

1. Code¹: TOR-ALBA-2023-001

TERMS OF REFERENCE

- 2. For an institution/organization/ company to provide expertise in the design and implementation of the communication campaign to raise awareness on the National Youth Strategy 2022-2029 and Action Plan while targeting adolescents and young people**

Location: Tirana, Albania.

Duration: January 2023- October 2023

3. BACKGROUND AND CONTEXT

The Government of the Republic of Albania officially approved the National Youth Strategy (2022-2029) in October 2022 (Decision of Council of Ministers no. 692, dated October 26, 2022).² The strategy aims to orient the Albanian youth to further actions which positively affect their future.

The national youth strategy policy and programming efforts focus on ensuring equality of opportunities and rights, support and engagement for young girls and boys (15- 29 years old), especially those who are the most vulnerable, marginalized and most affected by multiple deprivations, such as poverty, violence, abuse, disability, and social exclusion. This strategy aims to orient the Albanian youth towards opportunities and further action which positively affect their future.

The policies developed within the strategy have the following goals:

- Young people (girls and boys) actively participate in society and feel empowered to express themselves by having opportunities to raise their voices
- Enhancing youth employment skills, supported by youth-oriented career counselling and employment services, increasing and improving opportunities to enter the labour market on the basis of fairness and equal opportunities.
- Active, healthy, physical, social and mental well-being of young people
- Innovation and quality education to support young people to reach their full potential
- Security, protection and inclusiveness of young people in all their diversity, especially for those young people who are in a situation of risk or vulnerability.

¹ Assigned by UNICEF Procurement section.

² <https://qbz.gov.al/eli/fz/2022/144/131bbda3-aafe-4b16-bae8-c1d1559b259f>

- Coordinated, evidence-based cross-sectorial youth policy with well-funded horizontal and vertical delivery, monitoring and evaluation mechanisms.

The vision of the 2022-2029 National Youth Strategy is to give opportunities and support young people (girls and boys) to become active partners in the development of Albania. The mission of the strategy is to increase and improve opportunities, services, and support for young people and in cooperation with young people in Albania

The vision of the strategy will be implemented through 3 policy goals:

1. **Policy goal 1:** Young people (girls and boys) actively participate in society and feel empowered to express themselves with their voice. Cross sectional youth policies are coordinated, based on analysis, with well-funded mechanisms.
2. **Policy goal 2:** Youth innovation is supported and encouraged and the increase of skills and professionalism of young people through quality education in ICT and other areas of digital development thus increasing and improving the opportunities to enter the labour market.
3. **Policy goal 3:** Active, healthy, physical, social and mental well-being of young people. Security, protection and inclusion of young people in all their diversity, especially for those young people who are in a situation of risk or social exclusion (vulnerability).

4. JUSTIFICATION

The Minister of State for Youth and Children (MSYC) has requested the support of UNICEF to help develop and implement a communication campaign to raise awareness on the National Youth Strategy 2022-2029 and Action Plan approved in October 2022. The key target audience of this campaign are young people (girls and boys aged 15-29 years old). UNICEF is requesting the support of an agency/ company/ organization to ensure the full implementation of the deliverables under this ToR while carefully coordinating with UNICEF and the MSYC the design of publications, materials, reports, fact-sheets, advocacy sheets, info-graphics and visibility materials.

5. PURPOSE & OBJECTIVES

The main purpose of this communication campaign is to instil awareness among young people regarding the National Youth Strategy 2022-2029 and inform them about the Action Plan and youth activities which will be carried out in the coming year.

Also, the aim of the communication campaign is to provide technical assistance for the design of publications and various promotional materials for adolescents and young people (reports, leaflets, fact sheets, infographics, brochures, posters, social media posts, greeting cards, calendars, power point presentations, etc.) related to National Youth Strategy 2022-2029 planned objectives and activities.

Objectives:

- Design, layout and create a branding for the National Youth Strategy 2022-2029.
- Raise awareness among young people (girls and boys aged 15-29 years old) on the National Youth Strategy 2022-2029, its objectives, and how it is being implemented.

- Developing engaging and creative content and multimedia materials;
- Align the messaging with the overall objectives of the strategy and inform the content development and social media engagement materials.
- Highlight the increasing prioritization of young people in the Albanian government agenda.

6. TARGETED AUDIENCES

The audiences we would like to reach are:

- Adolescents and young people (15-29 years old)
- Teachers, educational practitioners & professors.
- Donors' community
- Local Youth Councils, National Youth Council
- Youth Organizations
- Line Ministries
- Municipalities (Youth worker)
- Youth centres
- Members of Working Group for Chapter 26 "Education and Culture" in terms of EU accession processes.

7. DESCRIPTION OF THE ASSIGNMENT (STATEMENT OF WORK)

The present assignment seeks to engage a company which will be, guided by the UNICEF project team, able to deliver all planned activities with the specifications highlighted in the chapter below.

8. KEY DELIVERABLES AND TIMEFRAME

DELIVERABLE 1. Develop and finalize a communication campaign for the National Youth Strategy 2022-2029

Tasks:

- Prepare a communication strategy for the social media campaign - Campaign creation, branding, strategic positioning, development, and execution of messages in integrated multi-media campaigns.
- Finalize a clear action plan - including clear segmentation of target groups, development of specific messages for all segmented groups, development of campaign visuals, communication channels and communication products that contribute to campaign goals.
- Present it to UNICEF.
- Incorporate feedback of UNICEF after its review.
- Duration: – 20 working days
- Actor: – Contacted entity
- Completion Date: – 10 February 2023

DELIVERABLE 2. Design of visibility materials

Tasks:

- Design of visibility materials: colourful campaign posters (2), flyers (2), brochures (2) and calendars of activities (1);
 - Design of Social media materials, banners (2), illustrations (2), factsheets (5) and infographics (10);
 - Produce 1 animated graphic video with information fact and figures about the strategy (60- 90 seconds);
 - Ideation and finalization of 3 Tik Tok videos (one per each goal/ 30 seconds each) for the designed materials;
 - Design a power point presentation about the strategy (creative and with key messages).
 - Produce 500 posters and 3 banners (three for each policy goal) of the youth strategy.
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- Duration: – 30 working days
 - Actor: – Contacted entity
 - Completion Date: – 15 March 2023

DELIVERABLE 3. Provide the necessary branding for three main events

While UNICEF and the MSYC will work together to conceptualize and organize three public events for the promotion of the 2022-2029 National Youth Strategy, including:

1. An event with donors' community in Albania to present the 2022-2029 National Youth Strategy.
2. An event with youth organizations;
3. 2023 Youth Conference (in summer, tbc);

It is required by the company to support in the framework of this ToR to support with the following tasks:

- Printing costs of materials per event (agendas, handouts, presentation materials etc);
 - Ensure proper visibility at events, meetings, launches, supply deliveries (banners, logos, stickers, speaker cards, talking points etc.);
 - Ensure timely submission of communication materials for the three major events (articles, press releases, photos, videos, etc).
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- Duration: – 10 working days
 - Actor: – Contacted entity
 - Completion Date: – 30 August 2023

DELIVERABLE 4. Develop the strategic guidance and milestones of the communication campaign of the youth strategy for the upcoming year/s and the final report of the consultancy with future key recommendations

Tasks:

- Design a roadmap (guideline and calendar) with key activities to be carried out for the period of time November 2023- November 2024 as indicated in the Strategy's Action Plan but enhancing youth engagement and monitoring aspects of the youth strategy.

- Evaluation of the impact of campaign (numbers of audience reached disaggregated by gender, age, vulnerability, region etc);
 - Gathering impact feedback by different target audiences and include in the final report.
 - Design the annual Communications strategy for the next period 2024- 2025 and road map/ deliverables for implementation focusing on placing young people's challenges into the public domain/ support of their participation/engagement, education, age-appropriate skilling/training, and employability.
 - Design a work plan for the Communications strategy for the period 2024- 2025 where included: target audiences to be reached in the second year of implementation; key targeted audience messages and media mix; specific actions, activities and products needed to be designed.
- Duration: – 20 working days
 - Actor: – Contacted entity
 - Completion Date: – 30 October 2023

9. REPORTING REQUIREMENTS

- The Company will report to the Education Specialist for content approval. The Final Report will be prepared in English and shall include clear information about the activities performed and results achieved against the initially planned deliverables. The report in hard copy, is contingent to the approval by the Education Specialist.

10. LOCATION AND DURATION

- The exact dates for starting and ending the contract will be negotiated upon awarding the contract. The company will develop activities according (deliverables described above) in close collaboration with UNICEF team.

Tentative starting date: 01 February 2023

Foreseen as final date for the contract: 30 October 2023

Target audience: Adolescents and young people (15-29 years old); Teachers, educational practitioners & professors; Donors' community; Local Youth Councils, National Youth Council; Youth Organizations; Line Ministries; Municipalities (Youth worker); Youth centres; Members of Working Group for Chapter 26 "Education and Culture" in terms of EU accession processes.

Geography: National Level

11. QUALIFICATION REQUIREMENTS

- Solid track record in developing and implementing strategic communication/ social media campaigns and video/ content production (at least 5 years).
- Adequate license, registration and accreditation.

- Ability to set up a professional team suitable for the implementation of the specific social media campaign, including at least two experts in youth engagement/ youth activism.
- Company with the appropriate adequate infrastructure to manage in defined timelines the strategic communication campaign.
- Ability to deliver products on time and within budget.
- Experience of work with government counterparts and international organizations.

12. WHAT TO SUBMIT IN THE TECHNICAL PROPOSAL ENVELOPE?

- The applicants must submit to the UNICEF Albania office for review the following required documents. The documents must be filed in the order and with numbers stated below. Plastic transparent covers and plastic rings/binders MUST NOT be used for binding the submitted documents:
1. Request for Proposal for Services Form, sorted out from the solicitation document, printed and filled in by the company
 2. Proposed methodology and a simple action plan on how the project will be implemented including:
 - clear methodological approach to reach the objectives,
 - an activity plan, including timeline for completion of key deliverables
 - clear description of responsibilities of proposed staff and management (Max 8 pages)
 3. Corporate profile /summary of previous working experience (example of similar assignments) max 4-5 pages;
 4. Organization's / institution's registration in the court, (if applicable).
 5. Copy of the NIPT and Simple extract released by NCB, if applicable.
 6. Licenses and other work-related certificates obtained by the institution/company.
 7. List and CV-s of project coordinator, staff and experts proposed to be engaged in the implementation of the assignment and description of their proposed positions and responsibilities, including as requested expertise in strategic communication with focus on youth engagement/ activism etc.

13. WHAT TO SUBMIT IN THE FINANCIAL PROPOSAL ENVELOPE?

1. Financial proposal - Please indicate an all-inclusive cost (the total estimated budget) in LEK, VAT must be Excluded.
2. Breaking down all cost implications for the required services detailed as per list of deliverables.

UNICEF is looking for an application which will consider and provide actions/solutions for ALL TASKS and DELIVERABLES REQUIRED at respective TORs, so the companies must propose a budget that will covers all necessary activities.

In that prospect, only the financial proposals that will cover each deliverable/ activity specified in technical proposal (which must be in alignment with the TOR), will be considered as acceptable and will be further evaluated by points.

The financial proposal must be broken down in accordance with stated list of deliverables.

14. EVALUATION PROCESS, METHOD AND CRITERIA

CRITERIA FOR ASSESSMENT OF THE PROPOSAL

In the cumulative analysis evaluation, the respective importance between technical and commercial scores will be waited as 80/20 report.

- **TECHNICAL CRITERIA – 80 points**

The quality of technical proposals will be evaluated in accordance with the award criteria and the associated weighting as detailed in the evaluation grid below.

Include Technical evaluation criteria (Rank as per most important)

- | | |
|---|-------------|
| 1. Overall Response | 30 % |
| <i>(e.g. the understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR);</i> | |
| 2. Proposed Methodology and Approach | 40 % |
| <i>(e.g. Work plan showing detail sampling methods, project implementation plan in line with the project)</i> | |
| 3. Company expertise and Key Personnel | 30 % |

- **FINANCIAL CRITERIA – 20 points**

UNICEF is looking for an institution which must complete all the required deliverables, specified in the TORs and will submit each of the required deliverable in due time as per ToRs terms and conditions.

In that prospect, UNICEF assumes that proposed budget submitted by the applicants will cover all the required deliverables and related activities.

Only the financial proposals that cover all the required deliverables and related activities, as described in the TORs will be further assessed for the financial proposal in terms of value.

The Applicants are requested to provide the following detailed information:

a) an all-inclusive proposed budget in the currency required in the solicitation document, and VAT Excluded;(50%)

b) an all-inclusive proposed budget detailed and aligned to the deliverables stated in the TOR and as per following scheme(

- Cost for completion of the Deliverable 1

- *itemized (break down) cost implications for completion of the deliverable 1;*
- *Cost for completion of the Deliverable 2*
 - *itemized(break down) cost implications for completion of the deliverable 2;*
- *Cost for completion of the Deliverable 3*
 - *itemized(break down) cost implications for completion of the deliverable 3;*
- *Cost for completion of the Deliverable 4*
 - *itemized(break down) cost implications for completion of the deliverable 4*

15. PROJECT MANAGEMENT

The contract will be supervised by the Education Specialist in UNICEF Albania.

16. PAYMENT SCHEDULE

- First Payment - 20 % of total contract - Upon satisfactory completion of the Deliverable 1;
- Second Payment - 40 % of total contract - Upon satisfactory completion of the Deliverable 2 and 3
- Last Payment - 40 % of total contract - Upon satisfactory completion of the Deliverable 4.

17. SUBMISSION OF APPLICATIONS

The application, including all documents requested in the present TORs must be submitted at UNICEF office premises.

Applications must be submitted in English.

Award Notification. UNICEF will only notify the Bidder(s) that has/have been awarded the Purchase Order(s) resulting from this solicitation process; UNICEF may, but is not required to, notify the other Bidders of the outcome of this solicitation process

Full instruction on the mode and time of submission could be found in the respective solicitation document.