



## United Nations Office at Geneva

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

This notice is placed by UNOG. The accuracy, reliability and completeness of the contents of furnished information is the responsibility of United Nations Office at Geneva. You are therefore requested to direct all queries regarding this EOI to United Nations Office at Geneva using the fax number or e-mail address provided below.

**Title of the EOI:**

Provision of Communication and Outreach Services - Sustainable Value Chain Management - Garment and Footwear Sector

**Date of this EOI:** 3 May 2024

**Closing Date for Receipt of EOI:** 17 May 2024

**EOI Number:** EOIUNOG22624

**Beneficiary Country/Territory:** Switzerland

**Commodity/Service category:** Communication Services

**Address EOI response by fax or e-mail to the Attention of:** Tarek Moussa

**Fax Number:**

**E-mail Address:** tarek.moussa@un.org

**UNSPSC Code:**

80170000 - Public relations and professional communications services

80172000 - Professional communication services



## DESCRIPTION OF REQUIREMENTS

English:

During the first phase of the ongoing project “Enhancing transparency and traceability for more sustainable value chains in the garment and footwear sector”, UNECE has developed policy recommendations, implementation guidelines and technical standards forming a toolbox, which aims at supporting the industry in its effort to embrace more responsible production and consumption patterns in line with SDG 12 of the United Nations 2030 Agenda. To promote the implementation of this toolbox, UNECE launched a call to action/sustainability pledge in 2021 inviting all industry actors to commit to the implementation of the measures and instruments included in the toolbox. At this stage of the project, the UNECE needs to strengthen the visibility of the Sustainability Pledge and its public outreach strategy. This requires developing updated offline and online communication material, reorganizing the Sustainability Pledge website and updating its content, in line with the brand image identity developed, and disseminating the progress achieved under the Sustainability Pledge among the relevant networks. Additionally, UNECE will organize an event at the end of the current phase, on 19 June 2024, in Milan (Italy), and will aim to enhance the notoriety of the Sustainability Pledge and launch the Community of Practice among the relevant networks.

The purpose of this Request for Expression of Interest (REOI) is to identify potential qualified suppliers to provide the following services:

- General update and reorganization of the sustainability pledge website
- Printed and Online Communication Materials
- Dissemination of the Sustainability Pledge development
- Support the organization of the international event on 19 June 2024, in Milan (Italy)

French:

Au cours de la première phase du projet en cours « Améliorer la transparence et la traçabilité d'une chaîne de valeurs plus durables dans le secteur de l'habillement et de la chaussure », la CEE-ONU a élaboré des recommandations sur les politiques à suivre, des lignes directrices de mise en œuvre et des normes techniques à travers « une boîte à outils » visant à soutenir l'industrie dans ses efforts. adopter des modes de production et de consommation plus responsables, conformément à l'objectifs de développement durable (ODD) no. 12 de l'Agenda 2030 des Nations Unies. Pour promouvoir la mise en œuvre de cette boîte à outils, la CEE-ONU a lancé un appel à l'action/engagement de durabilité en 2021, invitant tous les acteurs de l'industrie à s'engager à mettre en œuvre les mesures et les instruments inclus dans la boîte à outils. À ce stade du projet, la CEE-ONU doit renforcer la visibilité de son engagement en matière de durabilité et de sa stratégie de sensibilisation du public. Cela nécessite d'élaborer des supports de communication actualisés hors ligne et en ligne, de réorganiser le site Internet du « Sustainability Pledge » et d'actualiser son contenu, conformément à l'identité d'image de marque développée, et de diffuser les progrès réalisés dans le cadre du « Sustainability Pledge » auprès des réseaux concernés. En outre, la CEE-ONU organisera un événement à la fin de la phase en cours, le 19 juin 2024, à Milan (Italie), et visera à renforcer la notoriété de l'engagement en matière de durabilité et à lancer la communauté de pratiques parmi les réseaux concernés.

Le but de cette demande d'expression d'intérêt (REOI) est d'identifier des fournisseurs potentiels qualifiés pour fournir les services suivants :

- Mise à jour générale et réorganisation du site internet du « Sustainability Pledge »
- Supports de communication imprimés et en ligne
- Diffusion du développement du « Sustainability Pledge »
- Soutenir l'organisation de l'événement international le 19 juin 2024, à Milan (Italie)



## SPECIFIC REQUIREMENTS / INFORMATION (IF ANY)

English:

Qualification Criteria for this REOI:

- 1) Extensive proven work experience in providing communication and outreach support services, including but not limited to developing visual identities, website design, media campaigns, electronic and printed materials, for large international initiatives engaging a wide network of industry actors, civil society and international organizations.
- 2) Extensive knowledge of sustainability and circularity issues, including expertise on traceability and transparency approaches in garment and footwear global value chains to ensure communication and development of concepts using the correct technical terminology and the rapid and independent production of content for the communication and outreach activities.
- 3) A wide established network of garment and footwear sector stakeholders (specifically brand owners and manufacturers), to be contacted during the implementation of the services and to help ensure appropriate visibility of the Sustainability Pledge development and forthcoming events and conferences to be held under the project.
- 4) Proven experience is organizing international multi-stakeholders events in the area of sustainable and circular garment and footwear, including the logistic support for such events.

Vendors interested in participating in this REOI must provide evidence of their qualification. Evidence must be attached to the Vendor's EOI and shall include:

- For each or the above four points, at least two (2) references of similar services which can be verified by UNECE. A same reference may be submitted for more than one of the above areas if applicable. The references will include a description of the services and deliverables, the dates, duration and amount, the name of the client and contact details (email and telephone).
- Evidence of vendor's access to a wide established network of garment and footwear sector stakeholders including brand owners and manufacturers.

French:

Critères de qualification pour cette REOI :

- 1) Vaste expérience professionnelle avérée dans la fourniture de services de soutien à la communication et à la sensibilisation, y compris, le développement d'identités visuelles, la conception de sites Web, les campagnes médiatiques, les documents électroniques et imprimés, pour de grandes initiatives internationales impliquant un large réseau d'acteurs de l'industrie, de la société civile et des organisations internationales.
- 2) Connaissance approfondie des questions de durabilité et de circularité, y compris une expertise sur les approches de traçabilité et de transparence dans les chaînes de valeur mondiales du vêtement et de la chaussure afin d'assurer la communication et le développement de concepts utilisant la terminologie technique correcte et la production rapide et indépendante de contenu pour les activités de communication et de sensibilisation.
- 3) Un vaste réseau établi d'acteurs du secteur de l'habillement et de la chaussure (en particulier les propriétaires de marques et les fabricants), à contacter lors de la mise en œuvre des services et pour aider à assurer une visibilité appropriée du développement de l'engagement en matière de durabilité et des événements et conférences à venir qui se tiendront dans le cadre du projet.
- 4) Une expérience avérée dans l'organisation d'événements internationaux multipartites dans le domaine des vêtements et des chaussures durables et circulaires, y compris le soutien logistique pour de tels événements.



Les fournisseurs intéressés à participer à cette REOI doivent fournir des preuves de leur qualification. Les preuves doivent être jointes à la déclaration d'intérêt du fournisseur et comprendront :

- Pour chacun des quatre points ci-dessus, au moins deux (2) références de services similaires pouvant être vérifiées par la CEE-ONU. Une même référence peut être soumise pour plus d'un des domaines ci-dessus, le cas échéant. Les références comprendront une description des prestations et livrables, les dates, la durée et le montant, le nom du client et ses coordonnées (email et téléphone).
- Preuve de l'accès du fournisseur à un vaste réseau établi d'acteurs du secteur de l'habillement et de la chaussure, y compris les propriétaires de marques et les fabricants.

#### 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 submit the Vendor Response Form of this EOI electronically (through the link available on the next page) before the closing date set forth above.***



# VENDOR RESPONSE

## 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](http://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](http://www.ungm.org)) and that your application has been submitted to the **UN Secretariat**.
- While companies can participate in solicitations after completion of registration at Basic Level, we strongly recommend all companies to register at least at **Level 1** under the United Nations Secretariat prior to participating in any solicitations.
- Companies are reminded of the restrictions of employment of former UN personnel that were involved in the procurement process during their last three years of service as per [ST/SGB/2006/15](http://ST/SGB/2006/15), including (a) employing those personnel for one year after separation of service and (b) allowing those personnel to communicate with, or appear before, active UN personnel for matters related to the procurement process for two years after separation of service. Violation of the provisions of ST/SGB/2006/15 may lead to suspension of the registration of the company as a UN vendor.

**PLEASE NOTE: You should express your interest to this EOI electronically at:**

<https://www.ungm.org/Public/Notice/233459>

**In case you have difficulties submitting your interest electronically, please contact [tarek.moussa@un.org](mailto:tarek.moussa@un.org) directly for instructions.**



## 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](http://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/securitycouncil/content/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 Office at Geneva (UNOG) by the closing date set forth in this EOI. *Due to the high volume of communications UNOG 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>.

