

TERMS OF REFERENCE

For a company to develop and implement a gender promotion campaign in VET schools

BACKGROUND AND CONTEXT

Albania has strong EU accession aspirations and is heavily investing efforts to harmonize policies and legislation to meet European standards and realize higher levels of social development and social cohesion by involving girls and boys equally in the process. However, despite important advances, a sizeable number of young people do not find any employment, training, or education opportunities. Albania has the highest proportion of youth neither in employment nor in education or training (NEET) of any of its regional neighbors (except for Kosovo^{*1}). Young people are not provided with foundation skills, incentives, career orientation, critical thinking and other soft skills or innovative programmes boosting their creativity to enter confidently the job market and as such they find as a solution only education or employment and migration out of the country. In this regard, Albania also has a high rate of young NEETs (27.9%), being in 2020 about four percentage points **higher for women (30%)** than for men (25.8%).

Data from VET schools reveal disparities among enrolment and participation of boys and girls with more boys attending at almost all levels of education. From the official data from AKPA for the academic year 2021- 2022, the enrollment rates for girls and boys in the VET system are: 12,661 boys (85%) and only 2251girls (15%).

The gender imbalances lead to more inappropriate behaviors and violence issues in schools as well as lack of opportunities for girls to enter the job market. To address this gap between what the education system equips youth with, what is the labour market offer, what are the strategic employment sectors of the country for the future of labour market, UNICEF with the financial support of the Italian Government has started implemented the project "Qëndro në shkollë" to bridge the gap that exists between the education and labour market sector with a specific focus on vulnerable youth, especially those at risk of becoming NEETs. In this regard, this particular campaign will seek to provide parents, families and young people with a focus on girls the needed information and messages on the advantages to enroll in VET Schools.

JUSTIFICATION

Last year, in the framework of "QENDRO" project, for four months, a dedicated and targeted campaign was implemented jointly by UNICEF and AKPA which had an outreach of 152K natural reach. Key lessons learned of promoting girls already involved in the VET system as key influencers, media products targeting parents and promotional materials highlighting girls' involvement in the VET system were some of the key highlights of the campaign.

The National Agency of Employment and Skills (AKPA) with the support of UNICEF are going to engage again during 2023 in a communication /social media campaign towards children and adolescents (especially girls, their families, and schools) to raise awareness on the potential that the VET system has to provide in future employment opportunities for girls. In support to the National Strategy for Employment and Skills 2019-2022, which states in its title the equality in gender terms, this campaign is expected to raise awareness of girls, families, and communities before the enrollment process in secondary education to consider

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

the VET system as an opportunity for building their skillset for future employment. For a true Gender-equitable approach to schooling, there is a need to go beyond simple access issues and ensure a comprehensive understanding of gender potential to be a driving force in the socio-economic development of the country.

The innovation in this years' campaign will be to promote gender equity in all dimensions, the schools should also be more "girl-friendly," and gender equitable, by challenging the culture of authority, hierarchy, and social control. The campaign as such will link with some of the other initiatives of AKPA and UNICEF in VET school.

At a general level, it would mean changes to breaking down of hierarchies and power networks that exclude girls. Head teachers and teachers would have a greater understanding of the conditions which lead to bullying, racism, sexism, and homophobic behavior, replacing them with more successful forms of inclusive interventions. Students would be encouraged to challenge narrow-minded concepts that the VET system is "for boys", other prejudices, and envision an expanded and divergent future.

This campaign will also amplify on past successful interventions from the Gender in Vet campaign of 2022 and other ongoing initiatives supported by UNICEF in the VET system in partnership with AKPA.

PURPOSE & OBJECTIVES, EXPECTED RESULTS

The aim of this communication campaign is to promote the potential of enrolling girls in the VET education system by focusing on targeted audiences of: (i) girls in the lower secondary education system (9th grade) who have not enrolled yet in upper secondary education and (ii) girls who are enrolled in VET schools to continue to remain in school.

This campaign aims to build on the fact and data of low enrollment of girls in the VET system and the AKPA's vision to promote the potential that VET education must provide for girls especially in key strategic sectors of the country like ICT, Hospitality and Tourism, and Agriculture.

Besides these, this process will be built upon the key channels used by young people to communicate (Instagram, TikTok etc) which were identified last year. Messages will be shaped as per different age groups (adolescents/youth) as a pre- condition to address the targeted audience through the most used channels in social media/ platforms etc.

Objectives:

- To raise awareness among girls in the lower secondary education system (9th grade) and their families on the content and training opportunities provided by the VET system and future employment opportunities.
- To raise awareness among girls who are in VET schools to continue to stay in school;
- To challenge a mentality that the VET education system is most appropriate for boys;
- To promote among teachers and students a safer, more inclusive, and welcoming climate for girls in VET schools

DESCRIPTION OF THE ASSIGNMENT (STATEMENT OF WORK)

The present assignment seeks to engage a company able to deliver all planned activities with the specifications highlighted in the chapter below.

KEY DELIVERABLES AND TIMEFRAME

DELIVERABLE 1 – Concept Note designed and delivered

Tasks:

- a) Prepare a strategy for a 2-month social media and an OOH (out of home) campaign with a clear action plan. Consult youth, teachers during the design phase, or test products before they are finalized.
- b) Present to UNICEF

- c) Incorporate feedback of UNICEF and AKPA after their review

Duration: 12 working days

Completion Date: June 10th 2023

DELIVERABLE 2 – Deliver 5 photos and/or posters and identify channels of communication among young people (girls specifically) identify billboards and citylights in Tirana and other cities.

Tasks:

- a) Capture 5 photos illustrating the potential that the VET education has to offer job market access in different regions of Albania targeting families and young people.
- b) Develop a graphical style to be utilized in the campaign
- c) Design 5 Posters illustrating the potential that the VET education has to offer job market access in different regions of Albania targeting families and young people.
- d) Dissemination of posters in city lights and billboards

Duration of Work: 15-20 working days

Duration of Campaign: 2 months (July 14- September 15th)

Completion Date: September 15th, 2023

DELIVERABLE 3 – Produce 2 animated and/or live action videos - (30-45 seconds each) to motivate young students and their families to enroll in VET schools and also inform on the registration process and timeline.

Tasks:

- a) Create the concept and design for two videos regarding the positive environment that school would create towards girl's attendance, potential of the VET system for girls, challenging the mentality that VET is only for boys and future employment in key strategic sectors of the job market in the country.
- b) Produce two videos

Duration of Work: 15-20 working days

Completion Date: July 13th 2023

DELIVERABLE 4 – Develop concept for two videos to be produced and disseminated by 2 Influencers

- a.) Identify 2 influencers to participate in the campaign. Influencers selected will be identified upon a certain set of criteria beyond the numbers of followers (promoting values, principles of gender empowerment etc).
- b.) Create Concept and present to UNICEF
- c.) Assist Influencers in producing videos

Duration of Work: 10-15 working days

Completion Date: July 31st 2023

DELIVERABLE 5 – Develop up to 5 testimonial videos (30-35 seconds) with success stories of students who are currently enrolled or have finished their studies in VET schools.

- a) Identify in close collaboration with AKPA the individuals most suitable for the campaign
- b) Develop scripts for testimonial videos
- c) Produce testimonial videos

Duration of Work: 15-20 working days
Completion Date: July 13th, 2023

DELIVERABLE 6 – Social Media Campaign implementation and final Report

Tasks:

- a) Implement the Social Media Campaign Action Plan for 2 months (July 14th - September 15th, 2023) by using posters and videos produced during this campaign (Aiming at 70.000 reach)

Duration: 2 months (July 14th - September 15th, 2023)

REPORTING REQUIREMENTS

The Company will report to the Education Specialist for content approval and alignment with the deliverables of the TORs. 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.

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: June 2023

Foreseen as final date for the contract: Upon awarding of the contract

Target audience: Adolescents (Girls and their family/ caregivers)

Geography: National Level

QUALIFICATION REQUIREMENTS

- Solid track record in developing and implementing social media campaigns and video 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 Gender and education/VET.
- Company with the appropriate adequate infrastructure to manage in defined timelines the social media campaign.
- Ability to deliver products on time and within budget.
- Experience of work with government counterparts and international organizations.

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 filled 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, 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 including a 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 (QKR), 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 experts in strategic communication, youth and gender related aspects, vocational education.

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 cover 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.

EVALUATION PROCESS, METHOD AND CRITERIA

CRITERIA FOR ASSESSMENT OF THE PROPOSAL

The evaluation and award criteria that will be used for this RFPS is:

Cumulative Analysis Evaluations (point system with weight attribution among technical and financial proposals).

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.

Technical evaluation criteria

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, creativity)

3. Company expertise and Key Personnel - 30 %

(Demonstrated expertise in strategic communication and implementation of social media campaigns, added value CV-s of experts in gender equality and youth engagement).

- **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.

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.

Add as much as needed

PROJECT MANAGEMENT

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

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, 3 and 4
- Last Payment - 40 % of total contract - Upon satisfactory completion of the Deliverable 5, 6.

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

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