Code[1]: TOR-ALBA-2023-030

TERMS OF REFERENCE

For an institution/ company to design a manual that will guide adolescents and young people's choices for academic studies in universities in Albania

1. BACKGROUND AND CONTEXT

Career orientations refer to the way in which young people view and approach their career, which is assumed to be an essential driving force behind their career choices and career self-management behavior. The purpose of career guidance is to help young people make realistic and well-informed decisions about their careers. In order to help them to do so, they will have to go through a process by which they are matching their interests and abilities with the opportunities that are available to them. They should research their own ideas and find out if the possibilities are realistic and not just rely on the opinions of others.

Education and career orientation is a process for which any young people seeking to qualify or requalify it is necessary to find the optimum solution for the direction that they will take during their life. For this, young people need as much structured information as possible about general and professional competences (at the end of education), opportunities offered to education, prospects for employment, etc. For achieving this, is important to design a Manual will guide adolescents and young people's choices for academic studies in public or private universities in Albania.

This intervention is aligned with The National Strategy for Employment and Skills 2019-22; Government decree 17/2020 on the Procedures, Criteria, Rules for Implementing Employability Acceleration programs, as well as with the National Education Strategy 2021-2026[2] Inclusion and equality in education", through the establishment of a system for prevention and response to non-enrolment in primary, lower and upper secondary education. Also, it aligns and contributes too "Youth Guarantee", which is led by the Ministry of Finance and Economy in Albania and supported by several youth stakeholders which focus on youth NEETs (Neither in Education, Employment and/or Training).

2. JUSTIFICATION

The Minister of Education and Sport (MoES) has requested the support of UNICEF to design a manual to guide adolescents and young people on choosing their professional career pathway based on orientations for study programs in all public and private universities in Albania. In this regard, it is deemed necessary to carry out a guideline manual that will be useful for adolescents, young people, parents and teachers, for promoting study programs in all public and private universities and increase interest and enrollment rate.

[1] Assigned by UNICEF Procurement section.

[2] The Specific Objective A.1 "Inclusion and equality in education", activity A.1.2.1. Establishment of a system for prevention and response to non-enrollment in school and out of school of students in primary, lower and upper secondary education.

3. PURPOSE

The aim of this manual is to instill a keen guide among adolescents, young people, parents and teachers regarding the study programs in all public and private universities that are available to be chosen for professional career.

The purpose of this manual is to ensure we guide through targeted online content information and messages the highest number of Albanian adolescents, young people, parents and teachers and engage with them through different opportunities to study for.

4. OBJECTIVES

- To design a manual that will be accessed and used by adolescents and young people, parents, and teachers.
- To raise awareness among adolescents, young people, parents and teachers about the study programs in all public and private universities.
- To instill a culture for young people and adolescents' sense of better orientation on selecting their professional career pathway.
- To reach out young people by digital content of the manual accessible through QR codes and links.

5. TARGETED AUDIENCES

The audiences we would like to reach are:

- Adolescents and young people
- Parents of adolescents and young people
- Teachers, educational practitioners in upper secondary 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 to design, produce and promote the manual.

6. DESCRIPTION OF THE ASSIGNMENT (STATEMENT OF WORK)

The present assignment seeks to engage an institution/ company to provide expertise in the design of a manual that will guide adolescents and young people's choices for academic studies in public or private universities in Albania. The institution/ company work will be guided by UNICEF in order to be able to deliver all planned activities with the specifications highlighted in the chapter below.

6.1.KEY DELIVERABLES AND TIMEFRAME

DELIVERABLE 1 – Desk review of information gaps for choosing a career for adolescents and young people

Tasks:

a) Designing the methodology of assessing gaps, challenges and bottlenecks that adolescents and young people face to select the study programs in all public and private universities in Albania'; (inclusion of parental needed information on supporting young people in choosing study programs; consider including needs of education professionals/ teachers in using and promoting such a manual in the education system)
b) Implementing the data collection tools set up, such as communication with a group of young people about their needs; interviews with parents and teachers; interviews with experts who are part of the local decision-making chain (ZVA/ DRAP/ Ministry of Education).

Actor: – Contacted entity
Completion Date: – 31 September 2023

DELIVERABLE 2 – Conceptualize a manual to guide adolescents and young people on selecting their professional career pathway

Tasks:

a) Set up a children's and adolescents' as well as parents and teachers consultative group to consult during the process of design a manual to guide adolescents and young people on selecting their professional career pathway.
b) Communication with all public and nonpublic Universities in Albania to collect the information about Universities and Colleges that offer certain study programs.
c) Prepare a manual to guide adolescents and young people on selecting their professional career pathway.
d) Prepare a manual to guide parents and teachers to how to support young people to choose their professional career based on market needs assessment and skills required for the 21st century
e) Digitalization of the Manual: Compiling the digital content of the manual accessible through QR codes and links and producing a video guide (2-3 minutes max) for academic studies in public or private universities in Albania.
f) Incorporate feedback of UNICEF and MoES after its review.

Actor: – Contacted entity
Completion Date: – 31 December 2023

DELIVERABLE 3 -Visibility of the manual to reached out adolescents and young people at national level and way forward

Tasks:

a) Planning the use of the following visibility channels when needed (not limited to):

- Digital Media: YouTube ads, Facebook and Instagram Ads, Twitter Ads and TikTok ads, Website etc.

b) Social media listening and insights monthly report documented and shared with UNICEF monthly and documented in the final report.

c) Discuss the way how this manual and methodology will be sustained through MOE and other entities and come up with a suggested roadmap

Actor: – Contacted entity
Completion Date: – 28 February 2024

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 ministry involved. The periodic reports will be prepared in English and shall include clear information about the activities performed and results achieved against the initially planned deliverables. The reports 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: July 2023

Foreseen as final date for the contract: March 2024

Target audience: adolescents and young people parents of adolescents and young people (25-55 years old); teachers, educational practitioners in public and private secondary schools.

Geography: National Level

9. QUALIFICATION REQUIREMENTS

- Solid track record in developing and implementing manual/guidelines/other relevant documents in the area of education and more precisely in career orientation and (at least 5 years).
- Adequate license and registration as a company or CSO as per all rules and legislation of the country.

- Ability to set up a professional team suitable for designing the methodology and tools of data collection and the manual, including expertise in the field of education/ youth participation/ career orientation, social media management and promotion.

- Appropriate adequate infrastructure/ equipment/ assets to manage in defined timelines the manual design and visibility.
- Ability to deliver products on time and within budget.
- Experience of work with government counterparts and international organizations, UN companies will be an advantage.

10. 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 detailing the methodology and a simple action plan on how the project will be implemented including:

   Max 8 pages

   - 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

2. Corporate profile /summary of previous working experience (example of similar assignments) max 4-5 pages.

3. Organization's / institution's registration in the court, (if applicable).

4. Copy of the NIPT and Simple extract released by NCB, if applicable.

5. Licenses and other work-related certificates obtained by the institution/company.

6. 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 the field of education/ participation/ engagement etc, designing and visibility of the manual etc.

11. 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.

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* **%**

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 *(e.g., the understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR);*	***2****0* **%**
2. Proposed Methodology and Approach *(e.g. Work plan showing detail sampling methods, project implementation plan in line with the project)*	*40* **%**
3. Company expertise and Key Personnel	***4****0* **%**

- **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; (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.*

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 - 50 % of total contract - Upon satisfactory completion of the Deliverable 2
- Third Payment - 20 % of total contract - Upon satisfactory completion of the Deliverable 3

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.

1.5 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.

Note: The TOR should be clear and not so detailed or restrictive that it becomes uncompetitive or appears to favor a single service provider.

Developed by:

Mirlinda Bushati
Education Specialist Date:

Approved by:

Edina Kozma
Deputy Representative Date: