Level 1 under the UN Secretariat prior to participating in any solicitations.

IMPORTANT NOTICE: Any false, incomplete or defective vendor registration may result in the rejection of the application or cancellation of an already existing registration.

2) EOI Process

Vendors interested in participating in the planned solicitation process should forward their expression of interest (EOI) to United Nations Economic Commission for Africa (UNECA) by the closing date set forth in this EOI. Due to the high volume of communications UNECA is not in a position to issue confirmation of receipt of EOIs.

Please note that no further details of the planned solicitation can be made available to the vendors prior to issuance of the solicitation documents.

This EOI is issued subject to the conditions contained in the EOI introductory page available at <https://www.un.org/Depts/ptd/eoi>.

