

Terms of Reference

Daily Media Monitoring for UNAIDS Secretariat

1. Background

UNAIDS is an innovative joint venture of the United Nations, bringing together the efforts and resources of the UNAIDS Secretariat and ten UN system organizations to respond to AIDS.

The Secretariat headquarters is in Geneva, Switzerland with staff on the ground in more than 80 countries. Coherent action on AIDS by the UN system is coordinated in countries through the UN theme groups, and the joint programmes on AIDS.

Cosponsors include UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank. Visit the UNAIDS Web site at www.unaids.org

2. Purpose of this consultancy

To develop a daily media monitoring report, "Today's News," which is sent to several hundred UNAIDS staff and partners around the world.

Today's News is a comprehensive daily digest of news that relates to UNAIDS and the AIDS epidemic. News is collected for each region (Africa and the Middle East, Asia and the Pacific, Europe, Latin America and the Caribbean and North America).

The consultancy would last either one or two years.

3. Scope of the work

The incumbent will conduct a comprehensive daily search for appropriate content, which the individual or company will compile and format. The incumbent must gather news from each region, scanning at least the ten top media in each region (as discussed with UNAIDS) as well as using the online monitoring tools.

The incumbent will organise and pay for subscriptions to health journals and print and online media as agreed with UNAIDS.

The incumbent will deliver a round up of the top 5-10 news stories to UNAIDS communications by 10:00 CET each morning and must deliver the comprehensive search results by 13:00 CET every day that UNAIDS is open. If the incumbent is unable to complete the report on a given day, they must arrange independently for the project to be completed on time by someone else.

On a number of holidays throughout the year, UNAIDS is closed and Today's News does not need to be delivered. These dates will be provided to the incumbent as soon as they are available.

4. Administrative arrangements

The incumbent will submit an invoice monthly.

5. Deliverables

Deliverables consist of a quick news update, a daily report sent to UNAIDS staff and partners worldwide, as well as occasional additional in depth reports focused on major UNAIDS-related announcements.

6. Competency of the bidder

The bidder should have professional experience developing daily media monitoring reports under strict deadlines, and be able to provide samples of previous work.

PROPOSAL SUBMISSION

The purpose of this letter is to invite you or your company to submit a formal bid to provide this facility on behalf of UNAIDS. The bid prepared by the bidder and all correspondence and documents relating to the bid shall be written in English.

Please send proposal by registered post, in a single sealed envelope to the address below, **to arrive no later than 20 November 2009**. Please submit five copies of the RFP proposal and ensure your name or the name of your company appears on all documents submitted.

Mr Joel Rehnstrom Chief, Finance and Administration Programme Support Group UNAIDS
20, avenue Appia 1211 Geneva 27 Switzerland

Please add in large letters on the outside of the single sealed envelope "SEALED BID - DO NOT OPEN" and the reference: CKS / Daily Media Monitoring. All bids will be opened at the same time and **a decision made regarding the individual or company to which the contract will be awarded will be made by 18 December 2009**. You or your company will be informed by this date. We reserve the right to select any or none of the bids.

REVISIONS TO THE REQUEST FOR PROPOSAL

If it becomes necessary to revise any part of this proposal an addendum will be sent to all those who received the original document.

LIMITATIONS OF LIABILITY

UNAIDS assumes no responsibility or liability for costs incurred by proposed consultants in responding to this proposal request or in responding to any further request for interviews, additional data, etc.

PROPOSAL PREPARATION

In order to facilitate evaluation of the proposals, the offerer is instructed to be concise and to follow the outline below in responding. Proposals that do not follow the outline, or do not contain the required information, may be considered as unresponsive proposals. Additional detailed information may be annexed to the proposal.

FORMAT FOR PROPOSALS

Proposed consultants are requested to be concise and proposals should include, in order, the following:

- A. Cover letter;
- B. Brief (under one page) organizational profile or curriculum vitae, indicating background and experience of the firm or individual;
- C. Summary of previous projects similar in scope to the project described herein; (UNAIDS reserves the right to contact any references provided herein or otherwise obtained);
- D. Two or three samples of previous similar projects;
- E. Proposed plan and potential schedules for delivering daily product including an explanation/discussion of technical approaches;
- F. Budget required to perform the work (all budgets should be tailored for one year with indication if there is interest for a two year contract).

SIGNATURE

The proposal shall be signed by an official authorized to bind the offer and shall contain a statement to the effect that the proposal is a firm offer for a ninety (90) day period from opening. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.

RIGHT TO REJECT PROPOSALS AND WAIVE INFORMALITIES

UNAIDS reserves the right to reject any or all proposals, to waive any nonmaterial irregularities or information in any RFP, and to accept or reject any item or combination of items.

PROPOSAL EVALUATION AND SELECTION

Proposals will be reviewed using a quality based evaluation process. UNAIDS communication staff, along with other UNAIDS staff, will evaluate proposals based on the documentation requested herein, utilising the following criteria:

- A. The proposal's responsiveness to the proposal (format, capabilities, work program, approach, clarity, ability to meet proposed schedule, etc.); 40 Points
- B. Apparent specialized experience and technical competence of the firm or individual in the required disciplines; 20 Points
- C. The qualifications and experience of personnel committed to the project; 10 Points
- D. Cost effectiveness. 30 Points

Once the highest quality and most cost-effective proposals have been identified, the staff may contact vendors for further clarification.

For additional information or clarification, please contact:

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