

UNITED NATIONS CHILDREN'S FUND (UNICEF)

REQUEST FOR INFORMATION (RFI)

Inspiring Playful Parenting Through Digital Content

Publish date: 19th March 2025

Closing date: 9th April 2025 at 23:59PM CET

Reference: RFI- Inspiring Playful Parenting Through Digital Content.

IMPORTANT NOTES:

This Request for Information (RFI) does not constitute a formal solicitation. The purpose of this RFI is strictly to gather information and should not be interpreted to precede any award of a contract or represent any form of commitment from UNICEF. While this RFI may lead to a future tender, it does not constitute an RFPS process or any promise to issue an RFPS. Thus, a response to this RFI does not automatically ensure participation in a tender or selection for a future procurement process. All costs associated with responding to this RFI will be solely at the interested party's expense.

UNICEF reserves the right to change the requirements at any time during the RFI period and/or any future solicitation process. UNICEF also reserves the right to require compliance with additional conditions as and when issuing any future tender documents.

As a minimum requirement, only companies that provide clear and accurate information to the aforementioned questions will be assessed as suitable to provide the services and may be invited to participate in the future competitive bidding process.

Interested service providers are strongly advised to read through the entire document before submitting their response to this RFI and respond to the questions listed in Section "Description of Requirements". All submissions will be treated confidentially as per policy.

1. BACKGROUND

UNICEF is committed to promoting the well-being of children by fostering positive parenting practices worldwide. Playful parenting has been recognized as a key driver in child development, influencing cognitive, emotional, and social growth. Digital content presents an innovative avenue to inspire and equip parents, caregivers, and policymakers with engaging, informative, and action-oriented resources. UNICEF seeks to develop an innovative, compelling digital campaign on Playful Parenting, which aims to reach diverse audiences across multiple platforms and UN languages FR, AR, SP and EN. This initiative will leverage storytelling, creative media, and strategic partnerships to amplify the importance of play in early childhood development.

What is Parenting?

UNICEF defines **Parenting** as the interactions, behaviors, emotions, knowledge, beliefs, attitudes and practices associated with the provision of nurturing care. This refers to the process of promoting and supporting the development and socialization of the child. It is the entrusted and abiding task of parents to prepare children, as they develop, for the physical, psychosocial, and economic conditions in which they live, work, play, learn and thrive. Amidst the many influences on child development, parents are critical to children's development, protection, empowerment, adjustment, and lifelong success.

Why Playful Parenting?

Play is how children see and construct their world on all levels. Playful experiences offer a unique context for supportive and rich learning in early childhood. Play helps children learn how to collaborate, innovate and problem-solve, skill sets they'll need to thrive in uncertainty and to create opportunities for themselves and their communities. Playful Parenting is of crucial importance for child development and the mental health of children and caregivers.

The following articles gives further insight into playful parenting

<https://www.unicef.org/eap/blog/power-playful-parenting>

<https://www.unicef.org/media/111326/file/Universal-parenting-policy-note-EN.pdf>

When parents engage in meaningful play with their children, they are not only supporting their child's development but also improving their (parent) own emotional well-being. A recent study in Pakistan for example found that mothers who engaged in a parent-child play activity with their children over a 10-week period had a decline in depressive symptoms.

UNICEF has been collaborating with the LEGO Foundation since 2015 to raise awareness about the importance of nutrition and play, for healthy brain development in the earliest years of life. The [LEGO Play Well report](#) found that 9 in 10 parents say play is fundamental to their own happiness and makes them feel more relaxed and energized. 90% of parents say play strengthens family relationships and helps them get to know their children better.

June is Parenting Month and June 11 is International Day of Play

June presents an opportune moment in the year to promote relevant parenting and play messages to a global audience. During this moment, UNICEF advocates, raises awareness and raises funds for programs to support and empower Parents globally. However, the whole year also offers some key moments that we can disseminate content. A well-defined strategy can inform a refined approach to our distribution plans.

Some video content developed for Parenting month 2024 by UNICEF and other key moments in 2024.

1. Public engagement/stories assets:

https://youtu.be/xF7Z3_LdXj8?si=ZVfrZLKkYt6l56qW Social experiment

2. Our goodwill ambassador asset on parenting:

<https://youtu.be/fYGML6oT9k8?si=-JOcf9SnNRTvFZEK> Parenting Journey ft Orlando Bloom

3. The inaugural IDOP video

<https://youtu.be/Hmlc91NGO0s?si=ohv5ctH4osFNHZQm> The Magic of Play

4. Expert series on Teen care:

https://youtu.be/QIujG-rYQvQ?si=T21dL_VptYYInvwC 3 ways to help teens manage screen time

5. Expert series on baby care:

<https://www.youtube.com/watch?v=CFijLzuh0k0> How to soothe a baby

<https://www.youtube.com/watch?v=KD0-eHkjqlw> How to care for baby Cold

6. screenings of the Raising Parents short film in select countries and offices.

<https://youtu.be/gJBBMAjPiYc>

2. OBJECTIVES OF THIS REQUEST FOR INFORMATION

The purpose of this RFI is to gather insights, expertise, and recommendations from organizations, agencies, or individuals with experience in:

- Developing engaging digital content that aligns with current and future trends
- Executing global campaigns with a focus on multilingual and multicultural reach.
- Innovative storytelling techniques and digital engagement strategies including new media.
- Collecting strong insights, data and research to better inform communication ideas, execution and evaluation.
- Leveraging partnerships and influencer marketing for campaign amplification.

UNICEF is looking for idea and execution recommendations for a creative digital content/asset(s), that can achieve maximize impact in 2026.

An innovative, refreshing, and compelling digital asset(s) that:

- Promotes positive playful parenting
- Challenge myths, stigma, and misconceptions about parenting and Play such as: strict parents raise well-behaved kids, Play is a waste of time. Etc

- Supports parents with practical information to promote positive interactions with their children and to embed play in households and communities around the world.

After engaging with the content, what should parents

A) Feel?

Feel understood. Feel empowered to do their best. Feel proud as parents. Want to hug their children and start playing.

B) Think?

Playful parenting will serve my children's best interests now and in the future.

UNICEF is an organisation that champions parenting and they can be trusted.

C) Do?

Start playing more with their children. Create and include playful moments in everyday life.

3. DESCRIPTION OF REQUIREMENTS

Interested parties should provide information addressing the following areas:

- A specific digital content/asset idea in a:
 - specified format (video, documentary, App, website, talkshow, podcast, experiential, online channel, etc)
 - duration (Shorts, longform, duration if applicable)
 - execution style that drives engagement and action.
 - Digital platforms and channels best suited for reaching Parents and caregivers
 - Case studies or examples of successful campaigns with similar objectives.
 - Potential collaboration models with UNICEF for production and distribution of this idea.
-

4. SCOPE OF WORK

The project's scope includes:

- Ideation and development of creative concepts for digital content.
- Production of high-quality multimedia digital assets (video, animation, social media content, etc.)
- Strategic distribution and engagement planning across digital platforms.
- Localization and adaptation of content for global audiences.(Subtitles in FR, SP,AR, EN)
- Performance tracking and impact assessment methodologies.
- Influencer and partnership engagement strategies.

Service providers or responding to this RFI should outline how their expertise aligns with one or more aspects of this scope.

5. PROCEDURE FOR SUBMISSION OF THE INFORMATION

Interested parties are invited to submit their responses and questions via email to [Victor Arkoh Acquaaah on vacquaah@unicef.org, Juan Haro on jharo@unicef.org and Livia Turzo on lturzo@unicef.org] with the subject line "RFI Response: Inspiring Playful Parenting." in subject line **on or before April 8th , 2025 at 23:69 CET**

Submissions should include:

- A brief introduction of the service provider
- A summary of relevant experience and expertise. Please provide a short summary of the key members in your team with your team's details of understanding of and experience in digital content production.
- Responses to the description of requirements and scope of work.

Cost estimates for the suggested project.

- Any additional recommendations or insights.
- Contact details for follow-up discussions as per table below

This RFI is for information-gathering purposes only and does not constitute a commitment by UNICEF to procure services or enter into any contractual agreement.

Please note, the RFI is non-binding and cost estimates are meant to be indicative. If UNICEF launches a Request for Proposal (“RfP”) in the future, service providers will not be required to align their bids to estimates shared in response to this RFI. Furthermore, the information provided will not be publicly disclosed and is intended to be used internally by UNICEF only.

6. GENERAL INFORMATION

Full company name:	
Address:	
Country:	
Contact Person:	
E-mail address:	
Tel:	
Alternative Contact person:	
E-mail address:	