

**Ref: LRPS-2023-9183025**

## **REQUEST FOR PROPOSAL (RFP)**

**31 May 2023**

### **UNITED NATIONS CHILDREN’S FUND (UNICEF)**

**Wishes to invite you to submit a proposal for**

**Institutional Consultancy for development of board game with a focus on prevention of child marriage and adolescent pregnancy in Lao PDR**

**SEALED Proposals** should be sent to:

UNICEF Vientiane, Lao PDR  
Bid Reference Number: **LRPS/2023/9183025**  
Km3 Thadeua Road, Ban Watnak  
Vientiane, Lao PDR  
Telephone +856 21 487500  
Facsimile +856 21 314852

### **IMPORTANT – ESSENTIAL INFORMATION**

The reference **LRPS/2023/9183025** must be shown on the envelope containing the **Technical Proposal** and, on the envelope, containing the **Financial Proposal**, as well as on the outer packaging containing both envelopes.

The bid form must be used when replying to this request for proposal.

The Proposals **MUST** be received at the above address by latest **17:00 Local Time on 20 June 2023**. Due to the nature of this RFP, there will be no public opening of proposals.

Proposals received after the stipulated date and time will be invalidated.

It is important that you read all of the provisions of the request for proposal, to ensure that you understand UNICEF’s requirements and can submit a proposal in compliance with them. Note that failure to provide compliant proposals may result in invalidation of your proposal.

### **BID FORM**

**THIS PAGE/BID FORM** must be completed, signed and returned to UNICEF. Bid must be made in accordance with the instructions contained in this Request for Proposal.

### **TERMS AND CONDITIONS OF CONTRACT**

Any Contract or Purchase Order resulting from this INVITATION shall contain UNICEF General Terms and Conditions and any other Specific Terms and Conditions detailed in this INVITATION.

**INFORMATION**

Any request for information regarding this INVITATION must be forwarded by email to the attention of the person who prepared this document, with specific reference to the Invitation Number.

The Undersigned, having read the Terms and Conditions of **LRPS/2023/9183025** set out in the attached document, hereby offers to supply the services specified in the schedule at the price or prices quoted, in accordance with any specifications stated and subject to the Terms and Conditions set out or specified in the document.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Name & Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Tel. No.: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Validity of Offer: \_\_\_\_\_  
Currency of Offer: \_\_\_\_\_

**THIS REQUEST FOR PROPOSAL HAS BEEN:**



**PREPARED BY:** Siphachanh Chounlamany  
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To be contacted for additional information. NOT FOR SENDING OFFERS



**APPROVED BY:** Helena Soldatova  
Deputy Representative, Operations  
Email: [hsoldatova@unicef.org](mailto:hsoldatova@unicef.org)

## 1.0 PROCEDURES AND RULES

### 1.1 ORGANISATIONAL BACKGROUND

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Guided by the Convention on the Rights of the Child, UNICEF strives to establish children's rights as international standards of behaviour towards children. UNICEF's role is to mobilise political will and material resources to help countries ensure a "first call for children". UNICEF is committed to ensuring special protection for the most disadvantaged children.

UNICEF carries out its work through its headquarters in New York, 8 regional offices and 125 country offices world-wide. UNICEF also has a research centre in Florence, a supply operation based in Copenhagen and offices in Tokyo and Brussels. UNICEF's 37 committees raise funds and spread awareness about the organisation's mission and work.

### 1.2 PURPOSE OF THE REQUEST FOR PROPOSAL

The purpose of this RFP is to invite proposals for development of board game with a focus on prevention of child marriage and adolescent pregnancy in Lao PDR

### 1.3 FORECAST SCHEDULE

The schedule of the contractual process is as follows:

- |   |                                |
|---|--------------------------------|
| a) Closing date and time for submission of full proposal: | 20 June 2023 @17:00 Local Time |
| b) Opening of Technical proposal:                         | 21 June 2023                   |
| c) Opening of Financial proposal:                         | 30 June 2023 (estimated date)  |
| d) Award Notice:  | 05 July 2023 (estimated date)  |
| e) Signature of contract:                                 | 10 July 2023 (TBC)             |

### 1.4 RFP CHANGE POLICY

All requests for formal clarification or queries on this RFP must be submitted in writing to [laosupply@unicef.org](mailto:laosupply@unicef.org) and copy to [hsoldatova@unicef.org](mailto:hsoldatova@unicef.org). Please make sure that the e-mail mentions the RFP reference number.

Only written inquiries will be entertained. Please be informed that if the question is of common interest, the answer will be shared with all potential RFP bidders.

Erasures or other corrections in the proposal must be explained and the signature of the applicant shown alongside. All changes to a proposal must be received prior to the closing time and date. It must be clearly indicated that it is a modification and supersedes the earlier proposal or state the changes from the original proposal. Proposals may be withdrawn on written request received from bidders prior to the opening time and date. Bidders are expected to examine all instructions pertaining to the work. Failure to do so will be at bidder's own risk and disadvantage.

### 1.5 RFP RESPONSE FORMAT

Full proposals should be submitted in ENGLISH and must be received not later **20 June 2023 @17:00 Local Time**, duly signed and dated. Bidders must submit a sealed proposal, with two **separate sealed envelopes inside for (a) the Technical Proposal and (b) the Price Proposal**.

Sealed proposals must be securely closed in suitable envelopes and dispatched to arrive at the UNICEF office indicated no later than the closing time and date. They must be clearly marked as follows:

- Outer envelope: **Name of company**

**Bid Reference Number [LRPS/2023/9183025](#)**  
**Km3 Thadeua Road, Ban Watnak**  
**Vientiane, Lao PDR**  
**Telephone +856 21 487500**  
**Facsimile +856 21 314852**

- Inner envelope – technical proposal: Name of company, RFP number - technical proposal
- Inner envelope – financial proposal: Name of company, RFP number - financial proposal

**Alternatively**, bidders/consultants are allowed to submit their proposal by email. Bidders/consultants who intend to submit electronic proposals must follow the submission instruction as follows:

- Bidders can submit proposals through email. The proposal shall consist of two separate files i.e. one Technical Proposal and one Price Proposal.
- The file for the Price proposal shall be protected by a password which is retained by the bidder. If the technical proposal passes the minimum technical requirement, UNICEF will then request the password to open the Price Proposal file from the bidder. However, if the company loses the password, fails to submit within a period of 3 days, or in the case that the file does not open with the password provided, UNICEF will not be responsible for this matter.
- The file shall be in the form of pdf files only.
- Max. Files Size per transmission: 5MB
- Please send the electronic proposal to [laosupply@unicef.org](mailto:laosupply@unicef.org) and copy to [hsoldatova@unicef.org](mailto:hsoldatova@unicef.org)
- Please be aware that bids or proposals emailed to UNICEF will be rejected if they are received after the deadline for bid submission. As an email may take some time to arrive after it is sent, especially if it contains a lot of information, we advise all bidders to send email submissions before the deadline.

Please note that the proposal must arrive in the email box before the submission deadline.

Proposals received in any other manner will be invalidated.

Sealed proposals received prior to the stated closing time and date will be kept unopened. The responsible officers will open technical proposals when the specified time has arrived, and no proposal received thereafter will be considered. UNICEF will accept no responsibility for the premature opening of a proposal not properly addressed or identified. Any delays encountered in the mail delivery will be at the risk of the bidder.

Offers delivered at a different address or in a different form than prescribed in this RFP, or which do not respect the required confidentiality, or received after the designated time and date, will be rejected.

All references to descriptive materials should be included in the appropriate response paragraph, though the material/documents themselves may be provided as annexes to the proposal/response.

The bidder must also provide sufficient information in the proposal to address each area of the Proposal Evaluation contained in 1.10 to allow the evaluation team to make a fair assessment of the candidates and their proposal.

## **1.6 BIDDER RESPONSE**

### **1.6.1 Formal submission requirements**

The formal submission requirements as outlined in this Request for Proposal must be followed, e.g. regarding form and timing of submission, marking of the envelopes, no price information in the technical proposal, etc.

### **1.6.2 Bid Form**

The completed and signed bid form must be submitted together with the proposal.

### 1.6.3 Mandatory criteria

All mandatory (i.e. must/have to/shall/should/will) criteria mentioned throughout this Request for Proposal have to be addressed and met in your proposal.

### 1.6.4 Technical Proposal

The technical proposal should address all aspects and criteria outlined in this Request for Proposal, especially in its statement of work, terms of reference and paragraph 1.10 of this Request for Proposal. However, all these requirements represent a wish list from UNICEF. The bidders are free to suggest/ propose any other solution. UNICEF welcomes new ideas and innovative approaches.

**No price information should be contained in the technical proposal.**

### 1.6.5 Financial Proposal

The financial proposal should be as per but not limited to paragraph 1.10 of this Request for Proposal.

### 1.6.6 Checklist for submission of proposals

- Bid form filled in and signed
- Envelope for technical proposal
  - o Technical proposal
  - o Technical proposal does not contain prices
  - o Envelope is sealed
  - o Envelope is marked as follows: Name of company, RFP number - technical proposal
- Envelope for financial proposal
  - o Financial proposal
  - o Envelope is sealed
  - o Envelope is marked as follows: Name of company, RFP number - financial proposal
- One outer enveloped
  - o Containing: (i) bid form, (ii) envelope for technical proposal, and (iii) envelope for financial proposal
  - o Envelope is sealed
  - o Envelope is marked as follows:

**Name of company**

**Bid Reference Number: [LRPS/2023/9183025](#)**

**Vientiane, Lao PDR**

**Telephone +856 21 487500**

**Facsimile +856 21 314852**

## 1.7 CONFIDENTIAL INFORMATION

Information, which the bidder considers proprietary, should be clearly marked "proprietary", if any, next to the relevant part of the text, and UNICEF will treat such information accordingly.

## 1.8 RIGHTS OF UNICEF

UNICEF reserves the right to accept any proposal, in whole or in part; or, to reject any or all proposals. UNICEF reserves the right to invalidate any Proposal received from a Bidder who has previously failed to perform properly or complete contracts on time, or a Proposal received from a Bidder who, in the opinion of UNICEF, is not in a position to perform the contract. UNICEF shall not be held responsible for any cost incurred by the Bidder in preparing the response to this Request for Proposal.

The Bidder agrees to be bound by the decision of UNICEF as to whether her/his proposal meets the requirements stated in this Request for Proposal. Specifically, UNICEF reserves the right to:

- contact any or all references supplied by the bidder(s);
- request additional supporting or supplementary data from the bidder(s);
- arrange interviews with the bidder(s);
- reject any or all proposals submitted;
- accept any proposals in whole or in part;
- negotiate with the service provider(s) who has/have attained the best rating/ranking, i.e. the one(s) providing the overall best value proposal(s);
- contact any number of candidates as required to achieve the overall evaluation objectives.

## **1.9 PROPOSAL OPENING**

Due to the nature of this RFP, there will be no public opening of proposals.

## **1.10 PROPOSAL EVALUATION**

After the opening, each proposal will be assessed first on its technical merits and subsequently on its price. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of technical UNICEF staff and their conclusions will be forwarded to the internal UNICEF Contracts Review Committee.

The evaluation panel will first evaluate each response for compliance with the requirements of this RFP. Responses deemed not to meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration. Failure to comply with any of the terms and conditions contained in this RFP, including provision of all required information, may result in a response or proposal being disqualified from further consideration. The proposals will be evaluated against the following:

### **Content of the Technical Proposals**

The written technical proposal will be in hard copy and PDF format and include the following elements:

- a) Presentation of the bidding institution including:
  - Name of the institution
  - Date and country of registration/incorporation
  - Summary of corporate structure and business areas
  - Corporate directions and experience
  - Location of offices
  - Number and type of employees or agents relevant to this proposal.
- b) Narrative description of the bidding institution's experience and capacity in the following areas:
  - Relevant experience in delivering high-quality innovative learning materials in the field of child rights, social issues or similar
  - Previous and current assignments in developing countries in general, and related to children's survival and development, behaviour change communication, communication material development preferably in Southeast Asia.
  - Previous and current assignment with similar agencies (UN and/or NGOs).
- c) Relevant references of the bidding institutions (past and on-going assignments) in the past five years. UNICEF may contact references persons for feedback on services provided.
- d) Samples or links to samples of previous relevant work to which the key personnel proposed for this assignment contributed.
- e) Proposed methodology and approach, including potential constraints.
- f) Work plan, including:
  - General work plan based on the TOR, with proposed adjustments if any.
  - Detailed timetable by activity.
- g) Creative team:

- Summary presentation of proposed team leader.
- Summary presentation of proposed key personnel.
- Level of effort of proposed team leader by activity – consistent with the financial proposal.
- CV of team leader and key personnel proposed for this assignment.

#### A) Evaluation Process and Methods

A two-stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared.

Applications shall therefore contain the following required documentation:

1. Technical Proposal, including a cover letter, updated CV.,
2. Financial Proposal: Lump-sum offer with the cost breakdown: Consultancy fee.

No financial information should be contained in the technical proposal.

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

- (a) Technical Qualification (max. 70 points)  
Please see below table for evaluation criteria

- (b) Financial Proposal (max. 30 points)

The price proposal must be fully separated from the technical proposal. The financial proposal will be submitted in hard copy or in PDF format (Financial Proposal Template of the RFP is attached). Costs will be formulated in USD and free of all taxes. It will include the following elements:

#### (C) Evaluation Criteria

The evaluation criteria for selecting the institution is as follows:

CATEGORY	MAX. POINTS
<b>1. OVERALL RESPONSE</b> *Understanding of, and responsiveness to, the requirements (5) *Understanding of scope, objectives and completeness of response (10) *Overall concord between UNICEF requirements and the proposal (5)	20
<b>2. METHODOLOGY</b> *Quality of the proposed approach and methodology (15) *Quality of proposed implementation plan, i.e how the bidder will undertake each task, and time-schedules (10) *Risk assessment - recognition of the peripheral problems and methods to prevent and manage peripheral problems / quality controls (5)	30
<b>3. PROPOSED TEAM and ORGANISATIONAL CAPACITY</b> * Team leader: Relevant experience, qualifications, and position with firm (5) * Team members - Relevant experience, skills & competencies (10) * Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments (5)	20
<b>TOTAL MARKS FOR TECHNICAL COMPONENT</b>	<b>70</b>
<b>4. FINANCIAL PROPOSAL - PRICE</b> Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.	30
<b>TOTAL MARKS</b>	<b>100</b>

The total amount of points allocated for the price component is **30**. The maximum number of points will be allotted to the lowest financial proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical. All other financial proposals will receive points in inverse proportion to the lowest price, e.g.:

$$\text{Score for financial proposal X} = \frac{\text{Max. score for financial proposal} * \text{Price of lowest financial proposal}}{\text{Financial of proposal X}}$$

**Total Technical and Financial Proposals = 100 Pts**

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. The weight allocated to this technical evaluation is 70% of the total evaluation. To be further considered for the financial evaluation, a minimum score of 55 points from the maximum 70 points from the technical proposal in the technical evaluation is required.

The weight allocated to the financial proposal is 30% as per the following: the maximum 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in the inverse proportion to the lowest price. The proposal(s) obtaining the overall highest score after adding the score for the technical and financial proposals in the proposal that offers best value for money and will be recommended for award of the contract.

It is essential that the financial proposal includes all cost implications for successfully completing the required assignment. The bidders should ensure that all pricing information is provided in accordance with the following:

The currency of the proposal shall be in **US Dollars**. Invoicing will be in the currency of the proposal. The bidder will suggest providing a payment schedule for the Contract, linked to unambiguous Contract milestones. All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.

The national bidders can submit the price proposal either in local currency (LAK) or US dollar. For price proposal quoted in USD dollar, the payment will be made in local currency (LAK) using the official UN exchange rate at the month of payment.

**1.10 PROPERTY OF DELIVERABLES**

This RFP, along with any responses there to, shall be considered the property of MoES and UNICEF and the proposals will not be returned to their originators. In submitting this proposal, the bidder will accept the decision of UNICEF as to whether the proposal meets the requirements stated in this RFP.

**1.11 VALIDITY**

Proposal must be valid for a minimum of ninety (90) days from the date of opening of this RFP and must be signed by all candidates included in the submission. For proposals from institutions, the proposal must also be signed by an authorised representative of the institution. Bidders are requested to indicate the validity period of their proposal in the Proposal Form. UNICEF may also request for an extension of the validity of the proposal.

**1.12 CONTRACTUAL TERMS AND CONDITIONS**

The UNICEF Special and General Terms and Conditions are attached and will form part of any contract resulting from this RFP.



### **1.13 FULL RIGHT TO USE AND SELL**

The bidder warrants that it has not and shall not enter into any agreement or arrangement that restrains or restricts UNICEF or the recipient government's rights to use, sell, dispose of or otherwise deal with any item that may be acquired under any resulting contract.

### **1.14 PAYMENT TERMS**

Payment will be made only upon UNICEF's acceptance of the work performed in accordance with the contractual milestones. The terms of payment are Net 30 days, after receipt of invoice and acceptance of work. Payment will be made by bank transfer in the currency of billing. Price proposals should include proposed stage payments.

## ANNEX I: STATEMENT OF WORK AND TERMS OF REFERENCE

### **1- Background**

Lao PDR has one of the highest proportions of child marriage (33% of women aged 20-24 are married before 18) and the highest adolescent birth rate (83 per 1,000) in the region, despite the practice being prohibited by the Family Law and Penal Code (minimum legal age for marriage is 18). Early marriage is more prominent among ethnic groups such as Hmong-Mien and Mon-Khmer households due to traditional practices and social norms. In Luang Namtha province, 40% of women aged 20-24 are married before 18. Child marriage is a violation of children's rights and has profound impacts on their growth. Children in early marriage also face a higher risk of violence, exploitation, and abuse.

Education is the strongest determinant related to early marriage. Young women with no education are over 20 times more likely to marry early compared to those with higher education. 38% of women in the North were married before the age of 18. Over twice as many women are married before 18 in rural areas without road (49%) than in urban areas (21%). Strong determinants of early marriage are low levels of education, poverty, limited opportunities for adolescents, and social norms and attitudes including ethnic and local practices. Ensuring that girls complete at least secondary education and are healthy are prerequisites to break the intergenerational cycle of deprivation caused by early pregnancy.

In order to address the issues mentioned above, UNICEF Lao PDR is planning to overboard an agency for development of edutainment (entertainment-education) board game. This board game is critical to facilitate positive change in behaviour among children and young people. It is also essential to raise awareness about these issues among the public and decision makers. In this regard, a creative agency with the requisite skills needs to be recruited to work with the Child Protection and Communication unit and key programmes and partners to produce all the materials.

The aim of the edutainment (entertainment-education) board game is to serve as a "mirror" for children and young people to analyze their concerns and challenges from a more neutral standpoint. The characters in the game pose/ act as audiences, enabling young people to dissect and analyze issues from an observer's perspective without revealing personal experiences. This gives young people the opportunity to be creative and develop the story for the character as they look for solutions to both the characters and their issues. The edutainment (entertainment-education) board game will be piloted in five provinces in 2023 under "Accelerating Child Marriage and Adolescent Pregnancy Prevention Programming in Lao People's Democratic Republic" Project.

Direct target audience includes adolescent girls and boys aged 10 – 19 in five target provinces who will have improved knowledge and skills to address child marriage and adolescent pregnancy. Indirect target audience includes parents, teachers and community members.

### **2- Objective, Purpose and Expected Results:**

The purpose of this contract is to develop the edutainment (entertainment-education) board game with a particular emphasis on prevention of child marriage and adolescent pregnancy in Lao PDR.

Edutainment board game is an interactive form of social and behavior change communication (SBCC). Playing board games is not only entertaining but it also helps the target audience with problem solving, decision making, deferring gratification, and dealing with mistakes. The development of the edutainment (entertainment-education) board game as part of the SBCC materials will enable children and young people to learn, discover and analyze their concerns and challenges from a more neutral standpoint and to resort to positive behaviours.

It is expected to meet the following objectives:

- Conduct research to understand the issues around child marriage and adolescent pregnancy in Lao PDR and design learning objectives
- Prepare suitable content for learning and refine key messages on child marriage and adolescent pregnancy for children and young people through learning materials. The type of materials to develop will be further refined based on stakeholders' consultation and new ideas proposed by the agency.
- Design game mechanics that foster learning for target groups

### **3- Description of the assignment**

#### **3.1 Content and Message Development**

- Collect and review all existing materials related to child marriage and adolescent pregnancy in Lao PDR
- Review other UNICEF Lao PDR background documents such as the Country Programme Document and child marriage briefing to understand the programmatic priorities. UNICEF will provide these and other materials that can be used as reference for this campaign.
- Conduct additional research, if needed around child marriage and adolescent pregnancy in Lao PDR

All communication messages must be framed and developed in close collaboration with UNICEF and key stakeholders and if required, the participation of target groups.

#### **3.2 Material Development**

Guided by recommendations from Child Protection and Communication team, the agency is expected to develop a suitable and engaging learning experience edutainment (entertainment-education) board game. Development process includes

- a. Draft key messages and content in English based on the messages and overall narrative and share with UNICEF Lao PDR team for review
- b. Incorporating suggestions by UNICEF Lao PDR team and finalizing content and key messages
- c. In consultation with stakeholders, develop draft concept and format/ design options in English for the edutainment board game
- d. Incorporating suggestions by UNICEF Lao PDR team and stakeholders and modify concept and format/ design options
- e. Translate key messages, content and concept in Lao and share with UNICEF Lao PDR for review
- f. On finalizing Lao translations, development of instruction manual and prototype of board game in Lao based on finalized key messages, content, concept and design

- g. Participate in pre-testing (along with UNICEF Lao PDR team) board game prototype with target audience in select communities
- h. Incorporating suggestions from the communities and revising board game
- i. Sharing final prototype of board game with UNICEF Lao PDR
- j. Suggesting ideal printing and technical specifications with UNICEF Lao PDR
- k. Sharing final open files of design and final content files of key messages, content and concept (in Lao and English) with UNICEF Lao PDR

All materials to be produced are expected to be of high quality, low-literacy friendly, locally relevant and culturally appropriate and include the perspectives of target groups/audiences. All materials must be visually representative and inclusive of all genders, ages and ethnicity, and including children with disability. The selected agency will be required to use a participatory, human-rights-based approach to material development, seeking feedback from relevant community members and children themselves, including vulnerable groups.

### **3.3 Conceptualize and process design and layout**

Design game mechanics that foster learning for target groups. Produce visual and layout materials including user-friendly instruction manual.

### **3.4 Approval and Finalization**

All messages, designs and materials are subject to final approval from UNICEF. The approval by UNICEF requires agreement from Government stakeholders and key partners. UNICEF will take the lead in obtaining agreement with technical support from the selected agency including presenting products to key counterparts.

- Present the materials to UNICEF
- Incorporate all changes suggested by UNICEF and partners in the materials.
- Finalization of all artworks and submit ready materials including project files
- Complete production of all
- All the materials should be ready in English and Lao. The agency should factor the translation of materials of the package into the budget.

## **4- Deliverables:**

### **4.1 Finalized Work Plan**

A detailed work plan will be developed, finalized, and delivered to UNICEF. The work plan includes, but it is not limited to: 1) confirmation on the scope of work including purposes and objectives. 2) detailed descriptions of each task with specific timeline based on work assignments and deliverables mentioned in this TOR (with the adjustments proposed by the agency).

### **4.2 Content and key messages and overall narrative**

- Collect and review all existing materials related to child marriage and adolescent pregnancy in Lao PDR. Conduct additional research, if needed.
- Based on the information, develop key messages for target audiences in close collaboration with UNICEF

### **4.3 Production of innovative learning tool**

To be successful, the learning tool will need to respond to the public's needs, be comprised of content that is mutually reinforcing, and be framed in a way that inspires and motivates people to positive behaviors – eliminate child marriage and adolescent pregnancy. Tasks include ideate, design, pre-testing, develop prototype.

#### 4.4 Prototype testing plan

Develop a testing plan and advise on Test communication and comprehension through design

#### 4.5 Final prototype, files of design, content files of key messages, content and concept (in Lao and English)

Incorporate suggestions from pre-testing and revising board game and instruction manual, hand over final prototype of board game and share final open files of design and final content files of key messages, content and concept (in Lao and English) with UNICEF Lao PDR

#### Timeframe

Tasks and Deliverables	Timeline
<b>1. Finalized Work Plan</b>	<b>2 Weeks</b>
Analyze the existing material	Week 1
Develop and submit a detailed work plan to UNICEF	Week 1
Revise and finalize a detailed work plan based on UNICEF's feedback	Week 2
<b>2. Content, key messages and overall narrative</b>	<b>3 Weeks</b>
Based on the consultations with UNICEF and stakeholders, develop overall narrative and 3 options for creative concepts and artwork for stakeholder consultations.	Week 3-4
Finalize content, key messages and overall narrative	Week 5
<b>3. Production of innovative learning tool</b>	<b>12 Weeks</b>
Develop idea pitch/story board	Week 6
Design game mechanics	Week 7-10
Validation - Test communication and comprehension through design	Week 11-13
Production and finalization	Week 14-17
<b>4. Prototype testing plan</b>	<b>1 Week</b>
Submit the testing plan	Week 18
<b>5. Finalizing prototype and handover</b>	<b>2 Weeks</b>
Incorporating suggestions from pre-testing, and revising board game and instruction manual	Week 19
Handing over final prototype of board game with UNICEF Lao PDR	Week 19-20
Suggesting ideal printing and technical specifications with UNICEF Lao PDR	Week 20
Sharing final open files of design and final content files of key messages, content and concept (in Lao and English) with UNICEF Lao PDR	Week 20

## 5- Reporting Requirements:

All working documents and the final products will be submitted in Lao and English, produced in high quality, delivered in an engaging and accessible format including Word, PDF and PNP and hard copy (game prototypes), and guided by the guidelines set forth in the UNICEF Style Book. The Chief of Child Protection should receive all reports and documents specified in section 4: Deliverables.

## 6- Location and Duration

The assignment duration may vary but would not exceed 5 months (we're proposing a 6-month contract in case there are delays in the development of the materials), considering each month has 21 working days. The assignment is expected to commence in June 2023 and to be completed by October – November 2023. The selected agency will be responsible for covering all costs and logistics for all aspects of the assignment.

It is preferred that the selected agency is based in Laos or in a neighboring country (Thailand, Vietnam, Cambodia, Myanmar, China). If not based in Laos, the cost of face-to-face meetings and travel in Lao PDR will have to be covered by the agency.

## 7- Qualification requirements or specialized skills/experience required:

A professional full-service creative design of innovative learning tools agency with proven social and development capabilities.

### Knowledge, Skills and Experience

- Proven experience of developing innovative learning and communication materials and delivery strategies through a participatory process and adopting a human-rights based approach.
- At least 5-year work experience in graphic design and illustration photo editing, page layout, skills, and evidence of knowledge of latest software and in-house design skills.
- Be considered a leading communication for development agency with proven international standards of expertise and experience in the development of multi-media materials
- Proven experience in graphic design as demonstrated in completed graphics works
- Proven ability to apply innovative, creative processes to materials development, to produce simple, relevant, and engaging products.
- Knowledge and previous experience with Adobe software or other creative based software.
- Proven ability to take a different creative process, yet products are relevant, simple and interesting.
- Previous work experience with UNICEF is an advantage.
- Fluency in oral and written communication in English. Fluency in Lao is an advantage.

### Competences

- Ability to work closely and in a collaborative manner with other contractors and partners.
- Ability to deliver results amid tight deadlines.
- Excellent planning, organizational and coordination skills.

## 8- Administrative issues

**Confidentiality:** The documents produced during the period of this contract will be treated strictly confidential and the rights of distribution and/or publication shall solely reside with UNICEF.

**Work Arrangement:** The selected institution will be responsible for own workspace and equipment for all team members. All meetings involving supervision and technical discussions between UNICEF and the contractor will take place at UNICEF Lao PDR Office and/ or remotely. Regular conference calls to coordinate work processes will be arranged.

## 9- Payment Schedule

- 20% of payment upon finalization and submission of deliverable 1
- 20% of payment upon finalization and submission of deliverable 2
- 20% of payment upon finalization and submission of deliverable 3
- 20% of payment upon finalization and submission of deliverable 4
- 20% of payment upon finalization and submission of deliverable 5

**Important note:** The days indicated above are indicative only and are used for estimation purposes. Fees shall be calculated based on the days offered to complete the assignment in the contract signed. Payment will be made upon submission and approval of deliverables and full and satisfactory completion of the assignment.

## 10- Contract Supervisor

The agency contracted for this consultancy will work under the supervision of the Chief of Child Protection with technical support from the Chief of Communication; and be managed on a day-to-day basis by the Child Protection Specialist and Child Protection Officer. Compliance with the TOR and timely delivery of the expected outputs/results will be closely monitored. Upon completion of the contract assignments, the supervisor will evaluate the agency's work, certify relevant documents and process/follow-up on the payments.

A management and coordination mechanism comprised of key government partners, mass organizations, and civil society organizations will be established to guide the work of the agency and provide technical expertise required to assess all the materials being produced under this contract.

**Financial Proposal Template:**

<b>RFP Financial Proposal Template</b>				
RFP number:				
Company name:				
UNGM reference number:				
Main contact person and title:				
Email address of contact person:				
Direct telephone number of contact person:				
Date of proposal:				
Validity of proposal:				
Currency of proposal:				
Commercial proposals should be submitted on an <b>all-inclusive basis</b> for providing the contracted Deliverable as described in the TOR.				
<b>Service Fee Description</b>		<b>Costs to be provided based on Deliverables</b>		
<b>TOTAL</b>				
Please indicate proposed payment term				
Breakdown of above rates to be provided for information purposes				