

TERMS OF REFERENCE (ToR)

Development and Production of Multimedia Edutainment Content for the Itetero Mobile Application

1. GENERAL INFORMATION

Title	Development and Production of Multimedia Edutainment Content for the Itetero Mobile Application
Contract Type	Institutional Contract – Goods Supply & Related Services
Location	Rwanda
Duration	1 year from the date of contract signature
Reporting Line	SBC Team Lead

2. BACKGROUND

UNICEF Rwanda, in partnership with the National Child Development Agency (NCDA) and other relevant Government stakeholders, supports the Itetero Mobile Application as a digital platform providing relevant information and engaging content for children, parents and caregivers. As Itetero is further strengthened, there is a need to expand its creative and edutainment content to provide age-appropriate, engaging and culturally relevant content for children and families, across child and family life stages, including pregnancy, newborn, early childhood, school-age children and adolescence.

The content will be guided by national priorities and technical guidance provided by NCDA and relevant Government stakeholders, and will address key areas including child development, health and nutrition, responsive caregiving, learning, positive parenting, child protection, wellbeing, inclusion, gender-responsive parenting and other priority issues relevant to children and families. UNICEF therefore seeks to engage one qualified creative media service provider to conceptualize, develop and produce high-quality multimedia edutainment content, primarily in Kinyarwanda, for integration into the Itetero Mobile Application.

3. OBJECTIVE OF THE ASSIGNMENT

The overall objective of the assignment is to develop engaging, age-appropriate and culturally and gender transformative multimedia edutainment content for children, parents and caregivers across child and family life stages, translating approved technical and behaviour change messages into creative, memorable and entertaining experiences.

The content shall:

- Translate agreed technical and behavior change messages into simple, engaging and memorable content.
- Use storytelling, animation, music and relatable characters to communicate key messages.
- Be appropriate to the intended audience and relevant life stage.
- Promote positive behaviours, relationships and family practices.

- Apply relevant social and behaviour change communication principles.
- Be gender-responsive, inclusive and free from harmful stereotypes and stigma.
- Be suitable for digital consumption and integration into the Itetero Mobile Application.

4. SCOPE OF WORK

The selected service provider will be responsible for the conceptualization, creative development, co-creation with the relevant audiences, scripting, storyboarding pretesting, production and final delivery of the agreed content package.

A. Animated Songs

The service provider shall develop and produce original animated songs based on themes and behavioural objectives provided and approved by UNICEF. These products shall be the property of UNICEF. The provider shall seek written consent from any person that may feature in the song, stories, animations, or other assets.

- Creative concept and storyline.
- Original lyrics in Kinyarwanda or any other language.
- Storyboard and visual treatment.
- Character and visual development.
- Original or appropriately licensed music and professional vocal recording.
- Animation synchronized with the music.
- Sound mixing and post-production.
- Incorporation of consolidated UNICEF, NCDA and relevant partners feedback.
- Final delivery in an agreed digital format.

Indicative duration: 2–3 minutes per song.

B. Animated Dramas/Stories

The service provider shall develop and produce short, animated dramas/stories based on approved themes and behavioural objectives. The dramas should use relatable characters, everyday situations and storytelling to model positive behaviours, address common family challenges and encourage reflection and discussion.

- Creative concepts and storyline.
- Script development in Kinyarwanda or other agreed upon language.
- Storyboard and visual treatment.
- Character and visual development.
- Animation and professional voice recording.
- Sound design and editing.
- Post-production.
- Incorporation of consolidated UNICEF, NCDA and relevant partners feedback.
- Final delivery in an agreed digital format.

Indicative duration: approximately 5 minutes per drama.

C. Short Animated/Explainer Content

Where required under the approved content plan, the service provider may also develop short, animated clips or explainers to communicate simple messages, demonstrate positive behaviours or

reinforce themes addressed through the main content. The format and duration will be agreed with UNICEF based on the creative concept and intended use.

5. PRIORITY CONTENT AREAS

Content will be developed based on research findings around themes and behavioural objectives provided and approved by UNICEF. It is mandatory that priority areas should be gender inclusive and may specifically target fathers/boys where research shows low involvement and may include:

- Responsive caregiving and early childhood development;
- Nutrition, healthy diets, breastfeeding and complementary feeding;
- Maternal, newborn and child health and immunisation;
- WASH including menstrual hygiene management;
- Positive discipline and positive parenting;
- Child protection and safety;
- School readiness and learning at home;
- Mental health and psychosocial wellbeing;
- Caregiver wellbeing;
- Gender-responsive and gender-transformative parenting;
- Father engagement;
- Disability inclusion;
- Adolescent wellbeing;
- Digital safety;
- Climate and emergency preparedness; and
- Access to health and social services.

The specific themes and behavioural objectives for individual products will be agreed with UNICEF during implementation.

6. PRODUCTION PROCESS

Step 1 – Concept Development:

Develop creative concepts based on the approved theme and behavioral objective.

Step 2 – Script/Lyrics Development:

Develop the script or song lyrics in Kinyarwanda and submit them to UNICEF for review and approval.

Step 3 – Storyboarding and Co-creation:

Develop the storyboard and visual treatment, including characters, scenes and key messages, through a co-creation process with the intended target audience and/or relevant stakeholders, as appropriate.

Step 4 – Pre-testing:

Pre-test the scripts, lyrics, storyboards and/or draft creative concepts with relevant members of the intended target audience to assess comprehension, relevance, appeal, cultural appropriateness and

potential unintended interpretations. Incorporate findings from the pre-testing into the content before final production.

Step 5 – Production:

Undertake animation, music and/or voice recording, sound design, editing and other required production activities.

Step 6 – Review and Revisions:

Submit draft products to UNICEF and incorporate consolidated technical, creative and editorial feedback.

Step 7 – Finalisation and Delivery:

Complete quality assurance and deliver the approved final products together with the required editable/source files.

7. DELIVERABLES AND UNIT PRICING

The service provider shall provide unit prices for the agreed content formats.

Deliverable	Unit	Indicative Duration
Animated song/video	Per song	2–3 minutes
Animated drama/story	Per drama	Approximately 5 minutes
Short animated/explainer content, where required	Per video	To be agreed

The final number of products will be determined by UNICEF based on the approved content plan, unit prices and available funding.

For each completed product, the service provider shall provide:

- Final approved video;
- Final script or lyrics;
- Final storyboard;
- Editable/source files;
- Final audio, music and voice files, where applicable; and
- Other agreed production files required for integration into the Itetero Mobile Application.

The unit price shall cover all costs associated with complete production, including concept development, scripting, storyboarding, character/visual development, animation, recording, music, sound design, editing, post-production, revisions and final file delivery.

8. CONTENT AND QUALITY REQUIREMENTS

All content shall:

- Be based on technical and behavioural messages approved by UNICEF.
- Use clear, natural and engaging Kinyarwanda.
- Be culturally relevant to Rwanda.
- Be age- and audience-appropriate.
- Use relatable characters, situations and storytelling.

- Promote positive and constructive behaviours.
- Be gender-responsive and inclusive.
- Avoid harmful stereotypes and stigmatizing representations.
- Be creative, entertaining and memorable.
- Meet agreed technical and editorial quality standards.
- Be suitable for digital use and integration into the Itetero Mobile Application.

9. SUPERVISION AND COORDINATION

The service provider will report to the Itetero Management Team/SBC team at UNICEF Rwanda.

UNICEF will:

- Provide priority themes and behavioural objectives;
- Provide relevant technical reference materials;
- Review and approve concepts, scripts/lyrics and storyboards;
- Provide consolidated technical and editorial feedback; and
- Review and approve final products.

The service provider will be responsible for the creative interpretation and production of the approved content.

10. REQUIRED EXPERIENCE AND EXPERTISE

The service provider should demonstrate:

- Proven experience in animation and digital video production;
- Demonstrated experience producing animated edutainment or similar creative content;
- Strong creative development and scriptwriting capacity;
- Demonstrated ability to produce high-quality content in Kinyarwanda;
- Experience producing content for children, parents and/or caregivers;
- Experience applying social behaviour to change communication principles is an advantage;
- Good understanding of the Rwandan social and cultural context;
- Access to qualified animators, scriptwriters, voice artists, musicians and other relevant production personnel;
- Experience producing content for digital platforms; and
- Strong project management and quality assurance capacity.

11. INTELLECTUAL PROPERTY AND OWNERSHIP

All content and materials developed under this assignment, including but not limited to concepts, scripts, lyrics, storyboards, characters, illustrations, animations, music, recordings, voice-overs, final products and editable/source files, shall become the property of UNICEF Rwanda, subject to the terms of the contract.

The service provider shall provide UNICEF with all final and editable/source files required for the use, adaptation, translation, reproduction and integration of the content into the Itetero Mobile Application and other UNICEF-approved platforms.

The service provider shall not reproduce, distribute, publish, commercialise or otherwise use the content developed under this assignment without prior written authorization from UNICEF.

The service provider should ensure that any third-party materials used in production are appropriately licensed for UNICEF's intended use and do not infringe third-party intellectual property rights.

12. DURATION AND WORK PLAN

The assignment shall be completed within 12 months from the date of contract signature.

The service provider shall submit a work plan at the beginning of the assignment covering:

- Concept development;
- Script/lyrics development;
- Storyboarding;
- Review and approval;
- Production;
- Revisions;
- Quality assurance; and
- Final delivery.

The production schedule shall allow adequate time for UNICEF review and consolidated feedback.

13. EVALUATION METHODOLOGY

Proposals will be evaluated in accordance with UNICEF procurement procedures using a combined technical and financial evaluation. The technical proposal will carry 70% of the total score and the financial proposal will carry 30%. The technical evaluation will be completed before financial proposals are evaluated. Only proposals meeting the minimum technical threshold will proceed to financial evaluation.

A. Technical Evaluation – 70 Points

The technical proposal will be evaluated against the criteria below. Bidders should clearly demonstrate their understanding of the assignment and provide evidence of relevant experience, a feasible production methodology, and the capacity to deliver the required content to the expected quality.

No.	Technical evaluation criteria	Maximum points
1	Overall response <ul style="list-style-type: none"> • Clarity, completeness and responsiveness of the proposal • Understanding of the TOR and assignment requirements 	5
2	Proposed approach, methodology and work plan <ul style="list-style-type: none"> • Creative approach for animated songs, dramas/stories and short animated/explainer content • Approach to script/lyrics development, storyboarding, co-creation and pre-testing • Production, review, revision and quality assurance process • Feasibility of the work plan, timelines and coordination arrangements 	30
3	Organisational Capacity and Relevant Experience	20

	<ul style="list-style-type: none"> • At least five (5) years of demonstrated organisational experience in animation, digital video production and multimedia edutainment content development. • Relevant experience developing engaging age-and gender appropriate content for children, parents and caregivers. • Experience applying social and behaviour change communication (SBCC) principles in content development. • Portfolio of comparable assignments and evidence of the technical and operational capacity to deliver the required outputs. 	
4	Qualifications and competence of key personnel <ul style="list-style-type: none"> • Relevant skills and experience of the proposed creative lead, scriptwriter, animator and audio/voice production personnel • Kinyarwanda language and storytelling capacity 	15
Total	Technical score	70

Minimum technical threshold: Only proposals scoring at least 49 out of 70 points will be considered technically compliant and proceed to financial evaluation.

B. Financial Evaluation – 30 Points

The financial proposal will be evaluated only for bidders that meet the minimum technical threshold. The financial evaluation will consider the total evaluated price and the completeness and consistency of the proposed unit prices for the required deliverables.

Financial score = (Lowest-priced technically compliant proposal ÷ Price of the proposal being evaluated) × 30

Bidders should provide clear unit prices for each proposed deliverable. Prices should cover all costs required to complete the relevant product, including concept development, scripting/lyrics, storyboarding, co-creation and pre-testing as applicable, animation, music and/or voice recording, sound design, editing, revisions and delivery of final and editable/source files.

C. Combined Score and Award Recommendation

The combined score will be calculated by adding the technical score (maximum 70 points) and the financial score (maximum 30 points). The contract will be recommended for award to the technically compliant bidder obtaining the highest combined score, subject to UNICEF procurement procedures, verification of the proposal and availability of funds.

D. Technical Proposal Submission

The technical proposal should include, at a minimum:

- A description of the bidder's understanding of the assignment and proposed creative approach;
- A methodology covering concept development, scripting/lyrics, storyboarding, co-creation, pre-testing, production, review and final delivery;
- A work plan with proposed timelines and milestones;
- Relevant organisational experience and samples or links to comparable work;
- The proposed team composition, roles and relevant CVs or profiles; and
- A description of quality assurance and arrangements for incorporating UNICEF and partner feedback.

The technical proposal should be submitted separately from the financial proposal, in line with UNICEF procurement instructions.