

Annex II
TERMS OF REFERENCE (TOR)
FOR THE PROVISION OF HUMANS OF ICPD EXHIBITION SERVICE

The service provider is required to conceptualise and execute the ***Humans of ICPD Exhibition*** at UNESCAP in Bangkok for the United Nations Population Fund's Asia and the Pacific Regional Office (UNFPA APRO) as per the details listed below:

Background

This year, 2019, marks the 25-year anniversary of the Programme of Action (PoA) adopted at the International Conference on Population and Development (ICPD) in Cairo in 1994, as well as the 50th anniversary of UNFPA. The ICPD Programme of Action articulated a bold new vision in the relationships between population, development and individual well-being, recognizing the rights and choices of individuals as a cornerstone of population and development, with a particular emphasis on each and every person's sexual and reproductive health and reproductive rights. These twin anniversaries are tied as well to the Nairobi Summit on ICPD25 in November 2019.

To gain momentum for the Nairobi Summit and to accelerate ICDP more generally, UNFPA APRO has been informing key stakeholders about the Programme of Action and why ICPD remains critically important. To support these communications and advocacy efforts in 2019 and beyond, we have launched an integrated campaign called "*Humans of ICPD*" which puts a human face to ICPD.

Through powerful portraits and vignettes of people across Asia and the Pacific, we are not only informing key stakeholders about the Programme of Action's 15 principles but also highlighting why ICPD is so important in achieving the Sustainable Development Goals.

The campaign seeks to capture and archive people's stories surrounding issues of rights and choices from the perspective of sexual and reproductive health, across the region. Through their voices and personal stories, we will show progress towards the Programme of Action, as well as the challenges ahead.

The campaign is a core part of APRO's ICPD25 communications strategy and will continue to evolve beyond the Nairobi Summit as key communication and advocacy tool to help accelerate the Programme of Action across Asia and the Pacific.

Objectives

The Humans of ICPD exhibition to be held at UNESCAP in Bangkok aims to achieve several objectives:

- Provide a visually appealing storytelling platform regarding the 15 ICPD Principles as well as UNFPA's commitments as the custodian of the ICPD PoA for different audiences, including delegates attending the UNFPA APRO Flagship ICPD25 event on September 25, as well as other key stakeholders, e.g. other UN agencies, civil society organisations and media (especially those based in Bangkok who will be invited to the exhibition during the two weeks it will be on display);
- Provide a template for similar exhibitions in various countries across Asia-Pacific, as several UNFPA COs hold their own Humans of ICPD exhibitions in October, a month before the Nairobi Summit, to raise awareness of ICPD for their national constituencies;
- Generate positive "brand recall" for UNFPA as an advocate for ICPD and all that it represents, tied to the key issues UNFPA works on (Three Transformative Results and other relevant issues under the UNFPA Asia-Pacific Regional Programme).

Expected output from service

15 photos representing the 15 Principles of ICPD will be displayed and exhibited at a chosen UNESCAP display space from 16-27 September 2019.

Scope of required services

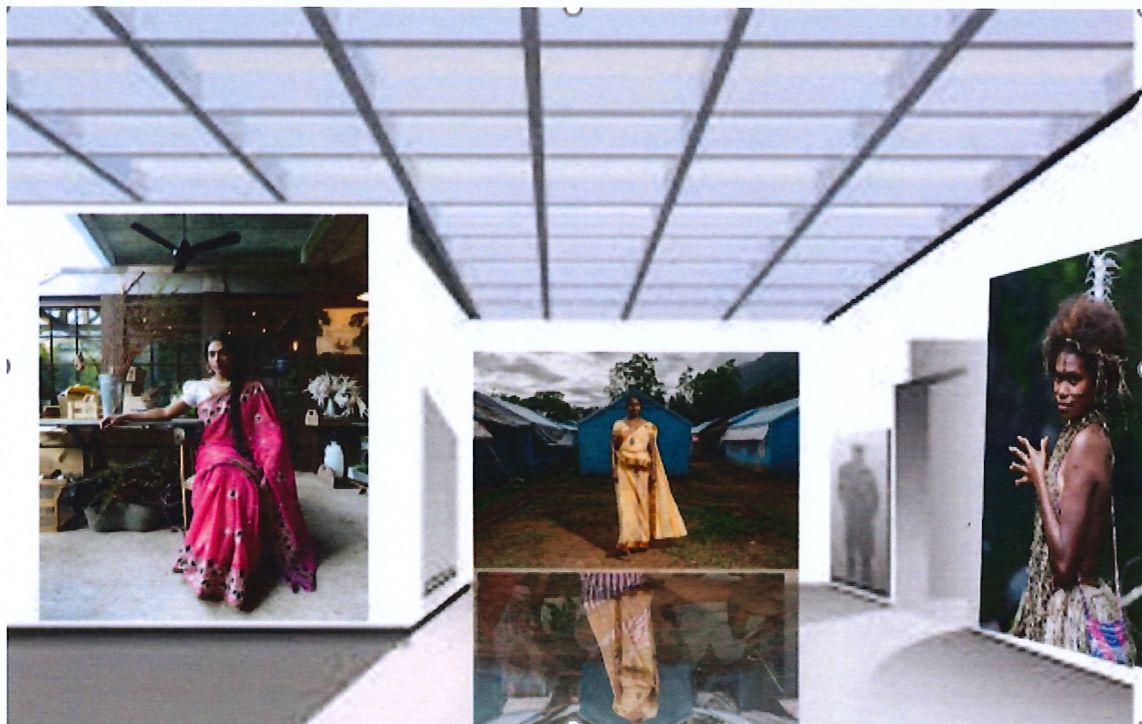
To achieve the above-mentioned objectives, bidders shall submit a proposed design and layout for the aforementioned concept. An exhibition featuring 15 compelling photographs and stories, each one representing one principle from the ICPD Programme of Action, will be held at United Nations ESCAP (Bangkok) in September 2019. This exhibition will allow stakeholders to physically experience the campaign and will, in turn, help increase online followers and engagement.

UNFPA APRO requires a package of services for the following:

A. Booth design production and set-up which shall strictly follow the rules and regulations set by UNESCAP.

Venue: Ground Floor, United Nations Conference Centre (UNCC)

Booth Details: Total size: 100 sq. m.



Specific Requirements

- LED screens (for various videos selected by UNFPA APRO, etc.), lighting, and accessories
- All exhibition venue connections (electricity, suspensions, and permits);



- Sufficient power outlets, basic lighting, and design set-up;
- Other accessories needed to showcase the theme and maximize the event's impact; and
- Dismantling the exhibition, inclusive of storage/disposal of the aforementioned booths/parts and egress on the dates designated by UNFPA APRO.
- Exhibition should be portable (easily dismantled and re-created)

Inputs provided by UNFPA and the supplier

The supplier will undertake these tasks in consultation with the UNFPA Regional Communications team, including the Adviser, Communication Officer and Programme Assistant, based on the approved concept and design of the exhibition. The supplier will be put in touch with the UNESCAP Conference Management Unit, Division of Administration for greater clarity on the regulations and guidelines governing exhibition management for any such event organized on UNESCAP premises.

The supplier will provide professional service through display design, set-up, maintenance, and dismantling of 15 exhibiting photos from ICPD Principles.

Time frame and schedule of work

The contract duration is for a period of one (1) month with the following schedule of work;

<i>Descriptions of Tasks</i>	<i>Dates</i>
Preparatory work; briefing and planning with UNFPA Communications Team	11-12 September 2019
Set-up of booth at UNESCAP Hall, Ground Floor, one day prior to the event	Friday, 13 September
Official exhibition and booth maintenance	Monday, 16 to Friday, 27 September
Booth dismantling	Monday, 30 September

Qualifications

The supplier must provide a portfolio of previous work that represents a variety of exhibitions and similar events.

Company's corporate Profile:

Profile of the service provider

- Location of offices;
- Must be a registered company with a corporate bank account, and Por Por 20;
- Must have a team that can successfully handle exhibition design and set-up;
- Must have the capability to invest in and purchase relevant products for the exhibition and coordinate their shipment to and from the UNESCAP venue/hall (located at United Nations Building, Rajdamnern Nok Avenue in Bangkok)

Experience and Expertise:

- The service provider should ideally hold a minimum of 5 years of proven experience in exhibition services (with requisite references alongside);
- Familiarity with working with UN agencies is a plus.

