

## TERMS OF REFERENCE FOR INSTITUTIONAL & INDIVIDUAL CONTRACTORS

<p><b>Title of Consultancy:</b> Long Term Arrangement (LTA) with design firms / advertising agencies / audio-visual production companies / individual graphic designers to conceptualise, develop and produce information, education and communication products for UNICEF Pacific.</p>	<p><b>Requesting Section/Hiring Manager:</b></p> <p>C4D / Chief C4D</p>	<p><b>Type of engagement</b></p> <p><input type="checkbox"/> Consultant (ZCON)</p> <p><input checked="" type="checkbox"/> Individual Contractor (ZIND)</p> <p><input checked="" type="checkbox"/> Institutional Contract</p>	<p><b>Duty Station:</b></p> <p><input type="checkbox"/> Home Based</p> <p><input type="checkbox"/> Office Based</p> <p><input checked="" type="checkbox"/> N/A</p>
<p><b>Background and Purpose of Activity/Assignment:</b></p> <p>UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work to translate that commitment into practical action, especially for the most disadvantaged children.</p> <p>In the Pacific we work in Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia (FSM), Nauru, Niue, Palau, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu: These 14 Pacific island countries are home to 2.3 million people, including 1.2 million children and youth, living on more than 660 islands and atolls stretching across 17.2 million square kilometres of the Pacific Ocean, an area comparable to the combined size of the United States of America and Canada. UNICEF field offices are established in FSM, Kiribati, Vanuatu and Solomon Islands to support the multi-country programme in the Pacific region.</p> <p>The main goal of Communication for Development (C4D) at UNICEF Pacific is to enhance programme effectiveness through social and behavioural changes that help achieve results at scale for children in sectoral and cross-sectoral programming in both development and humanitarian contexts. A range of C4D interventions, including community led participatory approaches, development of multi-media information, education and communication (IEC) materials, capacity building, etc., are being implemented across various programmes. The effectiveness and impact of these interventions can be further consolidated by engaging professional agencies / individuals to support UNICEF and its partners.</p> <p>The purpose of this RFPS is to establish Long Term Arrangements for Services (LTAS) with successful proposer(s) in one or more of the categories of service listed below that support UNICEF’s work in the area of C4D. The LTAS will serve as contracting frameworks and provide UNICEF Pacific and field offices to streamline contracting procedures with awarded vendors. The LTAS will establish cost-estimated relationships based on pre-identified criteria and rate-cards. Successful proposers will be expected to deliver within one or multiple categories of service.</p> <p>Categories of Service:</p> <ol style="list-style-type: none"> <li>I. Conceptualise a multi-media creative campaign</li> <li>II. Design print materials</li> <li>III. Development of audio-visual products for broadcasting</li> <li>IV. Adaptation and creation of content for digital platforms</li> <li>V. Translations, adaptation, trans-creations and localizing of global campaigns</li> </ol>			
<p><b>Scope of Work:</b></p> <p>The scope of work suggested by this RFP covers LTAS with one or more institutions or individuals that can provide expertise and capacity to undertake activities and deliver against one or more of the C4D Categories of Service (I-V) that have been identified on the basis of feedback from UNICEF Pacific programme colleagues. The Categories of Service are described below.</p>			

**I. Conceptualise a multi-media creative campaign**

At UNICEF, this entails the use of creative, human rights-based and participatory strategies to conceptualise and design a multi-media campaign idea that is locally relevant, incorporates culturally sensitive messaging, materials and community processes. It addresses a range of audiences through traditional and new media and communication channels such as cinema, street theatre / experiential media, inter-personal communication, press, television, radio, community and social media, and mobile and communication technologies at national, sub-national and community levels. These efforts complement and amplify advocacy and “on the ground” social mobilization, as well as core brand and fundraising efforts.

The key deliverable will entail Campaign creation, branding, strategic positioning, development and execution of messages in integrated multi-media campaigns.

**II. Design print materials**

In consultation with UNICEF programme sections and partners help identify the most appropriate print products that are suitable in terms of expected programme outcomes, appropriateness for specific target audience, nature of engagement with the audience, etc.

For each material, the service provider will suggest and create appropriate design elements, including illustrations, photographs, infographics, text, etc. All the materials will undergo systematic review and pre-testing for creative approach and messages with relevant stakeholder groups before finalisation. UNICEF and partners will compile the feedback from this process and share with the design team for appropriate changes. The vendor will be expected to deliver the acceptable final print ready copy of the visual communication in less than three review trials. The potential list of materials is attached as Annex.

**III. Development of audio-visual products for broadcasting**

Development and/or adaptation and production of culturally (regional and national) and universally (global) appropriate television or radio products: long-format programmes and entertainment-education series, public service announcements (PSAs), films, documentaries, specialized interpersonal communication (IPC) packages, and multi-media campaigns etc.

For each material, the service provider will suggest to UNICEF programme team and partners appropriate media and programme formats that are suitable in terms of expected programme outcomes, appropriateness for specific target audience, nature of engagement with the audience, etc. The service provider will be responsible for:

- Creation and conceptualization from concept to delivery of traditional media video, audio and photo assets as appropriate to specific platforms, audiences and outlets
- To source or curate existing footage and images into powerful stories
- High-end post-production including editing, sound design / music and aftereffects
- Produce both animated and still graphic elements including design, art direction and illustration/animation
- Partner with, and/or sub-contract additional production services as required for media content creation and adaptation

All the materials will undergo systematic review and pre-testing for creative approach and messages with relevant stakeholder groups before finalisation. UNICEF and partners will compile the feedback from this process and share with the design team for appropriate changes. The potential list of materials is attached as Annex.

**IV. Adaptation and creation of content for digital platforms**

Adapt and create communication content that is suitable for digital platforms including new / emerging media and social media. The vendor will ensure innovative content production and outside the box thinking for production of multimedia materials to support UNICEF programme priorities with digital audiences. For each material, the service provider will suggest to UNICEF programme team and partners

appropriate digital/online content formats that are suitable in terms of expected programme outcomes, appropriateness for specific target audience, nature of engagement with the audience, etc. The potential list of materials is attached as Annex.

**V. Translations, adaptation, trans-creations and localizing of global campaigns**

Localization of UNICEF global campaign messages and materials into locally relevant, incorporates culturally sensitive messaging, materials and community processes. The range of products are covered in list of materials for Categories II – IV.

**Consultant selection method:**

- Competitive Selection (Desk Review/Roster)
- Competitive Selection (Advertisement)
- Single Source (emergency response) Head of Office approval

**Evaluation of Proposal:**

In making the final decision, UNICEF will consider both technical and financial aspects. The Evaluation Team will first review the technical aspect of the offer followed by the review of the financial offer of the technically compliant vendors. The proposals will be evaluated against the following two elements:

**I. Technical Proposal**

The technical proposal should very clearly articulate how the institution proposes to address information in the Purpose and Scope of Work sections described above for desired service categories. No price information should be contained in the technical proposal. The technical proposal should be no more than 6000 words (between 12 to 18 pages) excluding annexures and should be organized according to the following contents:

- a. Title page clearly indicating name of the bidding entity and contact person for the proposal including identification of service categories for which proposal is being submitted.
- b. Institutional profile and geographical coverage, description of proposer’s relevant experience in the line of work, including similar or relevant projects undertaken in the past, for the categories bidding for, and list of previous UN contracts carried out in related fields of work. Include samples and references of work and outcomes including any data related to cost effectiveness and efficiency and quality assurance mechanisms. Please provide contact details of key references.
- c. CVs/resumes of lead resource persons and institutional organogram. The profile should also include description of established partnerships, if any, that are being proposed for potential implementation of contracted services, as well as CVs/resumes of lead resource persons in those partner institutions. Steps to indicate how multiple, multi-country requests will be addressed should a situation arise where several UNICEF offices contact the proposer for services should be included. This text should provide enough information for UNICEF to judge whether the proposer has the skills and personnel profiles required to carry out the category of work and should include statement of capabilities and capacity. In case of proposals submitted as partnerships or sub-contracts, proposals should clearly indicate the lead institution that will serve as the contracted

entity.

- d. Understanding of the service category and proposed broad approaches, methodologies and/or courses of action for each of the categories of service for which the proposer is applying. This text should provide enough information for UNICEF to judge vision and foresight to lead on new or pioneering solutions to respond to UNICEF’s needs. Innovative, Out-of-the-box ideas are welcome.
- e. Include any other arrangements or clarifications the proposer would like to make that are not expressed elsewhere, in support of their proposal.
- f. Vendors should indicate which UNICEF programme areas and/or specific geographic areas in which they have the most interest and capacity to deliver.

Technical proposals received will be evaluated against the evaluation criteria as below and applied to specific service categories (total 70 points for each category of service). Only Proposers obtaining a minimum of 49 points in Technical Criteria evaluation will be considered for the Financial Evaluation. Separate Technical evaluation criteria will be used for institutions and individuals as outlined below:

Technical Criteria/Qualifications	Points
<b>1) Institutional Profile, Experience and Capacity</b>	<b>Scoring Weight</b>
Years of existence, niche and track record in the related service category/ies bidding for	5
Organizational set-up and network: i) Organization structure and chart ii) Presence of additional or new affiliates or partners to be able to support multiple requests simultaneously	10
Focus, scale/size and scope of past and current projects implemented and their outcomes	5
In-house / self owned equipments to deliver products in the related service category/ies bidding for	10
Examples to demonstrate innovative approaches, out of box thinking and creativity	10
Relevant academic qualifications and years of technical experience of team leader and key personnel/ core standard team as per service category/ies bidding for	10
<b>Total Possible for Criteria 1</b>	<b>50</b>
<b>2) Technical Approaches and Methodology</b>	
Understanding of the requirements of the service category/ies bidding for	5
Key and specific technical approaches, methodologies and/or techniques being proposed to broadly address the service category/ies	10
Proposed quality assurance mechanisms for project management and control	5
<b>Total Possible for Criteria 2</b>	<b>20</b>

Technical Criteria/Qualifications	Points
<b>1) Individual Profile, Experience and Capacity</b>	<b>Scoring Weight</b>
Years of existence, niche and track record in the related service category/ies bidding for	10
Focus, scale/size and scope of past and current projects implemented and their outcomes	15
Self owned equipments to deliver products in the related service category/ies bidding for	10
Examples to demonstrate innovative approaches, out of box thinking and creativity	15
<b>Total Possible for Criteria 1</b>	<b>50</b>
<b>2) Technical Approaches and Methodology</b>	
Understanding of the requirements of the service category/ies bidding for	5
Key and specific technical approaches, methodologies and/or techniques being proposed to broadly address the service category/ies	10
Proposed quality assurance mechanisms for project management and control	5
<b>Total Possible for Criteria 2</b>	<b>20</b>
<b>Key Skills, Technical Background and Experience Required</b>	
<p>Qualified proposers should demonstrate the following general and specific qualifications depending on the category of service for which they are applying:</p> <ul style="list-style-type: none"> <li>• Proven leadership and/or track record in the field of behavior and social change communication and/or related fields of the social sciences with focus on the specific category/ies that proposer is bidding for.</li> <li>• Proven track record in developing and implementing multi-sectoral, multi-stakeholder, evidence based and integrated C4D campaigns, messages and materials, including print, digital and traditional multimedia content.</li> <li>• Proven track record producing innovative content for social media outlets, including creative graphics treatments using the latest technology and software. In depth understanding of audiences and digital platform requirements.</li> <li>• Expertise related to the cross-cutting C4D thematic priority areas described in this RFPS is highly desirable.</li> <li>• Prior experience with the UN programming environment is desirable although not mandatory. Work experience with UNICEF will be considered an asset.</li> <li>• Fluency in oral and written communication in English, which will be primary language of communication. The ability to work and deliver in other Pacific languages is a strong asset.</li> </ul>	

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