

TERMS OF REFERENCE - Institutional Consultancy to design and produce communication products and materials in support of the national public communication campaign entitled “SINDOHOKA” (I will never give up)	
Level:	High-level professional expertise
Location:	Kigali, Rwanda
Duration:	MAY – December 2022
Start Date:	MAY
Reporting to:	Social and Behaviours Change (SBC) Specialist

Background

Since March 2020, Rwanda Health Communication Centre (RHCC) under Rwanda Biomedical Centre (RBC) with support from UNICEF and other partners, has been at the forefront of the COVID-19 response in risk communication and community engagement.

As part of the National Deployment and Vaccination Plan for COVID-19 vaccine, RHCC continues implementation of RCCE and vaccine demand generation interventions. As the next phase of strategic communication plan implementation for the period of April – December 2022, RHCC with support from UNICEF and other partners will design evidence-based communication tools and materials in support of the “SINDOHOKA” (I will never give up) campaign with focus on the three key areas:

- Communication about the COVID-19 vaccine to ensure acceptance and address vaccine related hesitancy based on analysis of quantitative and qualitative data.
- Reinforcement of the COVID-19 recommended behaviours (wearing a mask, hand washing with soap and ensuring social distancing), as required and based on the emerging context.
- Addressing rumours and misconceptions related to COVID-19 response, particularly around COVID-19 vaccination, in a target manner.

Rationale and justification

To design and implement a comprehensive public communication campaign, UNICEF Rwanda and partners need to contract the services of a professional multi-media production agency.

Purpose, objectives and expected results

The purpose of the institutional consultancy is to provide strategic communication services in support of the public communication campaign entitled “SINDOHOKA” in 2022.

The specific objectives:

- Develop scripts, pre-test storyboards and produce eight gender-sensitive, disability inclusive video spots (up to 60 seconds). Spots will focus on specific behaviours, target audiences and a call to action and will feature different influencers (doctors, faith-based leaders, community leaders, testimonies from Vaccinated People and/or patients who were treated for COVID-19) and celebrities (popular musicians, singers, comedians, and other creative personalities).
- Develop and pre-test scripts and produce eight radio spots (up to 60 seconds) as per the specific behaviours, target audiences and the call to action, featuring the same influencers and celebrities as in the video spots.

- Develop a six-month media buying plan to ensure strategic roll-out of the campaign objectives (the actual media buying will be contracted separately by UNICEF).
- Design (graphic design) and pre-test eight posters (A-1 format) as per the specific behaviours, target audiences and the call to action, featuring the same influencers and celebrities as in the video and radio spots.
- Design and pre-test a social media package with the campaign communication assets tailored for Facebook, Instagram, Twitter and other social media as well as adapted for use on the Internet of Good Things and via WhatsApp.
- Develop and implement the social media roll-out plan to ensure effective and timely dissemination of the communication campaign assets via a variety of social media platforms of the Ministry of Health and RBCUNICEF and other partners, as well as monitoring and reporting on the reach and engagement of the campaign in the period of May – November 2022 (seven months).
- Adapt the key messages of the communication assets as a series of eight short text messages to be distributed to all mobile phone users in the country (through a separate partnership of Ministry of Health/RBC and/or UNICEF with the telecom operators).

Note: Some of the communication assets will be produced both in Kinyarwanda and English.

Description of the assignment

Eight pre-tested gender-responsive and inclusive video spots (up to 60 seconds) Kinyarwanda with English subtitles for different target audiences (based on the scripts endorsed by RHCC, UNICEF and partners) submitted to UNICEF and partners for endorsement. The videos will need to include sign language and adapted for placement on the Internet of Good Things and other online platforms such as websites and through WhatsApp messenger.

Eight pre-tested radio spots in Kinyarwanda (up 60 seconds) for different target audiences (based on the scripts endorsed by RHCC, UNICEF and partners) submitted to UNICEF and partners for endorsement. The spots will need to be adapted for placement on the Internet of Good Things.

A seven-month media buying plan to ensure delivery of the campaign objectives submitted to RHCC, UNICEF and partners for endorsement.

Pre-tested graphic designs of eight posters in English and in Kinyarwanda submitted to RHCC, UNICEF and partners for endorsement. The posters will be adapted for placement on the Internet of Good Things.

Pre-tested social media package with the key campaign messages in English and Kinyarwanda with the communication assets tailored for Facebook, Instagram, Twitter and other social media as well as adapted for use on the Internet of Good Things and via WhatsApp messenger submitted to RHCC, UNICEF and partners for endorsement.

The social media roll-out plan to ensure effective and timely dissemination of the communication campaign assets via a variety of social media platforms of RHCC, UNICEF and other partners, as well as monitoring and reporting on the reach and engagement of the campaign in the period of May – November 2022 (six months) endorsed by RHCC, UNICEF and partners.

A package of key messages in Kinyarwanda adapted as a series of short text messages to be distributed to all mobile phone users in the country submitted to RHCC, UNICEF and partners for endorsement.

Deliverables

- An inception report.

- Eight pre-tested gender-responsive and inclusive video spots.
- Eight pre-tested audio spots.
- A media buying plan.
- Eight pre-tested designs of the posters.
- A pre-tested social media package
- Social media roll-out and monitoring plan.
- The SMS package with key messages.

Reporting requirements

The institutional consultancy will report to the UNICEF SBC Specialist.

Geographical location and duration

Location: Kigali, Rwanda, with travel to the districts for pre-testing and media production purposes.

Duration: 6 April – 15 December 2022.

Qualification requirements

Mandatory Qualification Requirements:

- Local firms are to share RDB Certificate/VAT Clearance Certificate.
- 2 year Audited Financial statements.
- Proven track record (at least 3 years) of successful, evidence-based, inclusive multi-media production and graphic design that are culturally- gender- and disability-sensitive.
- Fluency of the team members in English and Kinyarwanda is a must. Working knowledge of French would be an advantage.

Other Qualification Considerations:

- Availability of a professional, gender balanced team, including staff members, who have carried out the scope of work with similar complexity in the past 3 years.
- Proven coordination and organization skills, experience working with the Ministry of Health /RHCC or other government agencies and/or private sector.
- Ability to work under the tight deadlines.
- Previous experience of working with UNICEF and/or other UN agencies would be an asset.

Project management

UNICEF Rwanda, in close consultation with RHCC and other partners, will be responsible for working with the selected creative agency. The work will be directly managed by UNICEF and RHCC, in close collaboration with WHO and other relevant partners.

From UNICEF's side, the work will be supervised by SBC Specialist, in close coordination with the members of the Communication, Advocacy and Partnerships (CAP) Section and Health Section.

UNICEF and RHCC will be responsible for providing all relevant information for this consultancy, ensuring access to relevant sites at national and sub-national levels required for pre-testing and production purposes, providing timely feedback on the deliverables, and coordinating with other partners engaged in the campaign.

Payment schedule

- 20% upon submission of an inception report – April 2022.
- 30% upon approval of all scripts and storyboards and graphic designs and the social media plan – May 2022.
- 30% upon submission of all pre-tested and approved materials ready for dissemination, media buying plan and social media monitoring plan – July 2022.

- 20% upon completion of the monitoring of the social media roll-out plan and endorsement of the report by RHCC and UNICEF – by 15 December 2022.

Applications shall therefore contain the following required documentation:

- Technical Proposal:** Consultancy institution should prepare a proposal based on the tasks and deliverables spelled out in these terms of reference. The technical proposal shall include information on the approach and methodology, with the detailed breakdown of the inception phase, proposed scope and approach that will be used by the consultant. The technical proposal shall also include the latest CVs of the proposed team members and copies of at least two reports or samples of previous tasks like these under these terms of reference undertaken by the consultancy institution.
- Financial Proposal:** Financial offer with the cost breakdown of the consultancy fees and daily subsistence allowance (DSA) during the field work in Rwanda. The financial proposal shall be submitted in a separate file, clearly named “Financial proposal”. No financial information should be contained in the technical proposal, as this will lead to proposal cancellation.
- Financial proposals should be filled as per attached template:

Financial Proposal Format

<i>Deliverable</i>	<i>Number of person days</i>	<i>Delivery date</i>	<i>Costs</i>
Total:			

Note: The financial proposal should clearly include the unit cost per each deliverable. UNICEF and partners might increase the number of the deliverables based on the ongoing discussions and emerging evidence. The cost provided for each deliverable will be applied when amending the number of deliverables.

Evaluation Criteria

TECHNICAL EVALUATION	
1. OVERALL RESPONSE AND METHODOLOGY	Max score
Understanding of the scope, objectives.	10
Quality of the proposed approach and methodology and quality of the similar materials produced in the past.	10
Quality of the proposed implementation plan	10
2. PROPOSED TEAM AND ORGANISATIONAL CAPACITY	
Leadership skills: In Team Leader, relevant leadership/management experience, skills and qualifications (Team leader should also hold one of the technical skills. Team Leader role will be scored separately from technical skills, below). The team should include both females and males.	10

Technical expertise: The team should include experts with the relevant experience, skills & qualifications.	15
Organization of the team, roles and responsibilities and presence in Rwanda	15
TOTAL MARKS FOR THE TECHNICAL COMPONENT	70
3. FINANCIAL PROPOSAL – Full points are allocated to the lowest priced proposal that meets the minimum score on the technical proposal. The financial scores of other proposals will be in inverse proportion to the lowest price.	30
TOTAL MARKS:	100

How to apply

Complete proposals, including technical and financial proposals should be sent to rwasupply@unicef.org by 18th May 2022

Any request for clarification related to this proposal shall be addressed to mfazlitdinov@unicef.org copying dmupenzi@unicef.org by 15th May 2022.