

TERMS OF REFERENCE

For an institution/ company to provide expertise in the design and implementation of a multi-media communication campaign promoting among children, adolescents, parents/ caregivers, teachers the National After School Program for Extracurricular Activities in schools (JOM)

1. BACKGROUND AND CONTEXT

On 14.09.2022 was approved the Decision of Council of Ministers No. 606 on the National Program for Extracurricular Activities ("Programi Kombëtar për Aktivitetet Jashtë Orarit Mësimor (JOM)").

After School Programs are widely recognized as effective interventions that provide children and youth with additional learning time, opportunities to expand horizons, and diverse learning experiences. Consequently, JOM programs are associated with several benefits, including higher academic achievement, higher school attendance, reduced early school leaving, and lower likelihood of alcohol or drug use.

JOM programs are an integral component of the School as Community Center framework, which has been adapted and implemented in Albania since 2014. This Program takes steps to strengthen the "School as Community Center" initiative, through the nationwide and comprehensive implementation of JOM initiatives.

The program targets children and adolescents in grades one through twelve. In the first phase, which will take place in the second semester of the 2022-2023 school year, the program will be implemented in 200 schools. Nationwide implementation is expected to occur in the fall of 2023.

The JOM program will be implemented in the form of elective courses, initially targeting five thematic areas: fine and traditional arts, music, science and technology, sports and well-being, as well as agriculture and the environment.

2. JUSTIFICATION

The Minister of State for Youth and Children (MSYC) has requested the support of UNICEF to develop and implement a communication / social media campaign towards children and adolescents, parents and teachers to raise awareness on the extracurricular courses that will be offered in all public schools in Albania, starting from next year. In this regard, it is deemed necessary to carry out a communication / social media campaign towards children and adolescents, parents and teachers, for promoting extracurricular activities and increase interest and enrollment rate.

¹ Assigned by UNICEF Procurement section.

3. PURPOSE

The aim of this communication campaign is to instill a keen awareness among children and adolescents, parents and teachers regarding the extracurricular activities that will be offered free of charge in elementary and secondary level public schools' premises all over Albania.

The purpose of this campaign is to ensure we reach through targeted online content products and messages the highest number of Albanian children and adolescents, parents and teachers and engage with them through different mediums / media channels.

4. OBJECTIVES

- To conceptualize and implement a communication campaign to reach out through various media channels for children and adolescents, parents and teachers;
- To identify and implement a variety of communications activities for the presentation of the program and targeted marketing materials (brochures, ground stickers, signage, etc.);
- To raise awareness among children and adolescents about the After School Program "JOM";
- To increase participation in the 5 extracurricular activities that will be offered at selected school premises by their teachers;
- To instill a culture for children and adolescents' sense of engagement or attachment with their school and thereby decrease the likelihood of school failure and dropping out.

5. TARGETED AUDIENCES

The audiences we would like to reach are:

- Children and adolescents (6²-18 years old);
- Parents of children and adolescents (25-55 years old);
- Teachers, educational practitioners in elementary and secondary public schools;
- Media professionals, private companies and donors' community.

We envision using different strategies & messages and diverse channels and mediums to get to the targeted audience, since each of them has unique characteristics, needs, and motivations.

6. DESCRIPTION OF THE ASSIGNMENT (STATEMENT OF WORK)

The present assignment seeks to engage an institution/ company which will be guided by a working group with representatives from the Ministry of Education and Sports (MoES), Ministry of State for Youth and Children (MoSYC) and UNICEF, to be able to deliver all planned activities with the specifications highlighted in the chapter below.

² The team commissioning the ToR will specifically target adolescents over 15 years old who according to the Law on Youth are considered youth in the context of Albania. Children younger than this age will be targeted through parents, older siblings, relative's social media.

6.1 KEY DELIVERABLES AND TIMEFRAME

DELIVERABLE 1 – Conceptualize a multi-media creative campaign

Tasks:

- a) Conceptualize, prepare and implement a creative and dynamic launch event of the afterschool “JOM” program in March/ April 2023 (date to be confirmed with the MoES, MoSYC) involving key stakeholders, children, adolescents etc.
- b) Organize an initial tour of schools implementing the program by considering aspects of geographical spread to get initial feedback from the implementation of the extracurricular activities;
- c) Set up a children’s and adolescents’ consultative group to consult during the process of design, identity branding, implementation of the campaign, social media messaging targeting children and adolescents.
- d) Prepare a communication strategy for the social media campaign - Campaign creation, branding, visual identity creation, strategic positioning, development and execution of messages in integrated multi-media campaigns.
- e) Finalize of 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;
- f) Design and create a logo and branding for the National Program for Extracurricular Activities and present it to UNICEF, Ministry of Education and Sport (MoES) and Minister of State for Youth and Children (MoSYC);
- g) Incorporate feedback of UNICEF, MoES and MoSYC after its review.

Actor: – Contacted entity

Completion Date: – 30 April 2023

DELIVERABLE 2 – Design printed materials

Tasks:

- a) Identify the most appropriate print products that are suitable in terms of expected programme outcomes, appropriateness for specific target audience, nature of engagement with the audience, etc.;
- b) Create appropriate design elements, including illustrations, photographs, infographics, text, etc.;
- c) Print³ colorful posters (250) and sign-up sheets to be hanged in the halls of each of the pilot school (Clearly define the deadline for the registration at the extracurricular activity and provide enough information for pupils to understand in what extracurricular activities consist in).

Actor: – Contacted entity

Completion Date: – 30 April 2023

³ If children and adolescents will be portrayed in posters/ documents produced, parental/ legal guardian consent should be provided

DELIVERABLE 3 -Digital Content Development (video and infographics for social media)

Tasks:

- a) Development of digital and multimedia content (script and production) that might require animation or human element in a form of videos, animated captions, stories, GIF, etc. and other products appropriate for website upload;
- b) Development of a strategy to gather user-generated content (polls ideas, simple surveys, interactive social media posts, Tik Tok videos, storytelling videos, etc.);
- c) Produce 5 videos (30 seconds each) where children and adolescents (girls and boys represented equally) are part (identify children and adolescents to be part of the video, including disadvantaged groups and ensure parental consent/ legal guardian consent in written form);
- d) Produce 2 animated graphic videos, with facts & figures on this subject;
- e) Develop 2 sensitizing/trendy/interesting articles per month (from April to September 2023; 12 in total) in online portals.

Actor: – Contacted entity

Completion Date: – 15 October 2023

DELIVERABLE 4 – Campaign Management, Media Booking and Buying

Tasks:

- a) Planning, booking and buying digital media and mass media when needed on the following channels (not limited to):
 - Digital Media: Youtube ads, Google Display network, Google lead Ads, Facebook and Instagram Ads, Spotify Ads, Twitter Ads and TikTok ads;
 - Outdoor billboards covering the Programme – Different sizes and formats (static and digital).
- b) Make sure After School Programme messages are reaching the highest number of people;
- c) Make sure After School Programme messages are reaching the highest number of people and retargeting those who are reached to increase engagement rates;
- d) Propose and design gamifying content which is appropriate and sharable among adolescents

Actor: – Contacted entity

Completion Date: – 15 October 2023

DELIVERABLE 5 - Monitoring and Evaluation

Tasks:

- a) Develop pre and post campaign posts measuring impact of campaign and best practice material for new platforms;
- b) Develop a detailed analysis report about the campaign, with focus on the impact of campaign in terms of reach, clicks, and engagement rates, add video views divided by gender when possible;
- c) Social media listening and insights monthly report documented and shared with UNICEF monthly and documented in the final report.

Actor: – Contacted entity

Completion Date: – 15 October 2023

DELIVERABLE 6 – Social Media Campaign implementation and final Report

Tasks:

- a) Implement the Social Media Campaign Action Plan through UNICEF social media platforms and or Ministries accounts for 6 months (from March till September 30st, 2023) by using info-graphics, child friendly and youth friendly content, share positive experiences of children participating in the program, videos, photos illustrating children and adolescents participating in extracurricular activities (aiming at 800.000 online community reach);
- b) Deliver the Final Report upon consulting the form with UNICEF.

Actor: – Contacted entity

Completion Date: – 15 October 2023

All materials are expected to be including accessibility features by UNICEF: low-literacy friendly and culturally sensitive and include the perspectives of target groups/audiences. All materials must be visually representative and inclusive of all accessibility features for children/ people with disabilities, genders, ages and ethnicity.

7. REPORTING REQUIREMENTS

The Company will report to the Education Specialist at UNICEF for content approval. All deliverables will also be consulted with the two ministries involved. 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.

8. 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 April 2023

Foreseen as final date for the contract: 15 October 2023

Target audience: children and adolescents (6-18 years old); Teachers, educational practitioners in schools; parents/ older siblings of children/ adolescents in pre university educations/ caregivers/ relatives

Geography: National Level

9. 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 child/ youth participation/ engagement of children adolescents in recreational activities for skillset building.
- 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.

10. WHAT TO SUBMIT IN THE TECHNICAL PROPOSAL PACKAGE?

- 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 as per ToR requirements
 - 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 children/ adolescents' engagement in recreational activities (arts, crafts, sports, environmental activities etc) for skillset building etc.

11. WHAT TO SUBMIT IN THE FINANCIAL PROPOSAL PACKAGE?

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.

12. 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 %

(e.g. the understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR);

2. Proposed Methodology and Approach - 40 %

(e.g. Work plan showing detail sampling methods, project implementation plan in line with the project)

3. Company expertise and Key Personnel - 30 %

- **FINANCIAL CRITERIA – 20 %**

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;

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

13. PROJECT MANAGEMENT

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

14. PAYMENT SCHEDULE

- First Payment - 30 % of total contract - Upon satisfactory completion of the Deliverable 1
- Second Payment - 20 % of total contract - Upon satisfactory completion of Deliverables 2
- Third Payment - 25 % of total contract - Upon satisfactory completion of Deliverables 3
- Fourth Payment - 25 % of total contract - Upon satisfactory completion of Deliverables 4

15. SUBMISSION OF APPLICATIONS

The application, including all documents requested in the present TORs must be sent to UNICEF email address: albprocurement@unicef.org

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

Only shortlisted applicants will be informed on the outcome of their submissions by communication sent out to the email address that will be indicated in their submission package.

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