

TERMS OF REFERENCE

SHORT TITLE OF ASSIGNMENT

Open Source Acceleration Program

BACKGROUND

UNICEF's Innovation (Venture) Fund is a newly established, non-thematic, pooled fund which has been specifically designed to finance early stage, open-source technology that can benefit children. The core motivation of the Innovation Fund is to identify "clusters" or portfolios of initiatives around emerging technology - so that UNICEF can both shape markets and learn about and guide these technologies to benefit children. Investment in solutions that can impact the lives of children and young people.

The Fund has raised \$16.24 million, and has made 59 investments in 38 countries – and is aiming to invest in about 20 more start-ups every year. Applications are accepted on a rolling basis.

The innovation ecosystem in the MENA Region has been growing at a significant rate especially in emerging technology areas (e.g. data science, UAVs, blockchain, Artificial Intelligence, VR/AR). Through the Open Source Accelerator, UNICEF aims to promote open source innovation that can impact the lives of the most vulnerable children.

Therefore, UNICEF is calling for an organization/company to design and implement the acceleration program to encourage Open Source Innovation in alignment with UNICEF Innovation Principles¹ and the criteria of the UNICEF Innovation Fund².

OBJECTIVE

- a. The bid aims to select vendor(s) that can provide services across at least one of all focus countries
- b. If several vendors are selected, they are expected to coordinate activities where relevant and necessary
- c. A single vendor can propose to cover several/all countries by presenting a consortium of partners (or subcontractors) in the bid
- d. Vendors can apply separately or as a consortium.

Specific Objectives:

- a. Design an acceleration program to support open source start-ups in emerging technology areas
- b. Implement the program in at least three countries in the MENA Region. (Priority Countries are Egypt, Tunisia, Lebanon, and Jordan)
- c. Graduate three to five start-ups per country with prototypes and initial testing results to be considered for further support via UNICEF Innovation Fund.

METHODOLOGY

All deliverables of this assignment must be developed in alignment with UNICEF Innovation Principles as explained in Annex 1. Technology solutions that will be developed as part of the program will be placed under a creative commons license.

ACTIVITIES, DELIVERABLES AND TIMELINES, PLUS BUDGET PER DELIVERABLE

DELIVERABLES	ESTIMATED DURATION TO COMPLETE	PAYMENT
<p>PHASE 1: Program Design</p> <ul style="list-style-type: none"> • Deliverable 01 <p>Program outline including:</p> <ol style="list-style-type: none"> i. Focus country coverage, ii. Program identity; brand name, logo, website etc. iii. Selection criteria, iv. Support services, v. Timeline, vi. Graduation requirements 	<p>Phase 1: 2 months</p> <ul style="list-style-type: none"> • Deliverables 01: 2 weeks 	<p>50% upon completion of Phase 1</p>

¹ UNICEF Innovation Principles (See Annex I)

² Eligibility Criteria of UNICEF Innovation Fund (See Annex II)

<ul style="list-style-type: none"> • Deliverable 02 Detailed Communication and outreach strategy outlining online and offline activities to be carried out to raise awareness of the program and encourage start-ups to apply to the Open Source Acceleration Program. In addition to a proposed brand identity for the Regional Acceleration Program. • Deliverable 03 Detailed acceleration program plan including: <ol style="list-style-type: none"> i. Methodology, ii. Training activities, iii. Technical and business support, iv. Program calendar, v. Partners, vi. Events. 	<ul style="list-style-type: none"> • Deliverable 02: 2 weeks • Deliverable 03: 1 month 	
<p>PHASE 2: Program Implementation</p> <ul style="list-style-type: none"> • Deliverable 04 Applicants database including: <ol style="list-style-type: none"> i. Contacts, ii. Resumes, iii. Description of start-ups (Templates and forms will be provided by UNICEF). • Deliverable 05 Shortlisted Applicants to be interviewed by a joint panel (UNICEF and the Accelerator) • Deliverable 06 Accepted participants' database (Templates and forms will be provided by UNICEF). • Deliverable 07 Implementation of acceleration strategy (i.e. workshops, mentorship, networking, etc.) 	<p>PHASE 2: 8 months</p> <ul style="list-style-type: none"> • Deliverable 04: 2 months • Deliverable 05: 2 weeks • Deliverable 06: 2 weeks • Deliverable 07: 5 months 	<p>25% upon completion of Phase 2</p>
<p>PHASE 3: Graduation</p> <ul style="list-style-type: none"> • Deliverable 08 A national/regional demo day to be organized by the accelerator to feature the program graduates and facilitate follow on funding. 	<p>PHASE 3: 1 day</p> <ul style="list-style-type: none"> • Deliverable 08: 1 day 	<p>25% upon completion of phase 3</p>

QUALIFICATIONS, SPECIALIZED EXPERIENCE AND ADDITIONAL COMPETENCIES

- At least 5 years of experience and track record in acceleration or incubation preferably with a focus on technology start-ups
- Applicants should have presence and a proven track record in at least one of the focus countries

CRITERIA FOR EVALUATION

EVALUATION CRITERIA	POINTS TO CONSIDER
For institutions	<ul style="list-style-type: none"> • Technical offer showing understanding of local context and a strong outreach and support strategy • Experience supporting open source and/or emerging technology startups • Quality of previous similar examples of specialized start-up support programs • Quality of work plan including clear timeline and milestones • Company portfolio and profile of team and consultants • Effectiveness of methodology and approach • Competitive price
Weighting	<ul style="list-style-type: none"> • Weighting of technical evaluation vs financial offer (70:30)

Technical response template

TECHNICAL CRITERIA	Proposals to illustrate with reference to TOR
Program Design (45 points)	<ul style="list-style-type: none"> • Country(s) of focus that the vendor wishes to carry out the program activities in • 6 month-Acceleration Program Overview: Technical and non-technical assistance to be provided to startups highlighting the vendor's network of partners and mentors to ensure that startups will meet the graduation requirements by the end of the program (25 points) • Program Communication strategy highlighting the key channels, partners, messaging to reach out to potential startup candidates for the program in the country(s) of focus that the vendor chose (20 points)
Institute/Company Profile (25 points)	<ul style="list-style-type: none"> • Company portfolio Profile of team and consultants <ul style="list-style-type: none"> ○ Vendor's portfolio highlighting relevant experience in customizing startup support programs especially working with open source and emerging technology startups illustrating institute/company role and scope including certified reference from client/customer. (5 points) ○ CVs for the team that will be responsible for implementing the program (10 points) • Effectiveness of methodology and approach (10 points)

Financial response template

Financial CRITERIA	Proposals to illustrate with reference to TOR
Budget (30 points)	<ul style="list-style-type: none"> • Competitive price: Detailed budget for all activities and personnel to be involved throughout the first cycle of the program (30 points)

Given the nature of the locations of invitees, E-mailed submissions can be accepted only if sent to a secure e-mail address accessible only by the designated staff for the receipt of bids or proposals which is akamel@unicef.org. The proposals should be attached to the e-mail submission and all attachment should be in a non-editable format, for example secure PDF format or an image format such as JPEG. E-mailed submissions, including all attachments, should be printed, sealed in envelopes and kept in a secured place until evaluation are completed.

In case of email submission, please note that there should be two files, one technical and one financial and the title of each file should be as follows:

1- Technical proposal

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Name of company, RFP number xxxxxxxx (xxxxxxxxxxxxxxxxxxxxxxxxxxxx) - Technical proposal.

2- **Financial proposal**

Name of company, RFP number xxxxxxxx (xxxxxxxxxxxxxxxxxxxxxxxxxxxx)- Financial proposal

Proposals received in any other manner will be invalidated.

Annex 1

UNICEF Principles for Innovation and Technology in Development

These principles are not intended as hard and fast rules but meant as best-practice guidelines to inform the design of technology enabled development programs.

1. Design with the User

- Develop context appropriate solutions informed by user needs.
- Include all user groups in planning, development, implementation and assessment.
- Develop projects in an incremental and iterative manner.
- Design solutions that learn from and enhance existing workflows and plan for organizational adaptation.
- Ensure solutions are sensitive to, and useful for, the most marginalized populations: women, children, those with disabilities, and those affected by conflict and disaster.

2. Understand the Existing Ecosystem

- Participate in networks and communities of like-minded practitioners.
- Align to existing technological, legal, and regulatory policies.

3. Design for Scale

- Design for scale from the start, and assess and mitigate dependencies that might limit ability to scale.
- Employ a “systems” approach to design, considering implications of design beyond an immediate project.
- Be replicable and customizable in other countries and contexts.
- Demonstrate impact before scaling a solution.
- Analyze all technology choices through the lens of national and regional scale.
- Factor in partnerships from the beginning and start early negotiations.

4. Build for Sustainability

- Plan for sustainability from the start, including planning for long-term financial health i.e., assessing total cost of ownership.
- Utilize and invest in local communities and developers by default and help catalyze their growth.
- Engage with local governments to ensure integration into national strategy and identify high-level government advocates.

5. Be Data Driven

- Design projects so that impact can be measured at discrete milestones with a focus on outcomes rather than outputs.
- Evaluate innovative solutions and areas where there are gaps in data and evidence.
- Use real-time information to monitor and inform management decisions at all levels.
- When possible, leverage data as a by-product of user actions and transactions for assessments.

6. Use Open Standards, Open Data, Open Source, and Open Innovation

- Adopt and expand existing open standards.
- Open data and functionalities and expose them in documented APIs (Application Programming Interfaces) where use by a larger community is possible.
- Invest in software as a public good.

- Develop software to be open source by default with the code made available in public repositories and supported through developer communities.

7. Reuse and Improve

- Use, modify and extend existing tools, platforms, and frameworks when possible.
- Develop in modular ways favoring approaches that are interoperable over those that are monolithic by design.

8. Do no harm

- Assess and mitigate risks to the security of users and their data.
- Consider the context and needs for privacy of personally identifiable information when designing solutions and mitigate accordingly.
- Ensure equity and fairness in co-creation, and protect the best interests of the end end-users.

9. Be Collaborative

- Engage diverse expertise across disciplines and industries at all stages.
- Work across sector silos to create coordinated and more holistic approaches.
- Document work, results, processes and best practices and share them widely.
- Publish materials under a Creative Commons license by default, with strong rationale if another licensing approach is taken.

UNICEF innovation principles have been endorsed or adopted by the following partners: UNICEF, USAID, Gates Foundation, EOSG Global Pulse, WFP, WHO, HRP, OCHA, UNDP, SIDA, IKEA Foundation, UN Foundation, and UNHCR.

Annex 2

Eligibility Criteria of the UNICEF Innovation Fund

- Your company/institution must be registered in a **UNICEF programme country** ([see list here](#))
- You're working on open source technology solutions or willing to be open source under the following **licenses** or their equivalent:
 - (i) for software, a GNU General Public license, MIT or BSD,
 - (ii) for hardware, a CERN, MIT or TAPR open license and
 - (iii) for design or content, a CC-BY license
- You have an **existing prototype of the open source solution** with promising results from initial pilots.
- Your solution has the potential to **address UNICEF Priorities**.
- Your project generates publicly-exposed **real-time data that can be/is measured**

