



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **8 February 2017**

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**Country:** Republic of Moldova

**Description of the assignment:** Designer for OHCHR publications, reports and communication materials

**Project Reference:** The Office of the United Nations High Commissioner for Human Rights (OHCHR)

**Period of assignment/services:** 1 March-1 December 2017

Proposals should be submitted online only, by following the "Apply online" link, no later than [19 February 2017](#).

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [violeta.fetescu@one.un.org](mailto:violeta.fetescu@one.un.org). UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

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### 1. BACKGROUND

The Office of the United Nations High Commissioner for Human Rights (OHCHR) represents the world's commitment to universal ideals of human dignity. It has a unique mandate from the international community to promote and protect all human rights. The OHCHR field presence in Moldova, led by the National Human Rights Coordinator, assists the UN RC Office, UN Country Team in Moldova (UNCT), Government and civil society in strengthening human rights and human rights based approaches, working closely with the UN Country Team on capacity building and mainstreaming human rights in their work, as well as providing support in engagement with national actors on human rights, including advising national authorities upon request. In order to illustrate its work in Moldova and advance the impact of its interventions through awareness raising measures, OHCHR is eliciting the assistance of a highly skilled professional designer to produce targeted communication materials throughout the year.

### 2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK

To design and layout publications, annual reports, leaflets, fact-sheets, advocacy sheets, banners, infographics for social media use and visibility materials in compliance with Office Branding Book. The copyrights of the products will belong to OHCHR. The designer will not be authorized to use or reproduce them anywhere else.

After receiving from OHCHR the final text for the publication, the designer will suggest solutions and ideas for the design/layout and:

- Submit the preliminary layouts for discussion with OHCHR;

- Revise the selected layout as discussed with OHCHR;
- Design and layout the materials;
- Submit the materials for proofreading;
- Ensure all corrections have been inserted;
- Prepare the electronic files for the printing house;
- Create PDF from final electronic file for Web promotion;
- If additional languages are required, follow same as above.

For detailed information, please refer to Annex 1 – Terms of Reference.

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **I. Academic Qualifications:**

- Relevant professional education attesting knowledge of graphic design/lay-out tools and programmes. University degree in graphic design programming, journalism or communication would be an asset.

#### **II. Experience and skills:**

- Contractor must be a reputable graphic designer with proven 3-5 years of experience in designing similar products;
- Contractor must have experience in designing multiple language versions;
- Previous experience and positive evaluation by other UN Agency is an asset.

#### **III. Language requirements:**

- Fluency in both oral and written Romanian and Russian is a must, knowledge of English – is an advantage.
- Working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.

### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested persons should submit the following documents:

1. Personal CV including past experience in similar assignments and the contact details of at least 3 reference persons.
2. Links to portfolio/ examples of similar products
3. Financial proposal

The fee should be indicated per following items:

- 1 page simple lay-out, without any complex design solutions
- 1 page including tables, photos, requiring more time and creativity
- 1 page requiring quick dead-lines (1 day prior to the submission of the final product)
- 1 page for long reports/publications (more than 50 pages)
- 1 simple banner for digital use (photo/graphic image + text and logos)
- 1 infographic requiring complex design solutions

### **5. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon

output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including fees, taxes, travel costs, accommodation costs, communication, and number of anticipated working days).

## Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## **6. EVALUATION**

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- Relevant professional education attesting knowledge of graphic design/lay-out tools and programmes
- At least three years of relevant professional experience in the area of graphic design
- Fluency in oral and written Romanian and Russian.

The short-listed individual consultants will be further evaluated based on the following methodology:

### Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight – 60% (300 pts.);

\* Financial Criteria weight – 40% (200 pts.).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
<ul style="list-style-type: none"> <li>• Relevant professional education attesting knowledge of graphic design/lay-out tools and programmes;</li> </ul>	Secondary education - 35 pts.; University degree – 45 pts.	45

<ul style="list-style-type: none"> <li>Contractor must be a reputable graphic designer with proven at least 3 years of experience in designing similar products;</li> </ul>	3 years –up to 30 pts.; each additional year -10 pts., up to maximum 100 pts.	100
<ul style="list-style-type: none"> <li>Contractor must have experience in designing multiple language versions;</li> </ul>	3 years –up to 30 pts.; each additional year -10 pts., up to maximum 90 pts.	90
<ul style="list-style-type: none"> <li>Previous experience and positive evaluation by other UN Agency is an asset;</li> </ul>	Large - 35 pts.; to some extent - 20 pts.; No – 0 pts.	35
<ul style="list-style-type: none"> <li>Fluency in both oral and written Romanian and Russian is a must, knowledge of English – is an advantage.</li> <li>Knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.</li> </ul>	Max - 15 pts. (5 pts each language)  Max - 15 pts.	30
<b>Maximum Total Technical Scoring</b>		<b>300</b>
<b>Financial</b>		
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></b> S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		<b>200</b>

#### Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

#### **ANNEXES:**

##### **ANNEX 1 – TERMS OF REFERENCES (TOR)**

##### **ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**