



International Rescue Committee

Request for Proposal (RFP)

IRC Reference #: IRC/RFP/SIGNPOST/2022/#1

MEDIA, CONTENT PRODUCTION AND PR SERVICES

Planned Timetable	
Issue Request for Proposal	<i>17TH AUGUST, 2022</i>
Suppliers return signed Intent to Bid forms due date	<i>31th AUGUST, 2022</i>
Questions from Suppliers due date	<i>6^d SEPTEMBER, 2022</i>
Answers to Suppliers questions due date	<i>9th SEPTEMBER, 2022</i>
Bid submission due date	<i>12th SEPTEMBER, 2022</i>
Bid Opening and Evaluation date	<i>13th SEPTEMBER, 2022</i>
Award of Business	<i>26rd SEPTEMBER, 2022</i>
Contract start	<i>3rd OCTOBER, 2022</i>

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A. INTRODUCTION

1. The International Rescue committee

The International Rescue Committee, hereinafter referred to as “the IRC”, is a non-profit, humanitarian agency that provides relief, rehabilitation, protection, resettlement services, and advocacy for refugees, displaced persons and victims of oppression and violent conflict.

2. The Purpose of this Request for Proposal (RFP)

It is the intent of this RFP to secure competitive proposals to select Suppliers for the International Rescue committee to provide Media, Content production and PR support services for the United For Ukraine. All qualified and interested providers are invited to submit their proposals.

The winning Bidders will enter into a Master Service Agreement (MSA) for a period of six (6) months. Bidders shall be shall comply with Government Regulations to operate in Ukraine. Bidders shall not be under a declaration of ineligibility for corrupt or fraudulent practices.

Category Reference	Category of service
Category	MEDIA, CONTENT PRODUCTION AND PR SUPPORT

3. Cost of Bidding

The Bidder shall be responsible for all costs associated with the preparation and submission of its bid, and IRC hereinafter referred to as “the Purchaser”, will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

B. THE BIDDING DOCUMENTS:

4. The Bidding Documents

The Bidder is expected to examine all instructions, forms, terms, and specifications in the bidding documents prepared for the selection of qualified suppliers. Failure to furnish all information required as per the bidding documents or to submit a bid not substantially responsive to the bidding documents in every respect will be at the Bidder’s risk and may result in bid rejection.

- The Bidding documents shall include the following documents:
- A copy signed of the Request for Proposal – RFP (this document);
 - A Bid detailing price as per mentionned below
 - Detailed Porfolio with proofs and references (Articles published in Ukrainian Online Press. Track record with social, media production and strategy. Examples of Quality of publication...)
 - Vendor Information Forms (Annex B) duly signed and stamped by the bidder;
 - IRC Conflict of Interest Form and Supplier Code of Conduct (Annex C) and duly signed and stamped by the bidder.
 - Certificate of Business registration

- Profile of the company;
- Introduction Letter from Bankers with the following details (Bank Name, Account Name, Account Number, Swift Code/Sort Code)
- Cover letter explaining interest to be a contracted vendor;
- Three (3) References from current or past clients (at least in the last one year);
- Any other important document the bidder may feel needs to be attached to support their bid.

5. Clarification of Bidding Documents

A prospective Bidder requiring clarification of the Bidding Documents may notify the Purchaser in writing at the following email address alessio.zampetti@rescue.org and copy (andre.heller@rescue.org). The request for clarification must reach the purchaser not later than (6nd **SEPTEMBER, 2022**). The Purchaser shall respond by e-mail providing clarification on the bid documents no later than (9th **SEPTEMBER, 2022**). Written copies of the Purchaser's response (including an explanation of the query but without identifying the source of inquiry) shall be communicated to all prospective Bidders which express an intention to submit bids. Kindly mention the following reference number: **IRC Reference #: IRC/RFP/SIGNPOST/2022/#1**

C. PREPARATION OF BIDS:

6. Language of Bid

The Bid and all related correspondence and documents exchanged between the Bidders and the Purchaser shall be written in (**English Language**). Any printed literature furnished by the Bidder and written in another language shall be accompanied by a (**English Language**) translation of its pertinent passages, in which case, for purposes of interpretation of the bid, the (**English Language**) version shall prevail.

7. Documents Comprising the Bid

The submitted bid shall include the following information. Failure to provide all requested information or to comply with the specified formats may disqualify the Bidder from consideration.

- *A cover letter explaining the Bidder's interest in supplying the service to the IRC;*
- *Profile of the company;*
- *A Bid detailing the services and their price as mentioned below.*
- *Detailed Portfolio with proofs and references (Articles published in Ukrainian Online Press. Track record with social, media production and strategy. Examples of Quality of publication)*
- *A Certificate of Business Registration*
- *Three (3) References from current or past clients (at least in the last one year)*
- *Bank statement/Reference letter from banker*
- *Vendor information form (Annex B) duly stamped by the bidder*
- *Supplier Self-Certification of Eligibility & Code of Conduct (Annex C) and duly stamped by the bidder*
- *Profile of the company (in English)*
- *Company portfolio (Articles published in Ukrainian Online Presses. Track record with socail media*

production and strategy. Quality of publication examples

- *Other important documents which Bidder attaches to support its bid.*

8. Bid Prices and Prices changes

The Bidder shall clearly indicate the unit price of services it proposes to supply.

The Bidder shall sign and stamp his offer.

During the validity period of the Master Service Agreement, if there is a price change in the market the supplier could express the change in writing for the Purchaser a month before implementing the change. The Purchaser also responds for the request in writing within 15 days of receipt of notice for price change. Once the changes are agreed between both parties, an addendum will be signed and included in the MSA. The price changes will be done for a maximum of one time in a Year. The purchaser reserves the right to accept or reject the request for the price change.

9. Bid Currencies

All financial rates and amounts entered in the Bid Form and Price Schedule and used in documents, correspondence, or operations pertaining to this tender shall be expressed in USD **United States Dollars**.

10. Document Establishing services Eligibility and Conformity to Bidding Documents

Pursuant to Clause 8, the Bidder shall furnish, as part of its bid, documents establishing the eligibility and conformity to the Bidding Documents of all goods and services, which the Bidder proposes to supply under the Contract.

The Documentary evidence of the services' conformity to the Bidding Documents may be in the form of technical specifications, literature, drawings, data (tables, graphs etc.), and shall furnish:

- A detailed description of the service' essential technical and performance characteristics.
- A clause-by-clause commentary on the Purchaser's Technical Specifications demonstrating the services' substantial responsiveness to those specifications or a statement of deviations and exceptions to the provisions of the Technical Specifications.

The Bidder may propose alternate standards, brand-names and/or catalogue numbers in its bid, provided that it demonstrates to the Purchaser's satisfaction that the substitutions are substantially equivalent or superior to those designated in the Technical Specifications.

11. Bid Security

For the Purpose of this Tender Process, Bid Security or Bond is not applicable.

12. Period of Validity of Bids

Bids shall remain valid for 30 working days after the date of bid opening prescribed by the Purchaser. A bid valid for a shorter period may be rejected by the Purchaser as non-responsive.

In exceptional circumstances, the Purchaser may request the Bidders to extend the period of validity. The request and the responses thereto shall be made in writing by letter or e-mail. A bidder agreeing to the request will not be required nor permitted to modify his bid.

13. Format and Signing

The original bid shall be signed by the Bidder or by a person or persons authorized to bind the Bidder to the contract. **Financial proposal pages of the bid shall be initialed by the person or persons signing the bid and stamped with the Bidder's company seal.**

Interlineations, erasures, annotations, or overwriting shall be valid only if they are initialed by the person or persons signing the bid.

Please note: A single bidder may not bid on the same tender via more than one company under his or her ownership. In addition, bidders having close relationships with other bidders (members of the same family, subsidiary, or daughter companies, etc.) may not bid on the same tender. This type of action, or any other action judged by the Purchaser to constitute collusive behavior, will lead to the bidder(s) being automatically eliminated from this tender and disqualified from participating in future IRC tenders. On the other hand, one bidder may submit more than one offer in response to the same tender only if the offers demonstrate clear differences in specifications, quality, lead time, and other characteristic of the goods and services offered.

D. SUBMISSION OF BIDS

14. Submission and Marking of Bids:

All Bidders shall submit bids electronically to UA.IRC.tender@rescue.org

Bid Submission Closes on SEPTEMBER 12th, 2022 no later than 5:00pm UA TIME

Bids submitted after the deadline will not be accepted. The PURCHASER may, at its discretion, extend the deadline for the submission of bids, in which case all rights and obligations of the PURCHASER and Bidders, as documented in the RFP, will be applicable to the new deadline.

Bidders shall sign the bid register form at the reception of the IRC office indicating their company name, telephone number, and date of submission.

Format

The Bidder's proposal shall include a technical proposal and a financial proposal, in separate package electronically.

15. Modification and Withdrawal of Bids

The Bidder may modify or withdraw its Bid after submission, provided that written notice of the modification, including substitution or withdrawal of the Bids, is received by the Purchaser prior to the deadline prescribed for submission of Bids.

The Bidder’s modification or withdrawal notice shall be prepared, sealed, marked, and dispatched. No Bid may be modified after the deadline for submission of bids.

E. BID OPENING AND EVALUATION

16. Preliminary Examination

The Purchaser will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed and whether bids are generally in order.

17. Evaluation and Comparison of Bids

Bids determined to be substantially responsive as per section 7 above will be considered evaluated by the IRC Procurement Committee, with the below scoring criteria.

EVALUATION CRITERIA	Description	Weight (%)
Financial proposal	The finances are rational and in phase with work required for the project. Services must be listed by work type and have hourly rate assigned against deliverables.	20%
Technical proposal	Proposal will consider all aspects of work required which include: Content generation for web and social media articles, strategy for social media promotion, strategy for PR and promotion of UFU (United For Ukraine). Contractors must be bilingual and capable of content production in native Ukrainian and Russian language	45%
Payment terms	Refers to reasonable payment schedule and billing capability	10%
Portfolio	Available portfolio of products that speak to project objectives, proven work with Ukrainian press	25%
		100%

18. Contacting the Purchaser

Subject to Clause 5, no Bidder shall contact the Purchaser on any matter relating to its bid, from the time of the bid opening to the time the Contract is awarded or the selected qualified supplier is announced.

19. Notification of Award

Prior to the expiration of the period of bid validity, the Purchaser shall notify the successful bidder in writing or where necessary by telephone that his or her bid has been accepted and, selected for Master Purchase Agreement for the specific goods and/or services. At this stage IRC may also choose to negotiate with the selected bidder to finalize the offer.

F. CONTRACTING

20. Contract award and notification

The Purchaser shall award the Contract to the notified successful Bidder(s) whose bid has been determined to be substantially responsive and has been determined to be the best evaluated bid considering price and performance factors, provided further that the Bidder is determined to be qualified to enter into a Master Service Agreement and perform its obligations satisfactorily.

21. Warranty

The Supplier shall warrant that the goods to be supplied are new, unused, of the most recent or current models (products), and meet the Purchaser's specifications.

The warranty shall remain valid for a period of time as may be specified by the supplier in the Bid and this warranty period shall be considered as one of the bid advantages, and shall in no case be less than that which is provided for by **Ukraine** Law if any.

22. Inspection

The Purchaser shall have the right to inspect the goods/service to confirm their conformity to the specification. The inspection will be conducted by assigned staff of the Purchaser or a reputed relevant consultant selected by the Purchaser.

In the future business relation, should any inspected goods/services fail to conform to the specification, the Purchaser may reject them and the Bidder shall replace the rejected goods without extension of time except at the Purchaser's sole discretion.

23. Price Schedules and Location

Vendors interested in the provision of Services to **IRC** in Ukraine.

List of services for Master Service Agreement as per Categories in section 2 is attached.

Payment will be made through bank transfer on satisfactory completion of delivery of Goods/Services by the Purchaser within 30 days receipt of invoice in conjunction with a signed received certificate of delivery/completion.

Extra charges associated with the above Goods/services shall be invoiced and paid at the same terms set above.

24. Service or consultant agreements

For service or consultant agreements time and material awards are not authorized unless it is the only suitable award and a ceiling is established.

25. Disclaimer

The Purchaser reserves the right to alter the dates of the timetable.

The Purchaser does not bind itself to accept the lowest or any proposal.

G. ETHICAL OPERATING STANDARDS

1. Compliance to the IRC Way

The IRC Way: Standards for Professional Conduct (“The IRC Way”), the IRC’s code of conduct, which can be found at: <https://www.rescue.org/page/our-code-conduct> and IRC’s combating Trafficking in Persons Policy, which can be found at: <https://rescue.app.box.com/s/h6dv915b72o1rnapxg3vczbqxjtboyel>. The IRC Way provides three (3) core values - Integrity, Service, and Accountability – and twenty-two (22) specific undertakings.

The IRC Way provides, inter alia, that IRC does “not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances.” IRC’s procurement systems and policies are designed to maximize transparency and minimize the risk of corruption in IRC’s operations.

IRC requests that a supplier

- (i) informs IRC upon becoming aware that the integrity of IRC’s business has been compromised during the RFP process, and
- (ii) Reports such events through IRC’s confidential hotline, Ethics point, which can be accessed at www.ethicspoint.com or via toll-free (866) 654-6461 in the U.S., or collect (503) 352-8177 outside the U.S.

2. Bidder Non Collusion Statement

IRC prohibits collusion and will disqualify all bids where collusion is detected. Collusion happens when related parties submit separate bids for the same tender. Collusion includes situations where:

- a) Members of the same family submit separate bids for the same tender
- b) Separate companies owned by the same person submit separate bids for the same tender
- c) Employees of a bidding company submitting separate bids through companies they own for the same tender
- d) Partners in a bidder submitting separate bids under their own names/ companies they own for the same tender

It is collusion for a person to be involved in more than companies/ businesses submitting a bid to the same tender. Collusion will lead to IRC disqualifying the involved Individuals or companies from that tender as well as disqualify them from submitting bids for future tenders. In addition, IRC may share information relating to this collusion with other international aid organizations operating in the region leading to loss of business opportunities for the colluders.

Annex B: Vendor Information Form



INTERNATIONAL RESCUE COMMITTEE Vendor Information Form

*The information provided will be used to evaluate the Company before contracting with the IRC.
Please complete all fields.*

Fields marked (*) are mandatory.

Vendor Information

*Company\Organization Name		
*For individual vendors, provide legal first and last name		
*Any other names company is operating under (Acronyms, Abbreviations, Aliases) if any		
*Previous names of the company		
*Address		
*Website		
*Phone/Fax Numbers	Phone:	Fax:
*Primary Contact	First Name:	Last Name:
	Phone Number:	Email Address:
*Number of Staff		
Number of Locations		
Avg. \$ Value of Stock on Hand		

*Name(s) of Company Owner(s) or Board of Directors or CEO	
*Parent companies, if any	
*Subsidiary or affiliate companies, if any	

Financial Information

*Bank Name and Address	
*Name under which company is registered at bank	<u>This field is mandatory if Wire Transfer is the selected payment method</u>
*Specify Standard Payment Terms (Net, 15, 30 days etc.)	
*Payment Method (select all that applies)	Payment By: <u>Check</u> Yes No <u>Wire Transfer</u> Yes No <u>Cash</u> Yes No
*Name under which company is registered at bank	
*Bank account number	<u>This field is to be completed upon notification of awarding of order\contract</u>
Routing Number	<u>This field is to be completed upon notification of awarding of order\contract</u>
Swift code (if applicable)	<u>This field is to be completed upon notification of awarding of order\contract</u>

Product/Service Information

List Range of Products/Services Offered	
Basis For Pricing (Catalog, List, etc.)	

Documentations as applicable:

*Registration	Provided ____ Not provided: ____ Reasons: ____
*Tax ID (W9, Tax exempt certificate, etc.)	Provided ____
US Vendors only *Do you require a Form 1099?	Yes ____ No ____

References (optional)

Client Name:	<u>Contact Name, Phone, Email Address:</u>
Client Name:	<u>Contact Name, Phone, Email Address:</u>
Client Name:	<u>Contact Name, Phone, Email Address:</u>

Vendor Self-Certification of Eligibility

Company certifies that:

10. They are not debarred, suspended, or otherwise precluded from participating in major donor (e.g. European Union, European and United States Government, United Nations) competitive bid opportunities.
2. They are not bankrupt or being wound up, are having their affairs administered by the courts, have entered into arrangements with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
3. They have not been convicted of an offense concerning their professional conduct.
4. They have not been guilty of grave professional misconduct proven by any means that the contracting authority can justify, or been declared to be in serious breach of contract for failure to comply with their contractual obligations towards any contracts awarded in the normal course of business.
5. They have fulfilled obligations related to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country where the contract is to be performed.
6. They have not been the subject of a judgment for fraud, corruption, involvement in a criminal organization or any other illegal activity.
7. They maintain high ethical and social operating standards, including:

- Working conditions and social rights: Avoidance of Child Labor, bondage, or forced labor; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and the IRC's beneficiaries.
- Environmental aspects: Provision of goods and services with the least negative impact on the environment.
- Humanitarian neutrality: Endeavoring to ensure that activities do not render civilians more vulnerable to attack, or bring unintended advantage to any military actors or other combatants.
- Transport and cargo: Not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

8. Company warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the Company's business activities, nor is any IRC employee related to principals or owners of the company. Discovery of an undisclosed Conflict of Interest situation will result in immediate revocation of the Company's Authorized Vendor status and disqualification of Company from participation in future IRC procurement.

9. Vendor hereby confirms that the organization is not conducting business under other names or alias's that have not been declared to IRC.

10. Vendor hereby confirms it does not engage in theft, corrupt practices, collusion, nepotism, bribery, or trade in illicit substances.

By signing the Vendor Information Form you certify that your Company is eligible to supply goods and services to major donor funded organizations and that all of the above statements are accurate and factual.

Annex C: IRC Conflict of Interest and Supplier Code of Conduct

IRC Conflict of Interest and Supplier Code of Conduct

Supplier hereby agrees that Supplier and Supplier's employees and subcontractors, if any, shall abide by and follow all established written policies of IRC related to work conduct, including, but not limited to, The IRC Way: Standards for Professional Conduct ("The IRC Way"), the IRC's code of conduct, which can be found at: <https://www.rescue.org/page/our-code-conduct> and IRC's Combating Trafficking in Persons Policy, which can be found here: <https://rescue.app.box.com/s/h6dv915b72o1rnpxg3vczbqxjtboyel>.

The IRC Way provides three (3) core values - Integrity, Service, and Accountability – and twenty-two (22) specific undertakings. Supplier acknowledges that all IRC employees and independent contractors are expected to apply these core values and follow these undertakings in carrying out work on behalf of IRC. It is a point of pride for IRC to apply these behavioral standards in IRC's everyday operations.

Integrity - At IRC, we are open, honest and trustworthy in dealing with beneficiaries, partners, co-workers, donors, funders, and the communities we affect.

- We work to build the trust of the communities in which we work and sustain the trust earned by our reputation in serving our beneficiaries.
- We recognize that our talented and dedicated staff are our greatest asset and we conduct ourselves in ways that reflect the highest standards of organizational and individual conduct.
- Throughout our work, IRC respects the dignity, values, history, religion, and culture of those we serve.
- We respect equally the rights of women and men and we do not support practices that undermine the human rights of anyone.
- We refrain from all practices that undermine the integrity of the organization including any form of exploitation, discrimination, harassment, retaliation or abuse of colleagues, beneficiaries, and the communities in which we work.
- We do not engage in theft, corrupt practices, nepotism, bribery, or trade in illicit substances.
- We accept funds and donations only from sources whose aims are consistent with our mission, objectives, and capacity, and which do not undermine our independence and identity.
- We support human rights consistent with the UN Universal Declaration of Human Rights and The Convention on the Rights of the Child.
- We rigorously enforce the UN Secretary General's Bulletin on the Protection from Sexual Exploitation and Abuse of Beneficiaries.
- IRC recognizes its obligation of care for all IRC staff and assumes their loyalty and cooperation.

Service - At IRC, our primary responsibility is to the people we serve.

- As a guiding principle of our work, IRC encourages self-reliance and supports the right of people to fully participate in decisions that affect their lives.

- We create durable solutions and conditions that foster peace, stability and social, economic, and political development in communities where we work.
- We design programs to respond to beneficiaries' needs including emergency relief, rehabilitation, and protection of human rights, post-conflict development, resettlement, and advocacy on their behalf.
- We seek to adopt best practices and evidence-based indicators that demonstrate the quality of our work.
- We endorse the Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief.

Accountability - At IRC, we are accountable – individually and collectively – for our behaviors, actions and results.

- We are accountable and transparent in our dealings with colleagues, beneficiaries, partners, donors, and the communities we affect.
- We strive to comply with the laws of the governing institutions where we work.
- We maintain and disseminate accurate financial information and information on our goals and activities to interested parties.
- We are responsible stewards of funds entrusted to our use.
- We integrate individual accountability of staff through the use of performance evaluations.
- We utilize the resources available to our organization in order to pursue our mission and strategic objectives in cost effective ways.
- We strive to eliminate waste and unnecessary expense, and to direct all possible resources to the people we serve

Conflict of Interest and Legal Compliance

- Supplier hereby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a financial interest in the Supplier's business activities.
- Supplier hereby warrants that, to the best of its knowledge, no IRC employee, officer, consultant or other party related to IRC has a family relationship with the supplier's owners.
- Discovery of an undisclosed conflict of interest will result in immediate termination of any Agreement and disqualification of Supplier from participation in current and future IRC activities.
- Supplier hereby warrants that the organization is not conducting business under other names or alias's that have not been declared to IRC.
- Supplier hereby warrants that it does not engage in theft, corrupt practices, collusion, nepotism, bribery, trade in illicit substances, or terrorism or support of terrorism.
- Supplier hereby warrants that it complies with all applicable laws, statutes and regulations, including, but not limited to, export controls, import controls, customs regulations, trade

embargoes and other trade sanctions and laws governing unlawful boycotts and payments to foreign government officials.

Supplier hereby agrees to maintain high ethical and social standards:

- Working conditions and social rights: Avoidance of child labor, bondage, or forced labor; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and IRC’s beneficiaries; prohibition of trafficking in persons.
- Environmental aspects: Provision of goods and services with the least negative impact on the environment.
- Humanitarian neutrality: Endeavoring to ensure that activities do not render civilians more vulnerable to attack, or bring unintended advantage to any military actors or other combatants.
- Transport and cargo: Not engaged in the illegal manufacture, supply, or transportation of weapons; not engaged in smuggling of drugs or people.

Disclosures of conflict of interest shall be made in writing to the IRC Supply Chain Coordinator or Deputy Director of Operations in your country. For global procurement, please write to GSCQA. Email: GSCQA@rescue.org.

These IRC officials shall then determine whether a conflict exists and is material, and whether the contemplated transaction may be authorized as just, fair, and reasonable. If conflict exists, then the supplier with such a conflict shall be prohibited from participating in the transaction.

If you believe that any IRC employee, volunteer or intern is acting in a manner that is inconsistent with these Standards, please notify a supervisor or the confidential helpline Ethicspoint, irc.ethicspoint.com or call Ethicspoint toll-free (866) 654-6461 in the U.S./call collect (503) 352-8177 outside the U.S. There will be no retaliation against any person who raises concerns that are based on good faith belief of improper conduct. An intentionally false report or a failure to report conduct that is known to violate these standards may result in disciplinary action.

By signing this statement supplier acknowledges any violation of the above IRC policies will result in immediate termination of any agreement in place and disqualification from participation in future IRC activities.

Supplier Name:
Signature:
Title:
Print Name:
Date:

Annex D: IRC Intent to Bid



**International Rescue Committee, Inc.
Intent to Bid**

IRC Reference #: _____

Company Name _____

(Please indicate #1 or #2 below)

1. It is the intent of this company to submit a response to the (Title of RFP) Request for Proposal.

Please provide a name and email address for the person within your company that should receive notices, amendments, etc. that are related to this RFP:

Name _____

Phone _____

Email _____

Signature (If faxed) _____

Title of Person signing _____

Date _____

We realize that this is an intent to bid and in no way obligates this company to participate in this process.

2. This Company DOES NOT intend to participate in this RFP.

Name (Signature if faxed) _____

Title of Person signing _____

Date _____

Please fax or email this form at your earliest convenience to the attention of:

Name (YOU) _____

Fax _____

Email _____

Scope of Work: Media and PR support to United for Ukraine

This scope of work defines duties and deliverables required to support the collaboration between the IRC and United for Ukraine (UFU), who have created and operate an emergency support portal that is available for those impacted by the war in Ukraine, with a focus on displaced people who have fled the country.

The support portal is found at <https://www.unitedforukraine.org/>

The work required from the contracting agency is along three themes:

1. Media relations
2. Content creation for the UFU Emergency Service Portal
3. Social media production and management

Summary:

Overall, the contracted agency will play an integral role in the successful functioning of the portal and associated social media channels. Daily work will include the updating of content, sourcing content, networking with press agencies (largely Ukrainian), management of social media channels, production of social media campaigns, and constant analysis of the best means to deliver critical information to clients, and boost awareness and trust in UFU.

This contracted agency will work closely with the UFU co-founders, teams working on the project, and the IRC to ensure that this platform is the best umbrella information source for those impacted by the conflict. Detailed work is as follows:

1. Media relations

Background

Dozens if not hundreds of initiatives to support Ukrainians in need have taken shape since the Russian invasion began in February of this year. Whether concerned with medical supplies, shelter, cash assistance, or other forms of support, many have similar names related to this crisis. While the outpour of support is commendable, the massive amount of agencies and groups attempting to help has also made it difficult for individuals to understand which services are well run and which are less so. Some even suspect that agencies are profiting from the catastrophe by channeling funds from individuals, NGOs and governments that are intended to aid those impacted by the conflict.

The United for Ukraine initiative is itself one of the many upstart organizations supporting those in need. In order for people to understand this initiative and be able to distinguish it from others, media relations are needed to project a confident and trustworthy brand and promote awareness of the work.

Main goals for media relations:

- Increase awareness and understanding of UFU and services it provides
- Increase brand awareness and trust
- Establish an emotional connection with users
- Strengthen relationships with partners, etc.

Main stakeholders:

- Ukrainian refugees in 30+ countries
- Potential refugees that are still staying in Ukraine
- Opinion leaders
- Partners/donors
- Governmental organizations

Deliverables:

- 1 – 2 high profile interviews a month with UFU founders and public spokespeople in Ukrainian speaking press
- 2 – 3 published short interviews monthly
- 25 + mentions per month in media, whether international or local

2. Content creation for the United for Ukraine emergency portal

The UFU emergency portal contains important information for those who have fled Ukraine related to their rights, administrative procedures required for accessing benefits and to help orient people to find services. This content has taken the form of an FAQ style information page that is navigable by country, with a Europe-wide focus. All content on this site must be vetted and verified/updated regularly. Currently an editorial team is sourcing the information and translating when needed.

Audience:

This audience is the diverse group of people who have fled Ukraine or considering doing so. They include those who speak and read Ukrainian, Russian, and third country nationals speaking various languages. Content must be in the three main languages, Ukrainian, Russian, and English for inclusion.

Deliverables:

- FAQ is expanded and maintained to include information that is needed broadly by those who have fled
- Additional content articles will be written when major events or policy shifts occur. This must be delivered within 72 hours of major events that impact broadly refugees from the war.

3. Social media approach

UFU uses social media to speak with its clients and stakeholders. Content is promoted on social media in order for it to reach those in need of critical information. Information products, campaigns and advertisements for fundraising must be created with various audiences in mind to maximize the impact of the UFU services.

In the past, social media had a focus on institutional awareness and brand promotion, but in the future, the objective will focus increasingly on delivering information products to clients who need help as the brand builds trust among its clients.

Deliverables:

- 20 Social media posts per month
- 20 “stories” relevant to audiences and stakeholders
- 1 campaign per month with supporting content