Call for Expression of Interest

Development of the @KitaConnect online engagement programme for adolescents and youth

1 Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Posted</td>
<td>1st April 2021</td>
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<tr>
<td>Clarification Request Deadline</td>
<td>13th April 2021</td>
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<tr>
<td>Application Deadline</td>
<td>21st April 2021</td>
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<tr>
<td>Notification of Results</td>
<td>5th May 2021</td>
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<tr>
<td>Start Date</td>
<td>19th May 2021</td>
</tr>
<tr>
<td>End Date</td>
<td>19th September 2022</td>
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2 Locations

A Malaysia
   a Selangor

3 Sector(s) and area(s) of specialization

A
   a Adolescent Development and Participation

4 Issuing Agency

UNICEF

5 Project Background

8 million young people (aged 10-30) in Malaysia have been staying at home from 18th March 2020 to date as a result of movement control measures to reduce the spread of COVID-19. Their daily life has been interrupted, their education, mental health and psychosocial wellbeing has been compromised, and access to accurate information and services is limited. Given the restrictions of face-to-face interaction, UNICEF Malaysia came up with a new way to communicate with adolescents and youths beyond the traditional UNICEF social media channels.

Leveraging on the U-Report platform, UNICEF Malaysia created a dedicated online social space on Telegram where young users can provide real-time feedback on their concerns and get regular updates on COVID-19 and mental health and psychosocial wellbeing related information in an adolescent-friendly way. The platform also created a participatory environment through different online activities and challenges and enabled UNICEF to link young people with necessary services and resources to address their needs.


As of December 2020, @KitaConnect successfully engaged almost 500,000 young people through online sessions, U-Report messages and polls, social media and online campaigns and challenges.

Building on this success, UNICEF will be transitioning @KitaConnect from being an emergency response communication channel, to becoming a key youth online engagement programme under UNICEF’s Adolescent Development and Participation Programme, utilized to build the skills of young people to maximize their mental and psycho-social wellbeing, support their learning, and be civically engaged in their communities under 3 key pillars: Motivation, Learning and Civic & Social Engagement.
@KitaConnect Strategic Pillar Description

1) Motivation:
The Motivation pillar will focus on building the mental resilience and maximizing the psychosocial wellbeing of young people. This will include raising awareness on issues affecting young people, creating an ecosystem of support between young people and their communities, facilitating the spread of positive messages, and creating opportunities for young people to socialise and have fun together.

2) Learning:
Under the Learning pillar, young people will learn and acquire the skills and knowledge they need to become agile learners and global citizens equipped to navigate personal, social, academic, and economic challenges to thrive in the 21st Century. This will largely focus on helping young people develop transferable life skills such as problem-solving, managing emotions, digital skills, and communication, and build their knowledge on topics such as child rights, SDGs, health, climate action, employability, and other relevant issues that matter to them.

3) Civic and Social Engagement:
Under the Civic and Social Engagement pillar, young people will be equipped with the skills and opportunity to express their views and become drivers of change within their communities. This will include creating safe spaces for young people to form and voice their opinions, building their confidence, decision-making and advocacy skills, creating opportunities to work with young influencers to raise awareness on issues that concern them, and enabling them to innovate and implement solutions within their societies.

6 Expected Results

UNICEF is looking for an education/training organization with a strong track record in developing and organizing digital engagements with youth. The partnership will be over a 2-year period to support UNICEF Malaysia in the planning, implementation, and monitoring of a comprehensive online engagement programme to provide youth and adolescents with the resources, opportunities, and skills to maximise their mental health and psychosocial wellbeing, develop soft-skills to thrive in the 21st Century, and to contribute meaningfully in the improvement of their communities.

The institution/organization/agency will be expected to utilize a mix of different digital platforms to:
1. Listen to young people to understand their needs and concerns
2. Share youth-friendly information, tips and resources that are relevant to them
3. Facilitate interaction and peer-to-peer mobilisation
4. Create awareness on social and civic issues that matter to them
5. Equip young people with necessary life-skills and exposure to be productive and contributing members of society
6. Empower young people to inspire change amongst their peers, parents and community

The selected institution/organization/agency will build upon, refine and operationalize UNICEF’s plans for the @KitaConnect programme found in Annex 1 (included as an attachment), and will be expected to manage @KitaConnect from content and curriculum design, to facilitation of online-based engagement. The tasks will include:
1. Development of a workplan including the key details of how to operationalize and manage the 12-month @KitaConnect programme;
2. Conduct a needs assessment of youth and adolescents in Malaysia;
3. Development of a 12-month curriculum for the @KitaConnect programme, incorporating digital activities and events which build the skills of youth and adolescents;

4. Delivery and management of the @KitaConnect platform/programme

5. Tracking, monitoring and evaluation of the programme.

All activities will incorporate inclusivity measures for persons with disabilities including, but not limited to, sign language interpretation, language translations, alt text and visual aids according to inclusive communications guidelines, and adopt gender responsive and rights-based approaches.

**Expected Work Assignments:**

1. **Development of workplan**
   - The vendor will be expected to develop a master workplan detailing the activities, tasks, resources, potential partners, channels and timelines required to operationalize and manage the 12-month @KitaConnect programme.

2. **Conduct a needs assessment of youth and adolescents in Malaysia**
   - The vendor will be expected to conduct a needs assessment with a sample size of youth in Malaysia between the ages of 10-25 years old, ensuring accurate representation of the diverse characteristics of the @KitaConnect target demographic (in terms of ethnicity, gender, disability status, citizenship status, socio-economic background, and locality), to:
     a) **Identify topics of interest** amongst the youth and adolescent population under the three @KitaConnect pillars of Motivation (mental health and psychosocial wellbeing), Learning (soft-skills) and Civic and Social Engagement. This may include topics such as Stress management, Online safety, Volunteerism, Child Rights, Employability skills, Design thinking, Communication skills and Problem solving.
     b) **Identify suitable online communication channels** which are most popular amongst the target demographic in which to deliver the @KitaConnect programme. This may include, but not be limited to video conferencing platforms, social media, video streaming platforms, online dialogue platforms, blogsites, online learning platforms, gaming sites and direct messaging channels.
     c) **Validate preferred online engagement modalities** based on the target demographic’s preferred method of learning, receiving information and interaction. Online engagement modalities may include online webinars, workshops and events, short video series, posters and infographics, direct messages via an online social messaging tool, polls and surveys, and generating participant-created content.

3. **Development of 12-month curriculum for the @KitaConnect programme**
   - The vendor will be expected to develop a comprehensive and cohesive 12-month curriculum to achieve the objectives of the @KitaConnect programme under its three pillars based on the findings of the needs-assessment and consultations with UNICEF. The curriculum should include:
     a. The selected modules for each pillar of @KitaConnect (Motivation, Learning, and Civic and Social Engagement) based on topic interests of adolescents and priority areas of UNICEF.
     b. Suggested activities, modality of engagement, delivery channels and frequency of module delivery.
     c. Activity/session plans including learning objectives, teaching/learning materials required, supporting resources and suggested speakers or partners.
     d. Development of activity materials, slides, worksheets, and any other supporting teaching material required.
     e. Development of visual and video assets to supplement programme activities.

4. **Delivery and management of the @KitaConnect platform/programme**
   - The vendor will be expected to lead the management of the @KitaConnect programme and ensure optimized uptake and engagement of the programme activities. This includes:
     a. Marketing and promotion of @KitaConnect programme including planned communications and social media engagement.
     b. Recruitment of participants for programme activities with due attention given to ensuring fair gender representation and representation from marginalized communities (young people with disabilities, indigenous communities, B40 community, refugees/migrants).
     c. Securing and leveraging on necessary partners, networks, and/or service vendors, to support the quality implementation of the @KitaConnect programme.
     d. Management of technical and logistical operations required for the running of the programme.
     e. Coordination and facilitation of online sessions and activities.
     f. Development of materials, messages and assets required for the delivery of the programme activities ensuring inclusive communication measures are included as necessary such as sign language interpretation, subtitles, language translations, alt text and more, in line with UNICEF’s inclusive communications guidelines.
     g. Dissemination of the necessary materials, messages and assets required for the delivery of the programme activities through a range of channels including, but not limited to, video conferencing platforms, social media, webpages and direct messaging channels.
     h. Proposing and procuring necessary incentives and rewards to sustain engagement of youth and adolescents in the programme.

5. **Tracking, Monitoring and Evaluation of the programme**
   - The vendor will be expected to monitor and evaluate the progress of the programme to ensure smooth implementation,
optimum engagement, reach and impact, and continuous improvement. This will include:

a. Development of monitoring and evaluation plan including impact measurement tools and tracking systems.
b. Monitor and track progress of @KitaConnect programme based on agreed upon indicators and provide monthly updates.
c. Produce bi-annual reports of @KitaConnect reach, engagement and impact with recommendations for improvement.
d. Develop second year programme and curriculum recommendation based on final report and consultations with UNICEF.

UNICEF Malaysia has included ‘Annex 1: @KitaConnect Concept Note’ in the attachments that includes the required details for planning.

7 Other Information

UNICEF will organise an ‘Information Session’ for organizations that wish to participate in the CFEOI. Please contact Jessica via email (jsercombe@unicef.org) by 6th April to indicate your interest in joining a session which will be held prior to the 13th April clarification deadline.

Organizations that wish to participate in the CFEOI are requested to submit their applications in English on the UN Partners Portal (https://www.unpartnerportal.org). Submission by paper or email or any other means will not be accepted. It should be noted that participation to this call for EOI does not guarantee the CSO will be ultimately selected for partnership.

Proposals should be no more than 30 slides in Powerpoint (aside from annex). The proposal should aim to include an overall programme plan for a 12-month period which includes:

a. Proposed approach for cohesive 12-month online engagement programme for youth utilizing multiple channels of engagement and activities to achieve the objectives of the @KitaConnect programme.
b. Proposed key topic areas under 3 strategic pillars of @KitaConnect.
c. 12 online session concepts including topics, learning objectives, content summary, suggested speakers or partners, and engagement activities including creative concepts for the use of any supporting video and visual assets.
d. Proposed monitoring indicators to track learning, engagement, reach and participation and corresponding measurement tools.
e. Proposed 2-year (24 months) budget including a cost table covering all specific tasks and deliverables, unit costs and number of units. The proposed budget has to cover all cost elements to be incurred by the partner including any costs incurred by partnering or sub-contracting other organisations.
f. (Annex 1) Experience of the institution in this area including past performance, especially as related to curriculum development, teaching/training, project management and digital engagement of young people.
g. (Annex 2) Experience and qualifications of key personnel (CVs need to be attached)

Partnering and sub-contracting with other organisations is possible in order to ensure better and more comprehensive outcomes. Proposals are to take into account principles enshrined in CRC, Inclusive Communication Guidelines and Gender-Inclusive language guidelines.

Selection Criteria

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<tr>
<td>Clarity of activities and expected results</td>
<td>Adequacy and clarity of proposed proposal detailing the proposed costs</td>
<td>N/A</td>
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<td>Relevance of proposal to achieving expected results</td>
<td>Evident understanding of local context and sensitivity risks and within different groups and demonstrated ability to translate contextual understanding into effective interventions, and engagement with young people, including from marginalised groups (young people with disabilities, indigenous communities, B40 communities, refugees, migrants)</td>
<td>N/A</td>
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<td>Local experience and presence</td>
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<td>N/A</td>
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<td>Sector expertise and experience</td>
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<td>N/A</td>
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<tr>
<td>Project management</td>
<td>Management capacity to deliver the project while guaranteeing value for money and financial management system</td>
<td>N/A</td>
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<td>Cost effectiveness</td>
<td></td>
<td>N/A</td>
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<tr>
<td>Other</td>
<td>Creative elements are reflected in the engagement and learning approaches proposed</td>
<td>N/A</td>
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