



United Nations Procurement Division (UNPD)

REQUEST FOR INFORMATION (RFI)

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Title of the RFI:

Search for major creative partner to help conceive and deliver key aspects of the UN LDC5 Conference in Doha

Date of this RFI: 31 March 2021

Closing Date for Receipt of RFI: 23 April 2021

RFI Number: RFIUNPD18352

Beneficiary Country/Territory: United States of America

Commodity/Service category: Professional Services

Address RFI response by fax or e-mail to the Attention of: Elina Sverdlova

Fax Number:

E-mail Address: elina.sverdlova@un.org

UNSPSC Code: 82000000,83110000,83000000,80000000

DESCRIPTION OF REQUIREMENTS

I. Background.

1.1. UN-OHRLLS

United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS) is the office of the United Nations that assists the world's most vulnerable countries. UN-OHRLLS works with least developed, small islands, and landlocked developing countries by directing the world's attention to issues that concern them most, including climate change, economic growth and poverty reduction. The office assists 91 countries with a combined population of 1.2 billion.

1.2. Least Developed Countries

The 46 Least Developed Countries (LDCs) represent the poorest and most vulnerable segment of the world's population. LDCs are low-income countries confronting severe structural impediments to sustainable development. They are highly vulnerable to economic and environmental shocks and the COVID-19 pandemic is demonstrating that vulnerability across many factors, affecting their populations out of all proportion to other countries.



The LDCs are: Afghanistan; Angola; Bangladesh; Benin; Bhutan; Burkina Faso; Burundi; Cambodia; Central African Republic; Chad; Comoros; Democratic Republic of the Congo; Djibouti; Eritrea; Ethiopia; Gambia; Guinea; Guinea-Bissau; Haiti; Kiribati; Lao People's Democratic Republic; Lesotho; Liberia; Madagascar; Malawi; Mali; Mauritania; Mozambique; Myanmar; Nepal; Niger; Rwanda; Sao Tome and Principe; Senegal; Sierra Leone; Solomon Islands; Somalia; South Sudan; Sudan; Timor-Leste; Togo; Tuvalu; Uganda; United Republic of Tanzania; Yemen and Zambia.

1.3 The Fifth Conference on Least Developed Countries (LDC5)

On January 23-27, 2022, world leaders will meet in Doha to agree on a new and urgent programme of action for the world's Least Developed Countries.

LDC5 will be one of the biggest gatherings of world leaders in 2022. This UN Conference will inspire greater international cooperation and action on supporting LDCs to ultimately graduate from the category.

At the Conference, the international community will address LDCs' special needs and mobilise additional international support and action to help them meet their targets.

The Conference will adopt a new ten-year programme of action for LDCs at a critical time, as LDCs battle to recover from COVID-19, tackle climate change and handle the post-pandemic economic disaster. It will also coincide with the last decade of implementation of the Sustainable Development Goals (SDGs), a universal set of goals, targets and indicators that UN member states use to frame their agendas and political policies on issues like poverty, climate and development until 2030.

In a world that will undoubtedly still be grappling with the pandemic and its consequences, with so much having been put on hold, it is vital that this Conference stands out. Technology, storytelling and innovation will be at the heart of LDC5 to better convey the needs of the citizens of LDC5, to connect the Conference to those citizens, and to demonstrate the possibility and potential of LDCs themselves.

1.4. Communications Objectives for LDC5 and preparatory process

1. Mobilize global leadership so they demonstrate increased action for and with LDCs to help them meet their development goals.
2. Establish consensus that LDCs are most vulnerable of all countries to effects of COVID-19 and its economic aftermath, and on the need for them to be at core of global recovery efforts.
3. Build the case for partnerships for sustainable development – including with private sector, technology, infrastructure development, financing, debt sustainability, trade preferences, regional integration, etc...
4. Amplify LDC perspectives, lived experiences and solutions for specific issues including: COVID-19 Digital Equity Resilience, Climate change, Development Finance, Gender Equality, Youth, Poverty Reduction, Inequality, Graduation, Global Partnerships, Structural Transformation
5. Celebrate success stories and solutions, including human-interest stories, best practices and innovative initiatives, to inspire more individual and collective action.
6. Highlight outcomes of the Conference and provide a public accountability mechanism for sticking to commitments made there.

1.5. Target Audiences

Primary

Heads of State/Governments – LDCs and development partners

- Strengthen their commitment to the development of the LDCs.
- Invest in common solutions to help address issues facing LDCs.

International System – UN, OECD, International Financial Institutions & other multilaterals

- Prioritize LDCs and their issues in development planning.



- Engage with innovation and partnerships in the pursuit of sustainable development in LDCs.

Civil Society

- Hold governments and the private sector accountable to their commitments.
- Mobilise solutions-based initiatives and drive action from grassroots up.

Private Sector

- Invest in the latest science, technology, innovation to develop scalable solutions.
- Set up and step-up initiatives influencing consumer/ public behaviour.

Youth

- Engage with the conference preparation process and ensure their voices and demands are heard by leaders.

Secondary

Media

- Boost awareness of the Conference and build pressure on government leaders to attend and make commitments commensurate with need.
- Raise awareness of LDCs as a specific category of countries with special needs.
- Cover the Conference and its issues in thoughtful, engaging ways and amplify commitments made.
- Hold leaders to account after the Conference.

Multipliers (Media, Influencers, Campaigners)

- Create, share and amplify content to ‘unpack’ LDC issues, build knowledge and empathy, inspire action and change.
- Tell people’s stories – their lived experiences, cultures, hopes for a better future.
- Highlight solutions-based impact-driven stories, emphasizing the LDCs as ground zero for the world’s development targets.

II. Potential UN requirements

OHRLLS seeks to understand market availability to help conceive and deliver key aspects of the LDC5 Conference. OHRLLS is especially interested to understand potential service providers’ global footprint, multidisciplinary staffing and extensive global partnerships that potential vendors are willing to bring on board in the following four areas:

1) Media & Marketing

It is imperative that decision makers – heads of state, cabinet members and other high-level officials – feel compelled to attend the Conference and bring with them the energy and political will to deliver on a bold new programme of action. To do that, they need to be clear on the Conference aims, where they can contribute, and feel inspired that those contributions can deliver on a truly transformative agenda for the world’s most vulnerable communities.

Possible activities

- A targeted media and marketing campaign in key countries (especially LDCs and development partners) designed to raise the profile of this Conference as a make-or-break moment for global development.
- Creative concept (to be agreed in collaboration with OHRLLS) and production of key assets.
- Media strategy and story/interview placement.



- Content production and distribution (media, digital and above the line) in key markets.
- Plans for “look and feel” of LDC5 Conference space, including screens, signage, media zone, etc.

2) Youth Campaign & Engagement

To ensure young people’s perspectives, ideas and solutions are reflected in the inter-governmental negotiation process, a major international social media campaign is envisaged. This campaign will target young people in Least Developed Countries with the aim of empowering, enabling, listening to and amplifying youth voices from the 46 countries. The campaign will use social media to elicit stories from young people in LDCs to share their lived experiences of life through the lens of the key themes of LDC5 – climate, poverty, gender inequality, etc. One winner may be selected from each country to attend LDC5 where they will take full part in proceedings, as well as a series of dedicated youth events. Submissions from the youth and all entries may be conceptualized as a digital storytelling installation in the Conference space and used as an engagement tool and backdrop for other events.

Possible activities

- Creative concept (to be conceptualised in collaboration with OHRLLS) and production of key assets for campaign.
- Major partnership(s) to deliver campaign on social platform(s) - but also a set up for young people who may not be digitally connected to take part.
- A promotional campaign to drive engagement.
- Creative conception and delivery of digital installation/youth pavilion at LDC5.

3) Digital Outreach

OHRLLS and the UN system can be deployed in ambitious and innovative ways to tell the story of this unique moment and the international community’s obligations to step up.

Possible Activities

- Social Media strategy for LDC5 and run-up, with focus on youth campaign and high-level engagement, and support/content to deliver on those goals.
- Digital partnerships from social media companies.
- Content support for LDC5 website and production of agreed content (graphics, text, interactives, etc.)

4) Film & Photography

One objective of this Conference is to build empathy between policymakers with people in the LDCs and building respect for their cultures will be a key to doing that.

Possible activities

- Curated, licensed and hung photography exhibitions at UNHQ and LDC5 with website and social media integration.
- High-end opening and closing films for LDC5 and social media use (using UN archival footage or externally sourced.)
- Creative and technical partnerships where appropriate to deliver on these concepts.



SPECIFIC REQUIREMENTS / INFORMATION (IF ANY)

To respond to this RFI, please submit vendor information through the EOI link below AND reply to the following questionnaire in a separate file directly to Elina.sverdlova@un.org

Questionnaire:

Vendors are requested to answer the following questions with as much detail as possible. Please provide examples, details for each of the questions on a separate sheet.

Commercial

1. A brief general description of your organization, its structure, years in business and the line of business dealing with similar services
2. Brochures and/or methodologies of the related services
3. A list of recent engagements for providing similar services
4. Typical engagement modality with international organizations such as the UN e.g. commercial pricing, public sector pricing, partnership with cost sharing arrangements, pro-bono, low-bono arrangements
5. Preferred contracting legal entity for doing business with UN Secretariat (if there is preference)
6. Available pricing models and rate range for different level of personnel / expertise
7. Information on any Long-Term Agreement with entities within the UN System

Technical

8. What is your overall response to the Possible UN Requirements? Why do you think your organization is the one to deliver on the broad project?
9. What is your experience of working with campaigns like this one that are both international and targeted?
10. How will you work with OHRLLS to build plans and ensure true consensus on concepts and executions?
11. What infrastructure or networks do you have to deliver high-level international media?
12. What specific partnerships can you introduce to OHRLLS to deliver on the above? Please share examples of when you have worked with these potential partners, or why you think you can bring them on board.
13. How might you propose to reach LDC youth, especially in terms of platforms used? Detail your methodology, provide examples of successful engagement.
14. What is your experience of building digital experiences or pavilions? What are your initial ideas for how that might look/work?
15. What would your team look like for this project, both in terms of seniority, composition and time dedicated? What internal resources will you be drawing in? How much access will the OHRLLS team have to the team?
16. How will you monitor performance and measure success?
17. What is the most important thing you think we haven't thought of?

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 a potential future solicitation process should submit the Vendor Response Form of this RFI 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).
- Please verify that your company is registered under its **full legal** name on the United Nations Global Market Place (www.ungm.org) and that your application for registration as vendor has been submitted to the **UN Secretariat** in the same site, to be able to participate in any potential solicitation process as a result of this RFI.
- 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.

PLEASE NOTE: You should submit your response to this RFI electronically at:

<https://www.un.org/Depts/ptd/node/add/interest-expressed?EOI=RFIUNPD18352>

In case you have difficulties submitting your response electronically, please contact elina.sverdlova@un.org directly for instructions.



RFI 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 RFI. Vendors who have not completed the UNGM registration process with the UN Secretariat before the closing date of the RFI are not considered eligible to participate in the potential solicitation process related to the RFI. 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) RFI Process

Vendors interested in participating in the potential solicitation process should forward their information (as requested in the RFI) to United Nations Procurement Division (UNPD) (UNPD) by the closing date set forth in this RFI. *Due to the high volume of communications UNPD is not in a position to issue confirmation of receipt of RFIs.*

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

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

