

Terms of Reference

Institutional consultancy for visibility supplies and printing services

Duration: 20 November 2020 – 5 December 2020

Location: Ashgabat city

Background

UNICEF Turkmenistan's communication efforts are focused on advocating for the rights of children, promoting better parenting, and increasing UNICEF's brand in all communication platforms. Producing compelling content for children, parents and other audiences is UNICEF's comparative advantage. UNICEF has been supporting Turkmenistan partners on many issues under the current programme of cooperation, such as health, nutrition, education and early childhood development, social protection of vulnerable children and families, and child rights in general.

UNICEF in Turkmenistan will start its new country programme in 2021 and plans to develop visibility materials and communication products to introduce the priorities of the new cycle to partners, donors, decision makers and public at large. One of the key UNICEF publications, hence, will be the publication on the new country programme of cooperation. Next year UNICEF will celebrate the 75th anniversary of UNICEF and plans to publish a calendar for this occasion. And lastly, to maximize its brand, UNICEF plans to procure visibility supplies and distribute them during various events, conferences, exhibitions.

Thus, UNICEF would like to use high-quality services to print the CPD publication, 2021 calendar, and visibility items with distinct UNICEF logo. UNICEF will work with the designer to develop the CPD package and calendar, while the printing company or companies will be responsible for state registration and printing of the publications as well as simple design of visibility products and banner.

Specific Tasks

- Ensure the CPD publication and calendar get the state registration numbers.
- Print the publications and visibility items, and banner ensuring quality, accuracy and timeliness
- Package the publications and visibility items accordingly and pass to the UNICEF office. Also share the publications in the digital form.

Specifications

Item	Specification
CPD publication	 <p>Size 21,5x21.5cm (square, not A4), 4+4, 10 pages, folded, coated paper 250 gr. Copies: 500, 1000, 2000, 3,000, 5,000, design will be provided by UNICEF</p>

Calendar	Table calendar size, A5, 26 pages, 4+4, coated paper 250 gr, spiral binding or binding used for calendars, Copies: 500, 1000, 2000, 3,000, 5,000, design will be provided by UNICEF.
Visibility items (folder, pen, notepad, t-shirt) (please provide samples)	<p>Folder – A4 or 21.5x29.7 cm, 2+2, coated paper, matte, 250 gr. with 2+0 inserts inside the folder (cyan and white colours will be used) Copies: 500, 1000, 2000, 3,000, 5,000</p> <p>Pen – cyan or white plastic pen with white or cyan UNICEF logo Copies: 500, 1000, 2000, 3,000, 5,000</p> <p>Notepad – A6, 10.5x15 cm, cover page coated paper, mat 250 gr, 2+0, inside pages – offset paper, 76 pages, 2+2 (cyan and white colours will be used), spiral binding Copies: 500, 1000, 2000, 3,000, 5,000</p> <p>T-shirt – white cotton, size S, M, L, XL, cyan logo in front (size approximately 30cmx10cm), screen/silk printing (шелкография/трафаретная печать) Copies: 200, 500, 1000, 2000</p>
UNICEF banner for exhibitions	banner printing, size 2x2,5 meters, colour, one sided, frame is available, design is needed.

Workplan and deliverables

Visibility and publication printing services will cover the period of 20 November and 5 December 2020.

Tasks	Deliverables and target delivery dates
Registration of publications (CPD and calendar)	By 20 November 2020
CPD publication	By 30 November 2020
Visibility items (folder, pen, notepad, t-shirts)	By 5 December 2020
Calendar	By 5 December 2020

Reporting requirements

The printing company will provide the required number of printed materials and visibility items at the end of the assignment.

Payment schedule

The payment in US dollars will be made in lumpsum after delivery of quality printed CPD publication, calendar and visibility items to the UNICEF Office in Ashgabat.

Work arrangements

Day to day supervision and guidance will be provided by UNICEF Turkmenistan Communication Officer. UNICEF will regularly communicate with the company/companies and provide guidance on branding,

usability/readability of the publications and visibility items and all other necessary support to achieve objectives of the consultancy.

Qualifications and Skills Required

- A printing company licensed to provide printing services in Turkmenistan
- Prior experience in printing calendars and other publications in mass quantities
- Proven ability to submit the products in a timely and efficient manner
- Experience in working with UN/UNICEF is an asset

Technical Proposal and Financial Proposal

The bids should be submitted within the deadline mentioned in the tender document and should include the timeline, prices in USD as per specifications. Vendors can submit proposals for each item in the lot or just selected items which they can handle. In making the final decision, UNICEF considers both technical and financial aspects to ensure best value for money.

General Terms and Conditions

UNICEF's general terms and conditions will apply to the contract awarded to the vendor. Please note that, in the evaluation of the technical merits of each proposal, UNICEF will take into consideration any proposed amendments to the UNICEF General Terms and Conditions. Proposed amendments to the UNICEF general terms and conditions may negatively affect the evaluation of the technical merits of the proposal.

UNICEF retains the right to patent and intellectual rights, as well as copyright and other similar intellectual property rights for any discoveries, inventions, products or works arising specifically from the implementation of the project in cooperation with UNICEF. The right to reproduce or use materials shall be transferred with a written approval of UNICEF based on the consideration of each separate case. Consultant should always refer to UNICEF Turkmenistan support in developing the materials when publishing the results of the research conducted while in Turkmenistan in academic journals, books and websites.

In the event of unsatisfactory performance, UNICEF reserves the right to terminate the Agreement. In case of partially satisfactory performance, such as serious delays causing the negative impact on meeting the programme objectives, low quality or insufficient depth and/or scope of the assignment completion, UNICEF is entitled to decrease the payment by the range from 30% to 50% of the contract value as decided jointly by the Contract Supervisor and Operations Manager.