

## CALL FOR EXPRESSION OF INTEREST (EOI)

Description	Motion graphics animated video production services for UNAIDS Secretariat
Requesting Unit	UNAIDS Communications department
Reference Number	EOI-2013-13.
Posting Date	13-June-2013
Deadline for submission of EOI	05-July-2013

Interested suppliers are invited to send in their Expression of Interest.

### Background

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners to maximize results for the AIDS response.

Our mission is to effectively position UNAIDS and our issues with key audiences, and to create, manage and share knowledge with partners and potential partners in the AIDS response.

We work with a multimedia approach including audio/video, web and social media.

### Objectives

- Through this call for Expression of Interest, UNAIDS is looking for individuals or companies working in the area of Motion Graphics Animation interested in providing support to the UNAIDS HQ in Geneva.
- UNAIDS is looking to establish a roster of suppliers, who would be first contacted, to provide support for graphic animation and related areas, as described below. The assignments would be very specific and with short advance notice (2-5 working days) and strict deadlines (3-10 working days).
- Following the results of the EOI, individuals and companies having expressed interest will be contacted for a Request for Quotation (RFQ) with refined terms of reference (TOR) and requirements to establish the roster for a period of a minimum of one year.

### Areas of Support:

UNAIDS will engage the individuals and companies selected after the procurement process for specific assignments including support in one or more of the following tasks:

1. Support to the UNAIDS Communications unit in the finalization of Storyboards for short videos
2. Production of short videos with motion graphics/animations and sometimes mix with video/photographs to create an eye-catching final product. Production may include shooting, editing and animation.
3. Editing a 60-second master video and 30-second cut down of master video with motion graphics/animations.
4. Creation of 5-10 second motion graphics/animation in After Effects® to be integrated into longer video piece, with UNAIDS providing the graphic material that needs to be animated.

[Zero discrimination. Zero new HIV infections. Zero AIDS-related deaths.](#)

5. Create and provide of 5-10 second motion graphics/animation in After Effects® to be integrated into longer video piece, where supplier needs to come up with original concept and provide the graphic material.

UNAIDS is estimating the maximum needs for service in the areas above is 6 assignments during a period of 1 year and as such the roster is foreseen to be established with 3 to 5 individuals or companies to provide the totality of services.

IMPORTANT: No formal offers or prices are requested in this phase.

### **Submission of EOI**

Email for submission of EOI: [TechnicalBids@unaids.org](mailto:TechnicalBids@unaids.org)

(Please indicate Ref. No. EOI-2013-13 in all submissions)

Deadline for submission of Expression of Interest: 05<sup>th</sup> July 2013

Submissions for expression of interest shall include the following elements, which represent the criteria for the pre-selection of suppliers:

- Organization, structure and number, and qualifications of employees working for the company.
- List of similar projects carried out (for similar organizations, preferably international ones and companies), with a brief description of the services provided for each.
- Acceptance, in writing, of the UN Supplier Code of Conduct posted on the following link: [http://www.ungm.org/Publications/Documents/gbg\\_master.pdf](http://www.ungm.org/Publications/Documents/gbg_master.pdf)

This EOI does not constitute a solicitation. We do not require bids or proposals at this stage; we merely seek your expression of interest in participating in the tender.

A response to this Request for Expression of Interest does not automatically ensure that you will be selected to receive the Request for quotation.

UNAIDS reserves the right to change or cancel the requirement at any time during the EOI and/or solicitation process.

UNAIDS also reserves the rights to require compliance with additional conditions as and when issuing the final tender document.

UNAIDS will respond in writing (via email only) to any requests for clarification of the EOI that it receives prior to 17:00 (Geneva time), 28<sup>th</sup> June 2013. All answers to queries will be posted on 01<sup>st</sup> July 2013.

Contact	UNAIDS   <a href="mailto:Bids@unaids.org">Bids@unaids.org</a>
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