

TERMS OF REFERENCE

UNICEF in Tajikistan

Project Title:	Celebrating 30 th Anniversary of the Convention
Services Title:	To provide event management and creative support for National Children's Summit, followed by the concert
Consultancy Mode:	National <input checked="" type="checkbox"/> International <input type="checkbox"/>
Type of Contract:	Consultant <input type="checkbox"/> Individual Contractor <input type="checkbox"/> Institutional <input checked="" type="checkbox"/>
Mode of Selection:	Competitive <input checked="" type="checkbox"/> Single Source <input type="checkbox"/>
Pre-bidding meeting	29 October 2019
Duration of Contract:	From: 29 October 2019 till 29 November 2019

Background and rationale

The Convention on the Rights of the Child (CRC) is the most widely ratified human rights treaty in history, and in the 30 years since its adoption, it has helped to transform children's lives. It has inspired Governments to change laws and policies and make investments so that more children finally get the healthcare and nutrition they need to survive and develop; fewer children are forced to leave school, to do hazardous work, or to get married and there are better systems to protect children from violence and exploitation. It has also enabled more children to have a voice and participate in their societies.

Since 1989, when UNICEF was named in the text of the CRC, upholding the convention and advocating for the fulfillment of child rights has been at the heart of our mandate. For 30 years, we have been a recognized authority on child rights and we are respected for our expertise in translating the principles of child rights into real results for children. In 2019, we are reaffirming our commitment to our mandate, both internally, and externally. The anniversary offers a chance to express UNICEF's core values and identity as a child rights organization.

Since Tajikistan formally ratified the Convention on the Rights of the Child in 1993, considerable progress has been made to fulfill its obligations under the treaty. In the 25 years since ratification, the country has made significant steps towards improving the well-being of the population and reaching the high rate of positive trends on many child related indicators in health, education, protection and gender.

In September 2017, the Committee on the Rights of the Child considered the combined third to fifth periodic reports of Tajikistan on the status of CRC implementation. While appreciating important progress made since the previous submission by Tajikistan seven years prior, the Committee recommended several actions at the policy level to ensure results for children are predictable, measurable and accountable across institutions. One of the recommendations from this periodic review was preparation of the comprehensive national program on children that encompasses all areas covered by the Convention – that was later titled a National Program for Children (NPC).

Purpose, objectives and scope of the baseline

The purpose of this request for proposals is to identify an experienced and innovative creative agency and management company to support UNICEF Tajikistan to successfully organize events and initiatives dedicated to the celebration of the 30th anniversary of the Convention of the Rights of the Child.

Main activities

1. Organize Children's Fair in Panj District

In 2017, UNICEF and the European Union jointly launched a project on "Protecting children affected by migration in Southeast, South and Central Asia". It has been planned that over the next 3 years of the project, UNICEF in partnership with implementing partners will be contributing towards reaching and supporting 2,500 Tajik children affected by migration, including migrating children and children who have been left behind by their parents. One of the underlying issues affecting the children was lack of official registration and birth certificates that hinders the children's ability to access necessary services like education and health.

In 2019, using the backdrop of the celebrating of the 30th anniversary of the convention, UNICEF aims to organize a one day Children's Fair with the goal of engaging with the community we serve and use this opportunity to facilitate obtaining birth certificates to the number of stakeholders that live in these area.

2. Support in organization of the National Children's Summit

Across the UNICEF family, plans are being made for 'National Summits for Children' where leaders from Government, Business, Civil Society and Faith Communities will come together to mark the anniversary and give children center stage. UNICEF Tajikistan in coordination with the Office of the Deputy Prime Minister also intends to organize a National Summit for Children to celebrate the importance and the achievement made as part of the CRC at 30. The 30th Anniversary of the CRC also provides a unique opportunity for the Government of the Republic of Tajikistan and its partners to present the National Programme for Children, that is being developed in coordination with the line ministries and key stakeholders in the country - as a core policy document for children over many years to come. To communicate this commitment to a wider public audience and development partners, and to discuss the perspectives on joint contribution for implementation of the Programme, the Government convenes a Summit on Children devoted to the 30th anniversary of the CRC.

3. Public concert dedicated to the 30th anniversary of the convention

To successfully conclude the celebration of the Convention, UNICEF Tajikistan intends to organize a public concert for around 300 to 500 people with the participation of children musicians, artists and performers, especially those who represent vulnerable communities and with a disabilities. It is also planned to attract celebrities to leverage their voice and platform in order to raise the issues related to the children.

Key deliverables for the assignment

The supplier should provide full, prompt, accurate and expert event arrangements to UNICEF office, in accordance with the policies procedures and guidelines and venue's conditions.

The arrangements for both events include:

- Design of Stage based on the concept;

- Lighting effects for the stage;
- Sound Effects during the events;
- Provision of Screens and multimedia equipment and it's management during the event;
- Preparation of the specially designed handouts based on global branding requirements.
- Organization of the concept for the concert, logistics and the performances based on the pre-agreed requirements.

Key deliverables	Key steps	Timeline	Payment schedule
1. Organize Children's Fair	<ul style="list-style-type: none"> - Rent of the venue (appx 1500 people) - Water and snacks for appx 1500 people - Arrange transportation for key beneficiaries (to be specified) - Develop and generate attendance list from the event - Design and print event visibility materials - Organize a small concert with the participation of the celebrity - Develop venue arrangements for the concert and organize necessary equipment's for it. - Facilitate payment of the birth certification for the stakeholders in order to streamline the process of the registration (will be pre agreed with UNICEF). 	2 November – 7 November 2019 (exact date to be confirmed)	Full payment will be made upon completion of all tasks (100%)
2. Support in organization of the National Children's Summit	<ul style="list-style-type: none"> - Develop creative concept for the event - Arrange transportation for key beneficiaries (apprx 30 people) - Develop and generate attendance list from the event - Design and print event visibility materials 	November 20th	
3. Public concert dedicated to the 30th anniversary of the convention	<ul style="list-style-type: none"> - Design and a concept of the public concert based on global requirements - Engage key beneficiaries and stakeholders - Engage celebrity performers and other performers among the champions in children's rights and issues (e.g performers with disabilities) - Arrange logistics and organization of the venue for the event (around 300-500 people) 	November 20th	

Performance indicators for evaluation of results:

The evaluation of the results will be based on:

1. Technical and professional competence (quality of the product delivered to UNICEF);
2. Scope of work (extent of activities related to the study);
3. Quality and timeliness of communication with UNICEF and stakeholders as well as participants
4. Quality of work (quality of product, draft and final report);
5. Quantity and timeliness of work (completing the assignments indicated in table above as per timetable]

In addition, such indicators as work relations, responsibility, will be taken into account during the evaluation of the Contractor's work.

Requirements

- Must be experienced in provision of similar services in the country;
- Creativity, innovation and design thinking skills are the major criteria;
- Flexible in receiving constructive feedback and integrating feedback into produced items
- Meet all the deadlines and provide quality work

Timing:

From: October 29th to November 29th

Management and supervision:

The contractor will work under the overall supervision of Communication section.

Terms of payment:

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

Resourcing:

The services will be funded from RR funds / Advocacy and Communication.

Proposal evaluation:

Each interested institution is requested to submit in a two page brief a proposed approach for such assignment along with a copy of the organization profile, the proposed technical team curriculum vitae, expected budget as well as a sample of previous work undertaken in the last 2 years.

After the opening, each proposal will be assessed first on its technical merits and subsequently on its financial value price. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of technical and procurement staff and their conclusions will be forwarded to the internal UNICEF Contracts Review Committee or other relevant approving authority.

The evaluation panel will first evaluate each response for compliance with the requirements of this Request for Proposal (RFPS). Responses deemed not to meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration. Failure to comply with any of the terms and conditions contained in this RFPS, including provision of all required information, may result in a response or proposal being disqualified from further consideration.

The overall weighting between technical and price evaluation will be based on the predefined criteria. The technical component will account for 70% of the total points allocated and the financial component (commercial evaluation) will account for 30% of the total points allocated.

Technical evaluation:

The assessed technical score should not exceed of the total 70 points allocated to the technical evaluation to be considered technically compliant and for consideration in the financial evaluation.

The proposals will be evaluated against the following technical criteria:

Technical Criteria	Technical sub-criteria	Maximum points
Proposed methodology and approach	1. Credibility and soundness of proposal, including proposed approach with account of gender sensitive- response.	10
	2. Originality and innovative thinking of proposed approach	10
Experience in the field and Expertise of firm	1. Range and depth of experience with similar projects/clients	15
	2. Proven record of similar work	10
	3. Professional qualifications, knowledge and expertise of consultant and/or team members in the technical areas of the requested work (conducting baselines studies oriented on adolescents, etc.);	15
Management Structure and Key Personnel	4. Availability of sufficient staffing (with recognized professional qualification) to be able to simultaneously conduct required activities;	10
Total		70

Commercial evaluation:

The price/cost of each of the technically compliant proposals shall be considered only after evaluation of the above technical criteria.

A maximum **30** point assigned to the financial proposal will be allocated to the lowest financial proposal. All other price proposals will receive scores in inverse proportion according to the following formula: **Score for price proposal A = (Maximum score for price proposal * Price of lowest priced proposal)/Price of proposal A**. As a result of the financial evaluation, the points of each proposal will be taken into further consideration in the final evaluation.

The bidders should ensure that all pricing information is provided in accordance with the following:

a) The currency of the proposal shall be the currency of the country where the bidder's office is located, or in USD, and invoicing must be in the same currency.

b) All prices/rates quoted must be **exclusive of all taxes** as UNICEF is a tax-exempt organization