

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACTORS



Title of the assignment

Development of an Online Platform for Youth Mental Health, Wellbeing and Psychological Support

Background and Justification:

UNICEF supports Serbia's efforts in promoting and protecting the rights of every child and ensuring equal opportunities for all children to develop to their full potential. Our programmes are aimed at supporting excluded and vulnerable children from the beginning of their life, and throughout their childhood and adolescence.

Adolescence is a difficult emotional period under any circumstance, but in Serbia and globally the COVID-19 pandemic has made things much worse. Many of the things that teenagers rely on for emotional stability and growth have been suspended – social activities, sports, normal schooling, dating and more. Children and adolescents can struggle with a variety of signs of distress such as anxiety, stress, hopelessness, fear for the future and more; unless we provide adolescents in need with early support through community and innovative methods, the risk of developing more serious and long-term mental health problems could increase. At the same time, it is difficult for young people to talk about mental health issues and their struggles due to social stigma and toxic cultures that might prevent them from seeking early support and counselling. The multi-sectoral nature of support systems further complicates their support-seeking behaviours, and the lack of inter-sectoral coordination and early detection systems result in a lack of a well-organized system that addresses the varied needs of young people in Serbia. The UNICEF Serbia Country Programme of Cooperation 2021 – 2025 seeks to address the existing prevention and response gaps in mental health and psychosocial support services for children and adolescents. One important step is to “meet children and young people where they are” – namely online.

In this regard, UNICEF Serbia seeks an institutional contractor to fully develop a **functioning website** which would represent a national online hub on mental health and psychological support. The **primary target group** is young people aged 13-24 from different backgrounds and from various locations both in urban and rural areas. The **secondary target group** is all adults close to young people: their parents, teachers and school counsellors, health workers, youth center workers, doctors and nurses, social workers, and others

The primary goal of the platform is to provide young people with a space for comprehensive and reliable information and awareness-raising on relevant topics, on the importance of building emotional and mental health resilience among young girls and boys, the benefits of healthy life styles, a space that will provide young people with relevant information on self-care, resilience, positive coping mechanism, sexual and reproductive health, early self-detection of mental health conditions; as well as provide them with relevant information on existing mental health and psychological support and another important services in their communities and ways of reaching out to them. The platform will include texts on mental health, wellbeing and self-care for youth, their parents and school workers.

UNICEF has developed the website prototype with a basic design and specific requirements for the actual building of a functioning website, available for interested companies. User interviews have been conducted with four target groups: young people, teachers, parents, and mental health professionals to collect opinions on the prototype, and the prototype has been adjusted in accordance to them. The contractor will be provided with the developed wireframes and specifications. The launch of the platform is planned on the 10th of October, the World Mental Health Day.

Purpose of Assignment

The purpose of the assignment is to receive a fully functional and ready to use website for young people, developed in a youth-friendly manner and in line with all UNICEF requirements. The assignment includes the following:

- **develop a fully functional website** (including both frontend and CMS backend admin panel with database for content management) that will comply with UNICEF policy on personal data protection and GDPR
- **enhance the website design** based on the user testing (basic design is available, but there is a need to adjust colours, fonts, etc to be inclusive and age appropriate).
- **provide full content management** with a task to finetune/adjust already existing content that will be prepared in advance by UNICEF, ensuring that the content will have appropriate headlines **and SEO**
- **integrate website with Google analytics**
- **advise and support UNICEF in obtaining and managing VPS hosting for the website design**
- **deliver following documentation** for UNICEF and its partners that explains the process of platform usage from both admin and end-users
- **deliver a proof of security policy enforcement** which is in-line of UNICEF data policy requirements from the corresponding CLASSI **security assessment and recommendation**
- **provide a warranty for the period of a year** during which the contractor will be responsible for fixing errors and, if needed, adding new features in additional agreement with UNICEF regarding deliverables and extra costs.

Overview of Design and Functionality Specifications

- The implementation of the UI design should comply with [Web Content Accessibility Guidelines](#), it should be dynamic, easy to navigate and user and youth friendly. The top-level pages should feature rich content to draw the user in, with more text-based content at the second and third level tiers for more engaged users.
- The website will feature a range of types of content including text, multimedia (videos and photos), static graphics (infographics), resources (PDFs, PowerPoints).
- Once the website has been launched it will be managed by UNICEF staff and their partners with limited or no web development expertise.
- The website should allow, through developed backend Content Management System (CMS), UNICEF to: create new pages from templates, add/update/delete posts, create news and events, archive content, manage multimedia, manage users' roles and permissions (decentralized), tag content, develop taxonomy for tagging, robust search engine for documents with advanced filtering options. All public-face website content must be editable in CMS (and not hard-coded), including Terms of condition, Privacy policy and other sections of the site
- The implementation of the look of the site feel should be clean, fresh, and engaging, while also conveying a sense of expertise and credibility. Sections which communicate more complex ideas should be easy to understand, featuring graphics where possible.
- The website must be responsive and render well on mobile devices, desktops, tablets. The website must comply with UNICEF accessibility, design, security and testing standards and best practices.
- The vendor should enable Search Engine Optimization and provide UNICEF with access to stats. The site needs to be in line with [UNICEF SEO standards](#).
- The contractor is expected to provide business owner with initial training and documentation on the maintenance of the website including analytics dashboard. The contractor is expected to provide technical team for code walk-through and technical documentation.

The website specification and resulting development should be aligned with [Principles for Digital Development](#) and [UNICEF Policy on Personal Data Protection](#), especially the one focusing on the Open Source principle. Innovative website features should be aligned with UNICEF [Innovation Fund definition of Frontier Technologies](#).

UNICEF will organize production of initial content, primarily for youth, in cooperation with partners and young people. After the launch of the platform, more content will be developed and added, including videos, self-paced learning courses, interactive tests, etc.

Offers which follow these principles and guidelines will be given preference.

Detailed technical specification (including User and Admin functionality and requirements, wireframes, etc.) will be provided to the interested company upon request and acceptance to submit offer.

Work Assignments and Deliverables

TASK	Description	Deliverables	Timeline
Task 1: Discovery and Planning.	Based on the detailed specification and wireframes provided by UNICEF, the contactor will develop a Project Plan with clearly defined timelines and deliverables of each stage of development.	A Project Plan shared and approved by UNICEF	by September 5, 2021
Task 2: Development and Design.	In line with the documentation provided by UNICEF and the agreed Project Plan, the contractor will develop a beta version of the platform available online.	A beta version of the platform available online	by October 5, 2021
	The contractor will develop a fully functional and designed interactive website with the focus on youth-friendly design and intuitive and easy navigation.	A fully functioning platform on dedicated hosting	by October 31, 2021
Task 3: Knowledge Management.	The contactor will provide UNICEF and partners with a training on the website maintenance, adding and removing content, etc. The contractor will prepare and submit all required monitoring and technical, user's and evaluation documentation to UNICEF.	An offline training for UNICEF staff and partners who will be responsible for platform maintained held All necessary documentation submitted to UNICEF	by October 31, 2021
Task 4: Platform Maintenance.	The contractor will be responsible for fixing errors found after the launch of the website.	Possible errors resolved	by October 31, 2022

Upon successful completion of all tasks, a note of official work acceptance will be signed by UNICEF and contractor, which will mark the official “go-live” date of the website, including both frontend and CMS backend admin panel for content management.

Additional requirements

Website maintenance

- Warranty period of 12 (twelve) months (starting from the “go-live” date) during which maintenance and portal/database design fine-tuning and regular operation will be available at no additional cost.
- Also, in the same period the selected company will provide and install free of charge all mandatory software updates and security patches of the technology developed and used.
- For any additional out-of-scope and maintenance request, price proposal should be defined and submitted.

Hosting

- During contract duration, contractor should provide own hosting service for the Website testing and development. Once stable and final version of the website is created and approved – it will be fully setup and transferred by the company to new dedicated 3rd-party VPS web hosting services that will be provided and managed by company in close coordination with UNICEF team.
- New VPS hosting solution provided by the company will need to comply with all mandatory and best practice security requirements, to reside in the Serbia country (if possible) or in the one of EU countries and to be easily managed and scalable. VPS hosting should support regular daily backup of the site, including content and settings.
- The company should include price proposal for VPS hosting solution for the period of 1y, 2y and 3y optionally and prepared detail technical recommendation for hosting solution to be approved by UNICEF prior final migration

Code

- Technology and software code used for development of the website must be fully based on open-source code and must be published to UNICEF GitHub under one of open-source licenses, along with other technical and user's documentation, as a part of task 3.

Testing

- As per best practice, security and performance of the website must be fully tested and report provided to UNICEF prior final payment by the tools selected by the company, as a part of task 3.

Website connectivity with 3rd-party services and applications

- The website must be developed and ready to be easily connected to any other 3rd-party services and application (chatbot, chat box, online meetings scheduling, web analytics, telemedicine services, etc.) through APIs and other ways of connection.
- The website CMS database must be developed in the way to be easily used as a content management system for the future Android and iOS application

Reporting Requirements:

During regular weekly and ad-hoc status meetings with UNICEF team (in person or via remote call), the progress of the implementation of the tasks will be reviewed against the provided detailed project plan (in task 1).

Prior to payments proof of planned and approved deliverables should be submitted to UNICEF.

Methodology:

The development of the site and its content would follow best practices of the agile methodology. As part of an agile development, it is expected that there will be working products for every iteration in the development phase, which will be validated by a qualified team designated by the UNICEF project group based on criteria proposed by the vendor.

The contractor will use tools to track the development process and generate periodic reports. This may include for example: development of user stories, epics, bugs and burndown charts, and generation of other reports.

Timing/duration of contract:

Estimated start date: 03/09/2021

Estimated end date: 31/10/2022

Terms of payment:

The payment will be carried out per task delivery.

Task 1: payment upon finalization (20%)

Task 2: payment upon finalization (50%)

Task 3: payment upon finalization (20%)

Task 4: payment upon finalization (10%)

Qualifications/specialized knowledge/experience required to complete the task

- A renowned production house or company in related field, with prior experience working on similar projects
- Company needs to provide references of previous jobs in the field of website development – at least 6 projects (6-10 websites) delivered in the last 2 years. Links are required.
- Experience in content management platforms is required
- Company needs to demonstrate available human resources with required skillset related to website development
- A single point of contact (project manager) is expected to be in contact with UNICEF
- Have a contact person who can speak, read and understand English well
- Experience working with UN/UNICEF is an asset.

The contactor should involve a Project Manager, a Developer and a Designer in this task.

Selection criteria:

Technical evaluation	Points
1. Overall response - compliance with the request	5 points
2. Offer relevance, quality and coherence	20 points
3. Institutional capacity and sustainability – company profile	20 points
4. List of major clients, events and results	15 points
5. CVs of key Project Manager, Developer and Designer	10 points
Price proposal	Points
Price proposal	30 points