

TERMS OF REFERENCE (TOR) FOR INSTITUTIONAL CONTRACTORS

International/National institutional consultancy for comms and advocacy support services for UNICEF Montenegro Long Term Agreement

Background and Context

Through external communication, UNICEF reinforces its position as a relevant, dynamic partner and a leader in child rights advocacy. It promotes evidence-based policies and interventions to improve the lives of the country's most vulnerable children, solutions to persistent bottlenecks in achieving child rights, and child-friendly social norms to combat stigma and discrimination.

For this purpose, UNICEF adopts strategies to mobilize the support of decision-makers, opinion leaders, partners, stakeholders and the public around action for children.

The LTAs enable UNICEF to solicit high quality and timely PR and comms support services directly and through a more streamlined contracting process, around specific areas of collaboration based on pre-defined Terms of Reference and on negotiated, fixed rates or cost calculation methodology. Hence, UNICEF Montenegro seeks to establish multiple Long-Term Arrangements for Services (LTAs) with successful proposer(s) for PR and comms support services. The LTAs serve as contracting frameworks and provide UNICEF Montenegro a streamlined contracting procedure with awarded vendors. The LTAs establish cost-estimated relationships on the basis of pre-identified criteria and prices offered.

Appropriate communication channels to support public advocacy and communication include a range of print, mass and social media tools, partnership and capacity development, social and behavior change communication, web-based materials, interpersonal communication, media events and various activities of participation of children and young people.

With a view to supporting external communication, UNICEF publicly invites all interested international and national consulting agencies to send applications for providing comms and advocacy support services.

Knowledge of the local language is an asset and/or English is needed.

Throughout the 2-year (2024-2026) period (with a possible 1-year extension), the selected consulting agency/ies will be contacted for different tasks depending on the needs of UNICEF Montenegro.

2. Objectives, Purpose & Expected Results

The purpose of the consultancy is to provide technical assistance for effectively organizing PR and external communication activities for UNICEF Montenegro as per the needs throughout 2024-2026.

The objectives of the assignment are:

- To provide UNICEF Montenegro Country Office with technical support for implementing different comms and advocacy activities, their monitoring and evaluation

3. Description of the Assignment

The following activities would be required according to the needs of UNICEF Montenegro Country Office throughout the 2-year period (August 1, 2024 – August 1, 2026)

	Service description
LOT 1	COMMS AND ADVOCACY
1	Support writing of different kinds of contents/information (human interest stories, webstories, photo essays, key messages, Q&As, media statements/releases/interviews/speeches, inputs for the UN snapshot, etc.) for UNICEF Montenegro in Montenegrin/English based on UNICEF inputs (data, reports, publications, etc.) within the agreed deadlines – fee per day
2	Support editing of different kinds of contents/information (human interest stories, webstories, photo essays, key messages, Q&As, media statements/releases/interviews/speeches, UN snapshot inputs, etc.) for UNICEF Montenegro in Montenegrin/English based on UNICEF inputs (data, reports, publications, etc.) within the agreed deadlines – fee per day
LOT 2	DIGITAL MEDIA
3	Support preparation of social media editorials and content (key messages with photos/ production of short videos/animations/artwork or similar) in Montenegrin/English based on UNICEF inputs (data, reports, publications, audiences, key messages, key indicators, etc.) in consultation with different UNICEF colleagues and as per agreed deadlines– fee per day
4	Support engagement and social advertising on social media, interaction/conversations with audiences, analysis of audience feedback for reacting with new/appropriate social media content/messages on a daily/weekly/monthly basis as needed - - fee per day
LOT3	EVENT MANAGEMENT
5	Support events planning and organization – preparation of an event scenario and/or comms materials needed, support in organizing the event – fee per day
LOT 4	DESIGN MANAGEMENT
6	Support coordination of the design of promotional materials for website, social media, events, etc. - based on instructions from UNICEF, select adequate photos from UNICEF photo library and coordinate copyeditors for different languages and designers hired by UNICEF to finalize the design process – fee per day
LOT5	CHILD AND YOUTH PARTICIPATION
7	Support young people's participation at media events, in social media campaigns/messages/videos and similar (train/work with young people to prepare them for public speaking, support their civic/digital engagement in line with the UN Convention on the Rights of the Child and UNICEF instructions, etc.) – fee per day
LOT6	MONITORING AND EVALUATION
8	Support preparation of social media reports (weekly, monthly, quarterly, yearly, related to specific projects and timeframes, etc.) in Montenegrin/English based

	on UNICEF instructions (agreed key indicators to be tracked like outreach, engagement, audience feedback analysis, negative feedback, etc.) – fee per day
9	Support preparation of monthly comms and advocacy reports in Montenegrin/English based on UNICEF instructions and data on media clipping, social media, events/activities, brand indicators, etc. – fee per day

4. Deliverables, timelines, and payment schedule

Comms and advocacy support activities and tasks organized for UNICEF Montenegro according to the needs and time schedule defined for each requested service throughout the 2-year period (August 1, 2024 – August 1, 2026)

Detailed list of potential activities and tasks is included under **Section 8. Application procedure** related to the financial part.

5. Travel

Travel may be needed for events management support and production of different communication products depending on UNICEF Montenegro Country Office needs.

Daily subsistence allowance (DSA) and Reimbursement of travel costs will, where applicable, be paid up to a maximum of the official UN rate. Travel costs will be calculated based on economy class travel, regardless of the length of travel. Costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).

6. Management and Organisation

Management: The Contractor will be supervised by the UNICEF Communication Officer.

Organization: International/national institutional consultancy is required for this consultancy.

The consulting agency will work closely the UNICEF Communication Officer, Digital Communication Officer and Social and Behavior Change Officer.

A detailed work plan with time frame will be developed and agreed with UNICEF Communication Officer. Each task will go through a process consisting of several rounds of consultations with UNICEF until final approval:

- The consulting agency provides all necessary human resources with adequate technical knowledge and skills for each task agreed with UNICEF Montenegro Country Office as soon as possible.
- The consulting agency provides draft versions (at least 2) to UNICEF Montenegro for feedback until the final version is approved by UNICEF Montenegro within the deadlines agreed and in line with UNICEF instructions.

UNICEF will support the consulting agency with:

- Briefing and detailed explanation of the needs and tasks, deadlines and UNICEF standards
- UNICEF key messages
- UNICEF brand book and other relevant communication guidelines.

Schedule: This assignment will commence on August 1, 2024.

Payment schedule: The payments will be made upon successful completion of every single request defined as a deliverables and submission of invoices.

UNICEF recourse in the case of unsatisfactory performance: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

7. Qualification Requirements

- At least 2 years of professional experience in providing PR and comms support in English and/or Montenegrin is desirable, but not mandatory.
- Highly qualified team of experts in the various fields required for the job - CVs of team members and consultant-experts to be provided.
- Ability to produce requested materials in harmony with UNICEF brand book.
- Creativity, originality, punctuality, high level of organization and efficiency.
- Ability to respond quickly and efficiently to UNICEF requests.
- Familiarity with the regions of Central, Eastern or South-East Europe.
- Previous cooperation of the company with UNICEF/UN is an asset.

8. Application procedure

The potential contractors are expected to submit a proposal based on these Terms of Reference. The proposal should consist of:

i. **Technical Proposal including:**

- Profile and portfolio of the consulting agency with information about previous experience with similar projects and clients – examples of similar work related to PR and comms support especially on human rights issues and for non-profit institutional communication.
- Structure of the team - qualifications and experience of team members – CVs of team members and consultant-experts should be included clearly outlining how each of the team members fulfils the above requirements and role of each team member for the fulfilment of above tasks. One team member should be assigned as a team lead to facilitate communication with UNICEF.
- Production lead time to be expressed in the number of hours or day/s for each task-service
- LRPS Form signed.

ii. **Price Proposal (Budget) including**

Separate prices related to the tasks described below.

Bidders can apply for one or more LOTs (LOT 1, LOT 2, LOT 3, LOT 4, LOT 5, LOT 6) based on their preferences and capacities. Thus, partial Bids, per separate LOT/s, are accepted.

Note: Offer per LOT must include all services listed under specific LOT.

	Service description	EUR price	Lead time (number of hours/ days needed to respond to UNICEF's request for support for each service)
LOT 1	COMMS AND ADVOCACY		
1	Support writing of different kinds of contents/information (human interest stories, web stories, photo essays, key messages, Q&As, media		

	statements/releases/interviews/speeches, inputs for the UN snapshot, etc.) for UNICEF Montenegro in Montenegrin/English based on UNICEF inputs (data, reports, publications, etc.) within the agreed deadlines – fee per day		
2	Support editing of different kinds of contents/information (human interest stories, web stories, photo essays, key messages, Q&As, media statements/releases/interviews/speeches, UN snapshot inputs, etc.) for UNICEF Montenegro in Montenegrin/English based on UNICEF inputs (data, reports, publications, etc.) within the agreed deadlines – fee per day		
LOT 2	DIGITAL MEDIA		
3	Support preparation of social media editorials and content (key messages with photos/production of short videos/animations/artwork or similar) in Montenegrin/English based on UNICEF inputs (data, reports, publications, audiences, key messages, key indicators, etc.) in consultation with different UNICEF colleagues and as per agreed deadlines– fee per day		
4	Support engagement and social advertising on social media, interaction/ conversations with audiences, analysis of audience feedback for reacting with new/appropriate social media content/messages on a daily/weekly/monthly basis as needed - – fee per day		
LOT 3	EVENT MANAGEMENT		
5	Support events planning and organization – preparation of an event scenario and/or comms materials needed, support in organizing the event – fee per day		
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LOT 5	CHILD AND YOUTH PARTICIPATION		
7	Support young people's participation at media events, in social media campaigns/messages/videos and similar		

	(train/work with young people to prepare them for public speaking, support their civic/digital engagement in line with the UN Convention on the Rights of the Child and UNICEF instructions, etc.) – fee per day		
LOT 6	MONITORING AND EVALUATION		
8	Support preparation of social media reports (weekly, monthly, quarterly, yearly, related to specific projects and timeframes, etc.) in Montenegrin/English based on UNICEF instructions (agreed key indicators to be tracked like outreach, engagement, audience feedback analysis, negative feedback, etc.) – fee per day		
9	Support preparation of monthly comms and advocacy reports in Montenegrin/English based on UNICEF instructions and data on media clipping, social media, events/activities, brand indicators, etc. – fee per day		

Note: One day is considered 8h duration, invoicing shall be processed based on the number of working hours, as some tasks may take less than 8 hours.

Other costs if applicable.

The price, i.e. financial proposal shall indicate budget estimated in EUR.

8. Evaluation

1) Technical components (70 points)

ITEM	TECHNICAL EVALUATION CRITERIA	MAX OBTAINABLE POINTS
1	Relevant experience in similar type of work	
1.1	• Number of customers, scope of work	10
1.2	• Samples of previous work	18
2	Company and Key Personnel	
2.1	• Relevant experience and qualifications of the proposed team and expert-consultants	25
2.3	• Production lead time and ability to respond quickly to last minute requests – to be expressed in the number of hours/days for each task/service	10

3	Company policies	
3.1.	Company policy on Child labor, Safeguarding and Prevention of Sexual Exploitation and Abuse (articulate policies for the protection & safeguarding of children and prevention of PSEA)	3
3.2.	Gender component: At least 1 female in the management structure or ownership of the company	2
3.3.	Workplace policies on disabilities	2
TOTAL TECHNICAL SCORE		70

Minimum technical score: 70% of 70 points = 49 points

2) Financial component (total of 30 points)

- Technical proposal evaluation. Proposals passing the minimum technical pass score (49 points-70% of the maximum points obtainable for technical proposal) will continue into the Financial proposal evaluation.
- Financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal.
- Recommendation. The recommendation for award of contract will be based on best combination of technical and financial score.
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful Proposers.
- The UNICEF evaluation team will select the Proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.