

## TERMS OF REFERENCE AND EVALUATION CRITERIA

### Institutional contractors

#### Summary:

Title	Partnership for the development and execution of a co-creation process with young people for the development of GenU in Ghana	
Purpose	The service provider will support the coordination of the co-creation process which aims to provide young Ghanaians with a platform to share their vision and ideas on how UNICEF and other stakeholders can work with them on areas such as skilling and employability, entrepreneurship, employment, and supporting young people to become changemakers through GenU and UNICEF programmes.	
Location	Accra, Ghana	
Duration	Approx 11 weeks	
Start date – End Date	<b>From:</b> August 2021	<b>To:</b> October 2021
Reporting to:	Gender Programme Specialist	
Budget Code:	Non-grant (GC)	

## 1. Background

Children and young people 10-24 years old constitute one third of Ghana's estimated 30 million population. They represent a significant demographic dividend for the country to harness. Supported with equitable and safe access to quality education, training, employment, and entrepreneurship opportunities, they can be a transformative force for their own development and Ghana's progress. The COVID-19 pandemic has placed a significant burden on children and young people by bringing various disruptions to day-to-day life, including a shift to remote/digital learning, and a heightened uncertainty about the future. The shift revealed a strong resilience capacity but also gaps in children's and young people's preparedness to cope.

Prior to the pandemic, close to 12.1% of youth were unemployed. Young people who were employed were predominantly represented in the informal sector and were the poorest paid workers in Ghana's informal economy. They are estimated to be particularly affected by the pandemic and may have limited support to reskill and/or find gainful employment post-pandemic. There is lack of out-of-school/community spaces and programmes which can support them to learn, acquire skills, engage with each other and strategize on how to address the challenges they or their communities face.

[Generation Unlimited](#) (GenU) is a global multi-sector partnership that helps young people (10-24) become productive and engaged members of society by connecting Secondary-age Education and Training to Employment and Entrepreneurship. It has four strategic priorities: 1) Connect every school and learner to the internet; 2) scale up online/remote learning, skilling, and livelihood platforms; 3) Boost entrepreneurial skills and opportunities; and 4) Engage youth as changemakers.

Ghana is a front runner country for GenU. Through the GenU initiative, UNICEF will mobilize stakeholders in Ghana to develop and implement Country Investment Agenda for Young People and scope an investment portfolio, including promising public-private partnerships (PPPs) to advance scalable solutions for young people.

As GenU and UNICEF Ghana engage with different stakeholders from the private sector, government, civil society, youth groups, financing institutions, and bilateral and multilateral organizations; we hope to elicit feedback and buy-in from partners on thematic priorities and key investment opportunities for GenU. This co-creation event fits within the broader stakeholder framework and will provide an opportunity to engage with young people and aggregate their opinions of what should be prioritized.

## 2. Purpose of the Assignment

### Objectives:

- 1) The overall objective of this assignment is to support the design and execution of a co-creation process with young people to provide them with a platform to share their vision and ideas on how UNICEF and other stakeholders can prioritize and work with them on areas such as skilling and employability, entrepreneurship, employment, and supporting young people to become changemakers. These thoughts will feed into GenU Country Investment Agenda, UNICEF's Youth Strategy and country programme conversations including the upcoming Country Programme Document for Ghana. Further details on GenU and broader thematic areas for UNICEF's Youth agenda can be found [here](#).
- 2) A secondary objective is to leverage this process to build momentum around UNICEF's work with adolescents and young people and mobilize youth engagement, including through Generation Unlimited. This momentum is in advance of a planned formal launch of GenU in Ghana in late 2021/early 2022.

The co-creation process will:

- Bring together young people (10-24 years) drawn from academic institutions, innovation hubs, youth organizations and networks, civil society;
- Provide young people (10-24 years) a platform to share inputs which feed into UNICEF programming and GenU's Country Investment Agenda
- Champion relevant policy discussions on specific thematic areas for young people;
- Nurture creativity and home-grown solutions that impact lives of adolescent and young people;
- Disseminate information on opportunities and encourage young people's engagement in GenU including its governance and mobilization structures;
- Offer GenU stakeholders (private sector, government, development partners, academia) insights into young people's priorities.

The process will include **having co-creation dialogues with young people on identified themes** that will facilitate young people's

- Engagement/learning from inspirational speakers and knowledge holders from tech world, private sector, academia, or youth entrepreneurs

- Articulation of the opportunities, gaps, and solutions that they would like support on from GenU and policy makers.

We understand that it might be challenging engaging with younger adolescents (aged 10-14) and disadvantaged groups of young people virtually. Hence, we would like to have targeted school and community engagements with young people aged 10-14 and other disadvantaged groups (persons with disability, rural youth, etc.) to facilitate their participation and inputs into the process.

To this end, UNICEF is seeking the technical support of an institutional partner who can bring in experience and expertise on working on such co-creation process and who has engaged with young people and facilitated their civic participation through other assignments. The contracted institution will be expected to propose the concept and plan for the co-creation process.

### 3. Tasks to be Completed

All tasks listed below will be led by the institution, under the guidance of UNICEF Ghana and its teams. To ensure smooth logistical preparation and execution focusing on the above results; the institution will:

**Conceptualize the co-creation process, including** developing a concept note that will,

- Outline programme and visibility plans
- Set out the agenda, including finalization of thematic discussion areas
- Develop a strategy and structure to ensure equitable representation from young people from different regions, marginalized groups, and those without access to good internet
- Have an operations strategy that lays out logistics and human resources to support this process

**Prepare the co-creation process, including:**

- Allocation of virtual and physical spaces for different sessions/segments where young people with no/poor access to internet can attend and engage from.
- Methodology for engagement of different breakout discussions with their unique set of participants
- Plan for key information to be collected (e.g. questions asked) from participants, with inputs from the UNICEF partner on the Country Investment Agenda
- Develop branding and communications package (under guidance from UNICEF Comms and C4D teams) preceding the dialogues (e.g. press releases, social media package, other traditional media products)
- Lead the digital and physical promotion for the main event, with specific guidance from the UNICEF Communications team
- Scope out list of speakers linked to our thematic areas of interest from private sector, government, development agencies, and youth groups. Once UNICEF finalizes speaker list, ensure follow-up and participation of speakers leading up to the event
- Facilitate online registration and communication of key event details to registered participant.

#### Execute the Co-Creation process including:

- Set up / troubleshoot / walkthrough overall flow and logistics per schedule agreed by all parties
- Provide support and troubleshooting advice for all technical aspects during the event, across all spaces
- Ensure seamless streaming of the event live on social media
- Support key speakers with their tech and other needs before their sessions
- Ensure proactive collection of data from young people

#### Post dialogues

- Share comprehensive event notes
- Share data on 1) participation and 2) key inputs received from young people with intersectional insights (age, gender, disability, location)
- Submit a final report with key outcomes emergent from the discussions

### 4. Deliverables and Timeline for submission

Task	Deadline
1. Concept Note	Within 2 weeks of signature
2. Dialogue Planning:	Within 5 weeks of signature
3. Dialogue execution:	Within 9 weeks of signature
4. Post dialogues:	Within 11 weeks of signature

### 5. Supervision and Reporting

The overall supervision of the assignment will be provided by the Gender Programme Specialist. They will provide guidance to the consultancy as outlined in this ToR through regular meetings and review of consultant deliverables and products. The above staff member will be responsible for assessing the quality of work being submitted by the contractor and will provide timely feedback for incorporation into final activities.

### 6. Payment and Payment Schedule

Payment will be in instalments as outlined below and will only be made for work satisfactorily completed and accepted by UNICEF. UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered or for failure to meet deadlines.

Task	Schedule of Payment
1. Concept Note	10%
2. Dialogue Planning	25%
3. Dialogue execution:	45%
4. Post dialogue:	20%

## 7. Timeframe

Work is expected to be completed within 11 weeks of the start date mentioned above. Since this contract will provide information for the GenU Country Investment Agenda, adhering to the timeline is critical.

## 8. Official travel involved

Communication with UNICEF will, as much as possible, be via tele-conferencing and email correspondence, with in-person meetings scheduled if needed. Travel could be required for internal stakeholder meetings as you plan for the event, and to supplementary physical venues (if any) that will be used for disseminating the event.

## 9. Expected Qualifications, Experience, specialised knowledge/skills and competencies

- Documentation showing relevant track record of at least 3 similar events and/or co-creation processes
- Good understanding of logistics requirements, suppliers, and sourcing processes.
- Highly motivated and experienced in coordinating and planning events for international and national level
- Experience with creating visibility plans and mobilizing youth audiences
- Experience engaging with young people, including in policy discussion
- Strong experience with organizing virtual/hybrid events
- Ability to liaise with government, partners, and stakeholders in a professional and friendly manner
- Strong analytical and writing skills with proven skills in policy recommendations and problem identification and solving
- Excellent administration, organizational and time management skill
- Excellent teamwork and participatory process skills
- Ability to plan and prioritize work duties as well as work competently under pressure and tight deadlines
- Experience in WCAR region should be an advantage
- Consistently approaches work with energy and a positive, constructive attitude
- Good computer skills and familiarity with social media technology

## 10. General condition, procedures, and logistics

The team will work remotely but with regular meetings with UNICEF and stakeholders. The team is expected to use their own computer, data storage devices. The level of payment will be determined by the profile of the proposed partner and financial proposal. Payments will be made upon submission and acceptance of specified deliverables and submission of invoices.

The selected organization or company will discuss with UNICEF technical and financial staff to plan the final scope of work and develop and negotiate the final contract.

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

## 11. Policy both parties should be aware of

No contract may commence unless the contract is signed by both UNICEF and the Contractor. Signed contract copy or written agreement must be received by the office before travel commences. Contractor will not have supervisory responsibilities or authority on UNICEF budget.

## 12. Evaluation Process and Methods

Interested companies/organizations will need to indicate ability, availability and financial proposal to undertake the terms of reference and produce all indicated deliverables.

Submitted proposals will be evaluated using Cumulative Analysis Method against a score of 100 points with a maximum of 70 points allocated for the technical proposal and 30 points allocated for the financial proposal. The three most competitive offers will be shortlisted for further consideration.

Interested companies/organizations should develop and submit a separate technical and financial proposal in English language to respond to above mentioned specific tasks no later than specified date and time in the request for proposal. The bidding proposal should include:

- Description and contact details of the company/organization applying;
- A clear description of the methodological approach and work plan (5 pages);
- A detailed Budget Proposal (in the required form) as financial proposal
- CV of team involved;
- Evidence of past performance on similar assignments with reference of previous contracting agencies.

Technical proposal evaluation criteria will be based on the following:

Evaulation Criteria	Evaluation Sub-criteria	Max. Points
<b>Overall Response</b>	Completeness of response – overall concord between requirements and proposal	5
<b>Experience</b>	at least 3 documented similar events successfully done, including virtual events	5
<b>Technical Skills</b>	3-5 years relevant organizational experience. Organizational experience working in development and with private sector players will be a major advantage. Experience organizing a virtual event and eliciting and documenting online feedback/opinions essential.	20
<b>Key Personnel (Focal Point)</b>	Event Coordinator with over 3 years experience in: <ul style="list-style-type: none"> <li>- delivering a creative concept and designing an agenda</li> <li>- identifying event milestones and deadlines</li> <li>- directing and overseeing coordination leading up to an event</li> <li>- highly adaptable, able to make sound and time-sensitive decisions under a significant workload</li> <li>- Practical knowledge of A/V elements</li> <li>- Personable, amiable, and easy to communicate with</li> </ul>	20

Proposed Methodology	Degree of likelihood to accomplish the main objectives	10
	Timeframe	10
Maximum Points, Technical Criteria	The technical pass mark is 49 points	70

### 13. Application Procedure

UNICEF is requesting proposals from competent institutions to conduct this assessment. A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being compared. Applications shall therefore contain the following required documentation:

(a) Technical Proposal: Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, scope, criteria, methodology and deliverables of the assignment are addressed. The proposal shall be no more than 15 pages, 12-point font and 1.5-line spacing excluding Appendixes and address demonstration of understanding of the assignment as outlined in this Terms of Reference. A draft work plan and timeline for the assignment should be included. The Technical Proposal shall also include updated profiles/CV of the expert(s) to be part of the assignment, and electronic copies/links of two most recent and relevant assessments performed previously by the team.

(b) Financial Proposal: Offer with cost breakdown: Fees, international (economy class) and internal travel costs, lumpsum Daily Subsistence Allowance (DSA) and other costs. The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal. Travel expenses shall be based on the most direct route and economy fare. Quotations for business class fares will not be considered. Budgets need to be prepared in US Dollars.

All proposals should be sent to UNICEF Ghana Country Offices Bids address specified in the cover page of the request for Proposal document Technical and Financial proposals should be submitted in two documents. All submissions with a complete set of documents should reach UNICEF Ghana no later than **the date specified in the request for proposal**. The selection committee will review all applications as they arrive. All proposals must meet the minimum requirements described above, and those unable to meet these requirements will not be considered. Both proposal documents (financial and technical) will need to be signed by the Firm.

### 14. Copyright, Patents, and other Proprietary Rights

(a) Subject to paragraph (b) below, UNICEF will be entitled to all intellectual property and other proprietary rights with regard to products, processes, inventions, ideas, know-how, data or documents and other materials ("Contract Materials") that (i) the Supplier develops for UNICEF under the Contract and which bear a direct relation to the Contract or (ii) are produced, prepared or collected in consequence of, or during the course of, the performance of the Contract. The term "Contract Materials" includes, but is not limited to, all maps, drawings, photographs, plans, reports, recommendations, estimates, documents developed or received by, and all other data compiled by or received by, the Supplier under the Contract. The Supplier acknowledges and agrees that Contract Materials constitute works made for hire for UNICEF. Contract Materials will be treated as UNICEF's Confidential Information and will be delivered only to authorized UNICEF officials on expiry or termination of the Contract.

(b) UNICEF will not be entitled to, and will not claim any ownership interest in, any intellectual property or other proprietary rights of the Supplier that pre-existed the performance by the Supplier of its obligations under the Contract, or that the Supplier may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract. The Supplier grants to UNICEF a perpetual license to use such intellectual property or other proprietary rights solely for the purposes of and in accordance with the requirements of the Contract.

(c) At UNICEF's request, the Supplier will take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring (or, in the case, intellectual property referred to in paragraph (b) above, licensing) them to UNICEF in compliance with the requirements of the law and of the Contract.

At the request of UNICEF, the contractor will submit all the necessary deliverables in a standard format which will be shared with the contractor upon the signing of the contract. Full terms and conditions of the contracts are available here: [https://www.unicef.org/supply/files/Annex\\_A\\_-\\_RFP-DAN-2018-502784.pdf](https://www.unicef.org/supply/files/Annex_A_-_RFP-DAN-2018-502784.pdf)