

1. BACKGROUND

General situation of SRH and child marriage.

Despite the significant influence of religion and cultural tradition in Malaysia, adolescents engage in premarital sex and unsafe sex, and they have multiple sexual partners. Reports also indicate that young Malaysians are also significant contributors to adverse social and health outcomes, including unwanted teenage pregnancies and baby-dumping. The lack of knowledge of SRH among children and adolescents

In Malaysia, child marriage is associated with challenges in legislation and enforcement, as well as the adolescent's sexual experience – specifically sexual morality – that is dictated by the community to prevent youths from initiating sexual intercourse before being legally married. Early marriage is generally viewed as a measure to safeguard a girl's future security and prosperity, as the responsibility to protect her from sexual harassment and violence transfers from father to husband. However, the trend has recently changed into a form of punishment for adolescents who have had or are having premarital sexual intercourse, as well as a method to protect the family honour for victims of sexual coercion (rape and incest), and those with unwanted pregnancies as a result of unprotected premarital sex or even rape. Generally, extramarital sex (premarital or adultery) is prohibited by all Malaysian communities due to its negative connotations, and is grouped together with substance abuse and criminal activity as an action that is shameful and which tarnishes family reputations.

In Malaysia, however, the main sources of information regarding SRH are mass media and peers.

The National Policy on Reproductive Health and Social Education and its Plan of Action which were approved in November 2001 aims to increase access to reproductive health education, information and services for adolescents and youths, stressing on positive values as well as responsible behaviours. However, despite the availability of SRH education and services, the level of sexual and reproductive health knowledge among the teenagers is rather low, partly because of the ineffectiveness of SRH education in school.

Pilot project :

This 2 year project (March 2019- April 2021) funded by UNICEF and implemented by the Reproductive Health Association of Kelantan (REHAK) aims to expose and empower 628 children aged 13-16 years old (Form 1-4) to SRHR (sexual reproductive health rights) programmes. The project also aims to test a series of interventions that will focus on empowering 150 children intensively through school based education programmes and school-based peer education; promoting improved parent-child communication; community mobilisation; and changing beliefs and perceptions related to sexual practices and behaviours, so that children are able to make informed choices on sexual reproductive health.

This project is being piloted in a school in the District of Badang in Kelantan which has a population of some 40,000 residents in 2016 according to the district office's representative for the community (Penggawa). Statistical information for the year 2010 indicated a population of 35,957 of which 26% are children aged below 18 years old. Specifically, among the adolescents, 49.7% are children aged 10 -14 years old.

Children from this school have not performed well academically, as the children lacked motivation to attend school. Most of the children are from dysfunctional and underprivileged families. These children engage in risky behaviors that include smoking, substance abuse, violence (abuse by family members), truancy, as well as early sexual activity; which increase the likelihood of dropping out of school, expulsion, sexually transmitted infections, teen pregnancy, self-injury, and mental health problems.

In addition, a large number of the population are living in poverty with a high number of households earning less than RM 600 a month; a high rate of divorce which is partly due to male (husbands) involvement in drug abuse; high numbers of single mothers partly because of divorce as well as being widows and a high number of drug abusers.

These challenges experienced by children in SMK Badang may not be typical to Kelantan in general or the District of Badang, Kota Bharu.

2. OBJECTIVE, PURPOSE AND EXPECTED RESULTS

The aim of the consultancy is to collect knowledge and document the lessons learnt and good practices from the pilot that will assist partners when considering scale up or replication.

The documentation will focus on generating knowledge from (1) the beneficiaries' perspective i.e. students, teachers, school counsellors, selected families and the larger community (2) UNICEF and REHAK 3) key government stakeholders involved in the pilot 4) partners involved as youth facilitators, academics, local business. An analytical report will be developed to document the lessons learnt.

The interventions that will be considered for documentation are as below:

- 1) Interventions supported by UNICEF aimed at creating an enabling environment for exposing and empowering students to SRHR. In particular, the documentation will help to understand how effective are the UNICEF supported interventions in creating an enabling environment for introducing SRHR. This will focus on the work done with parents, teachers, youth facilitators, and the community to review the key factors that has led to changing beliefs and perceptions, if any in relation to sexual practice and behaviours.
- 2) Interventions supported by UNICEF aimed at providing knowledge and improving capacities of students to make informed decisions about their sexual reproductive health rights. The level of appropriateness, effectiveness of the specific programmes and participation of students will be the main focus at this level.

- 3) Interventions supported by UNICEF aimed at creating an enabling environment for policy makers (at district and state level) to support implementation of SRHR amongst adolescents.

Expected results:

- UNICEF Malaysia provided with an optimal capture of the knowledge gained through interventions made in the pilot. This will include the challenges, the benefits gained by the children, teachers and community, the results of family intervention on both parents and children and level of awareness on SRH issues within the community, identify good practices, lessons learned and innovations throughout the documentation process.
- The documentation exercise is expected to provide reasonable conclusions based on the findings and substantiated by evidence, and clear, specific and actionable recommendations for informing the future direction and scale up of UNICEF's SRHR programme in Malaysia.
- Policy makers and government sectors (with a focus on health, social welfare and education) provided with evidence based recommendations on strengthening SRHR

Users of documentation:

The primary users of the documentation product include UNICEF Malaysia Country Office, and the government (*duty bearers*). Secondary users include other agencies that work on child protection and child rights in Malaysia, EAPRO, UNICEF Headquarters and business sector partners.

UNICEF Malaysia is planning to engage a consultancy firm/institution to undertake this knowledge documentation.

3 DESCRIPTION OF THE ASSIGNMENT

The consultancy firm/institution is expected to undertake the following tasks:

1. Conduct desk review of all relevant documentation on the pilot. This will include the project proposal, progress reports, minutes of meetings, social media, press/media articles that will amongst others identify and document lessons learned, including human interest stories
2. Construct Theory of change, causality analysis through consultative process with UNICEF staff and relevant stakeholders
3. Prepare the tool/s for documentation (questionnaires etc)
4. Ensure researchers are trained in child friendly interviewing techniques, including on gender based violence, prevention of sexual exploitation and abuse and relevant protection protocols based on the 'UNICEF Procedure for Ethical Standards in Research, Evaluation, Data Collection and Analysis', April 2015 and Ethical Consideration for Evidence Generation involving Children on the Covid19 Pandemic, April 2020, to ensure quality and compliance with protection standards, particularly for primary data collection. Good practices not covered therein are also to be followed.
5. Obtain ethical clearance prior to any interviews, including preparation of relevant documentation such as protection protocols, consent and assent forms as part of the ethical review process

6. Prepare and undertake focus group discussions (FGDs) and Key informant interviews (KII). Insights from implementing partner and government counterparts, community leaders, other partners will also be captured through these primary data collection methods. In the event of covid19 restrictions preventing face to face data collection, the consultant should be ready to quickly adapt methodologies to the largely unexpected and changing scenarios, while taking all necessary precautions keeping in mind the 'do no harm' principle. If face to face data collection is conducted, all measures to safeguard the respondents and the enumerators/researchers must be taken including ensuring that team members involved in primary data collection are tested for covid19 at regular intervals.
7. Produce an analytical report (approx 25 pages without annex) with lessons learned, challenges faced, good practices identified, innovations identified, recommendations, two human interest stories and analysis of costs, draft plan on scaling up comprehensive SRHR in schools with suggested activities.
8. Produce short video (in Malay with translation into English, with subtitles) highlighting key elements of the project including human interest stories. The video should also be made accessible for persons/children with disabilities.¹

Gender, Disability, Equity and Sustainability

A gender and disability equality approach will be integrated as a cross-cutting theme throughout the data gathering process, in terms of:

- Representation of equal number of male and female beneficiaries
- Representation of children with disabilities
- Representation of equal number of key interviewees from the various categories of stakeholders
- General analysis and outlook of the video

4 EXPECTED DELIVERABLES

	Deliverables	Deadline end of week
1	Inception report with a clear documentation methodology (i.e. concepts/approaches/strategies),constructed theory of change (produced through consultative process with UNICEF staff and relevant stakeholders). The inception report should also include suggested tools, documentation products, work plan and detailed budget.	Week 6
2	A draft and final report , 25 pages(in English and Bahasa Malaysia) that will be revised until approved. The final report will include an executive summary (around 5 pages), methodology, findings, conclusion, best practices, lessons learned, recommendations,	Weeks 10(draft report) and week 14 (final report)

¹For step-by-step guide on adding captions, please see page 16 of [Bridging the Gap Inclusive and accessible communication guidelines](#), Bridging the Gap, 2019. On recording and editing sign language: [Step by step Guidance on adding SL to videos from W3C consortium](#)

	two human interest stories and analysis of costs, draft plan on scaling up with suggested activities and areas with a clear timeline and costs. The final report will need to be developed in several formats including in an accessible PDF format to maximize its utility and accessibility including in text and audio versions. The final report should also include infographics and visuals (photos should be collected as part of the documentation)	
3	A PowerPoint presentation (in both English and Bahasa Malaysia) to be used to share findings with relevant stakeholders and for use in subsequent dissemination events;	Week 14
4	Brief video developed (in Malay with translation into English, with subtitles) using information collected during the KII and FGDs. They will focus mostly on the voices of adolescents involved in the project, including members of the 15 households who received interventions, school counsellors and teachers and members of the community and other key stakeholders (school PTA, District education department, District health department, etc).	Week 13

5 REPORTING REQUIREMENTS

The consultancy firm/institution will provide the following reports:

- Inception Report (10-15 pages)
- Draft and Final Report (25 pages including photos, infographics, tables and annexes)
- Presentation materials
- All submissions should be in electronic version (Word and Power Point) and in English language
- All products should be disability-accessible: accessible word and pdf documents, including Alt Text embedded in all images, embedded links to audio versions and compatible with screen readers; accessible video
- Reports will be prepared according to the UNICEF Style Guide, UNICEF Brand Toolkit and UNICEF Publication Toolkit (to be shared with the winning bidder)
- All raw data collected as part of the study will remain the property of UNICEF.

6 LOCATION AND DURATION

Location:

- The team of consultants will be required to conduct field work for KII and FGDs where possible (taking into account all precautions given the COVID-19 situation (including undergoing regular testing for covid19 and any government restrictions), and collect data remotely if circumstances require it and if appropriate.

Indicative range of start and end dates (can be negotiated):

- Starting period: 16 August 2021- 6 Sept 2021
- End period: 29 Oct 2021- 5 Nov 2021

PROPOSED IMPLEMENTATION SCHEDULE

The below are proposed timeframes and bidders are free to propose changes. However final end date is not negotiable.

No	Activity	Period (weeks)	Suggested working days
1	Inception phase, including development of methodology, tools etc	1-2	7 days
2	Development of Theory of Change, including consultation with stakeholders	1-3	Up to 10 days
3	Draft inception report	4	Up to 5 days
4	Review of inception report by UNICEF	4-5	-
5	Finalisation of inception report	6	1 day
6	Documentation for Ethical review	4	1 day
7	Ethical Review	5	5 days
8	Final inception report	6	2 days
9	Data collection	6-7	Up to 7 days
10	Video filming and post -production	7- 8	7 days
11	Draft report	8-10	Up to 5 days
12	Review of draft report by UNICEF	11	-
13	Review of video by UNICEF	12	-
14	Final Video	13	Up to 3 days
15	Final report with PPT presentation	14	Up to 2 days

7 OFFICIAL TRAVEL INVOLVED

When travel is expected as part of the assignment, it shall be clearly specified (e.g. location, duration, number of journeys ...etc.) in the TOR. Bidder shall be required to include the estimate cost of travel in the financial proposal. It is essential to clarify in the TOR that i) travel cost shall be calculated based on economy class travel, regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC at <http://icsc.un.org>).

For institutional contractors, all travel arrangements, including insurance and visas, will be managed and paid by the institution. Therefore, expected travel costs must be included as a budget item in the financial proposal.

8 ICT CONSIDERATIONS (PLEASE CHECK IF APPLICABLE):

- Access to electronic Information Resources
- UNICEF email ID
- ICT Hardware (please specify): _____

9 CONTRACT MANAGEMENT

This contract will be managed by :

1. Child Protection Specialist

10 FREQUENCY OF PERFORMANCE REVIEWS AND PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

End of contract.

11 DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

Team composition and inputs are at the discretion of the consultant/contractor. However, at a minimum the team is expected to include one consultant who will provide overall technical support and ensure quality control over all deliverables, and one other consultant who will work closely with the team leader to conduct the field work.

UNICEF anticipates that this assignment will require the following approximate inputs:

- International consultant (team leader): 20 days
- National consultant: 35 days

International consultant/Team lead

- An advanced degree in social sciences, development studies, human rights or a related or relevant field;
- A minimum of 10 years' professional work experience at international levels in research, editing, information and knowledge management in the field of child protection;
- Practical experience in Results based management, including developing Theory Of Change
- Proven high quality writing skills, with an ability to convey complex ideas in a clear, direct, and accessible style to a range of audiences;
- Experience in developing knowledge products on child protection for a range of audiences;
- Experience in reporting on qualitative and quantitative analytics;
- Ability to concisely and clearly express ideas and concepts in written and oral form as well as the ability to communicate with various stakeholders in English and Malay
- Demonstrated ability to work independently, with limited supervision;
- Ability to manage multiple tasks and meet tight deadlines;
- Experience in working in a development context is an asset;
- Experience in working with UNICEF an asset.

National consultant /Team member/s

- A degree in social sciences or a related/relevant field

- A minimum of five years' professional work experience at national and/or international levels in research and editing ideally in the field of child protection ;
- Experience in conducting field research, including hands-on experience in collecting and analysing quantitative and qualitative data
- Excellent verbal skills in Malay and English, editing in English and written skills
- Having effective communication, advocacy and people skills and the ability to communicate with various stakeholders and to express concisely and clearly ideas and concepts in written and oral form.
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12 PROPOSED PAYMENT SCHEDULE

Select proposed methodology Upon deliverables

Payment shall be made in 3 instalments based on the table of deliverables above and percentages below:

Deliverables	Percentage
Final inception report	40
Final report with PPT presentation	50
Final video	10

UNICEF will only make milestone payment based on achievement of specific deliverables as listed on the table above. These payments should be stated in terms of percentage. Also note that UNICEF does not make advance payment except under certain conditions in line with UNICEF Financial Rules and Regulations, and UNICEF is exempted from paying VAT and any other form of taxes.

Items to note:

- If payment is based on delivering reports, invoices cannot be presented in terms of rate per day.
- Specify payments against vendor invoice versus payments against actual invoices (i.e. for travel cost)
- Supporting evidence for all reimbursable expenses should be submitted with each invoice.
- All payments are subject to deliverables meeting acceptable quality standards as shall be determined by UNICEF Child Protection Specialist. The contractor may be required to undertake remedial work to deliverables submitted prior to acceptance and payment.

13 STRUCTURE AND EVALUATION PROCESS OF THE PROPOSAL

(items to be included in proposal/response, such as workplan, timeline, methodology, samples, budget, etc.)

Each proposal will be assessed first on its technical merits (including by reference to legal requirements) and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation Team first reviews the technical aspect of

the offer followed by the review of the financial offer of the technically compliant vendors. The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

- Weightage for Technical Proposal = 60%
- Weightage for Financial Proposal = 40%
- Total Score = 100%

Technical Proposal

The Technical Proposal should include but not limited to the following:

The Technical Proposal should include but not limited to the following:

- Title page (1 page) clearly indicating name of the bidding entity and contact details for the entities' representative who shall be the main point of contact during the tender process.
- Detailed understanding of UNICEF requirements
- Detailed Methodology/Approach to project demonstrating how you meet or exceed UNICEF requirements for this assignment
- Proposed workplan with timeline and milestones. The Bidder is free to propose a timetable to suit their methodology, as long as the proposal clearly explains the sequence of activities and achieves the key dates detailed in this RFP.
- Discussion of any potential risks/challenges and intended approach to resolving these issues, including approaches to delivery in event of any future containment measures due to Covid19
- Expertise of institution detailing general and specific experience with similar assignments in the past 5 years, including samples or links to samples of previous work.
- Project implementation and work plan showing the detailed sequence and timeline for each activity and man days of each proposed team member, as necessary.
- With regard to the workplan above, please present a calendar in matrix form that shows each of the key deliverables alongside the expected delivery timeline. In written response below the calendar, please comment on:
 - (i) your institution's ability to start and finish the assignment within the timeframe envisioned in the ToR;
 - ii) expected days of travel and ability of the team to travel to the relevant location.
- Details of the Proposed Team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Educational qualifications and professional experiences
 - Past experience in working on similar project and assignment – List all similar projects they worked on and their roles on the project.
- No financial information should be included in the technical tender.

TECHNICAL PROPOSAL EVALUATION CRITERIA

The Technical Proposal should address all aspects and criteria outlined in this Request for Proposal.

Evaluation of Technical Proposal

Criteria	Max points per indicator	Expectation
Experience of Company/Institution and Key Personnel (max 25 points)		
1. Range and depth of experience with similar Knowledge documentation (reference to similar contracts)	5	Information on 3 or more similar knowledge documentation having been undertaken by the company, institution or team of individuals going to be involved in this contract, ideally in Malaysia and preferably in South East Asia in the last 5 years.
2. Team leader (relevant experience, qualifications, certifications)	5	10 or more years of relevant professional experience in research, editing, information and knowledge management in the field of child protection, including development of knowledge products for a range of audiences
	3	Practical experience in Results based management, including developing Theory Of Change
	3	Highly satisfactory sample of previous similar work
	2	Relevant qualifications/certificates: Masters degree in social sciences, development, human rights or a related or relevant field
3. National consultant(s)	3	minimum 3 years of relevant professional experience in

(relevant experience, qualifications, and certifications) qualifications, certifications)		research, specifically field research, including hands-on experience in collecting and analysing quantitative and qualitative data or studies, ideally in the area of child protection
	2	5 or more years of relevant professional experience in the area of child protection
	2	Relevant qualifications/certificates (Bachelors or Masters) in social sciences or similar
Proposed methodology and approach (max 35)		
4. Methodological approach	25	Methodology is complete, high quality and feasible and includes ALL of the following: methodological approach, approach to data collection, ethical considerations and covid-19 related considerations
	5	Limitations and risks are well noted, alternatives are presented and feasible. The limitations are well thought and adapted to the context of Malaysia and Covid-19 and innovative, feasible and adequate mitigation strategies are clearly developed
6. Work plan and time frame	5	Highly satisfactory, well-described and well-planned proposed work plan with sufficient adherence of the proposed timeframe and work plan to the ToR

Only tenders that score at least 40 points shall proceed to financial tender evaluation stage. Financial tenders from bidders that do not meet the minimum technical threshold will not be opened.

Financial Proposal

The total amount of points allocated for the price component is 40. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among

those invited firms/institutions which obtain the threshold points in the evaluation of the technical component.

All other price proposals will receive points in inverse proportion to the lowest price, e.g.,

$$\text{Score for price proposal X} = \frac{\text{Max. score for price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

Bidders are expected to submit a lump sum financial proposal to complete the entire assignment based on the terms of reference. The financial proposal should include an estimate of travel costs. However, the final travel component will be agreed based on the effective work calendar. Travel costs will be pre-approved and reimbursed by UNICEF as per the UNICEF rules and regulations for travel for consultants/non-staff.

Bidder shall be required to include the estimate cost of travel in the financial proposal. Please note that i) travel cost shall be calculated based on economy class travel, regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC). Details can be found at <http://icsc.un.org>.

Financial proposals should be submitted in the following format:

A. Breakdown of Cost by Components:

No	Cost Components	Unit Cost	Total Rate for the Contract Duration (USD)
1	Professional Fees		
	Sub-Total for Professional Fees		
2	Travel Fees		
	Mission 1		
	Mission 2		
	Mission 3		
	Sub-Total for Travel Fees		
3	Others/Misc		

	Sub-Total for Others/Misc	
	Grand Total	

B. Breakdown of Cost by Deliverables*

Deliverables	Percentage (%)
TOTAL	100

**Basis for payment tranches*

14 UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted. If the firm/individual is unable to complete the assignment, the contract will be terminated by notification letter sent 30 days prior to the termination date. In the meantime, UNICEF will initiate another selection process in order to identify appropriate candidate.

15 CONDITIONS AND ADMINISTRATIVE ISSUES

- The contractor will work on its own computer(s) and use its/his/her own office resources and materials in the execution of this assignment. **The contractor's fee shall therefore be inclusive of all office administrative costs**
- Granting access to UNICEF ICT resources for consultants/non-staff is considered as 'exception,' and therefore shall only be granted upon authorization by the head of the office on justification/need basis. This includes creation of a UNICEF email address, as well as access to ICT equipment such as laptops and mobile devices.
- All persons engaged under a UNICEF service contract, either directly through an individual contract, or indirectly through an institutional contract, shall be subject to the UN Supplier Code of Conduct: <https://www.ungm.org/Public/CodeOfConduct>
- Please also see UNICEF's Standard Terms and Conditions attached.