

Requesting Section: Gender, UNICEF EAPRO

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### Terms of Reference for communication, promotion, and outreach services to GenderTech

#### 1. Background

##### ***Innovation and Technology for Gender Equality***

The United Nations Sustainable Development Goals (SDGs) cite gender equality and women's empowerment, and innovation as driving forces to reach the 2030 objectives. Equally, the Unicef Strategic Plan 2018-2021 highlights gender-responsive programming and fostering innovations as two of the main change strategies to achieve Unicef's objectives and contributions to the SDGs.

Innovation is widely recognized as a catalyst and accelerator of desired development outcomes. Coupled with gender equality, innovation can accelerate the elimination of pervasive gender gaps and inequalities, be socially transformative, unlock markets, and have huge, positive economic implications.

UNICEF and partners believe that addressing the nexus of gender equality and innovation is crucial and presents a timely opportunity to accelerate momentum towards meeting the SDGs and towards women and girls' empowerment. UNICEF's Gender Action Plan (GAP) 2018-2021 specifies how UNICEF will promote gender equality across the organization's work and specifies five 'targeted gender priorities' focused on empowering adolescent girls.

UNICEF's ED Henrietta Fore highlighted that "*we must identify 'human-centered' solutions that can help girls & women overcome prejudice, discrimination, abuse, and limited access to capital*". ED Fore helped launch the [IDIA toolkit 'Toward bridging Gender Equality & Innovation'](#), which guides UNICEF's work in this area, building on the decades of progress made by women's groups and other gender-equality movement leaders around the world.

In early 2020, UNICEF joined the leadership council of the [Generation Equality Action Coalition 'Innovation & Technology for Gender Equality'](#). The Generation Equality Action Coalitions are five-year, global, innovative, public-private partnerships. They are formed to drive game-changing results for gender equality. The vision for the Action Coalition is for women and girls to have equal opportunities to safely and meaningfully access, use, lead, and design technology and innovation, and doing this with freedom of expression and joy, and all their potential.

UNICEF EAPRO Gender Section is supporting this by leading on a number of gender & innovation work pillars, including GenderTech; girls' digital skills and tech entrepreneurship; evidence on the gender digital divide (under 18); digital sexuality education; innovative finance for menstrual health and hygiene.

##### ***Okya - a digital menstruation product***

UNICEF EAPRO launched [Okya, a GirlTech flagship innovation and digital menstruation and SRH product](#), which has been designed with and for girls. Key features include a gamified design for girls (10-19 years); avatars and personalized interface; evidence-based information created by experts in girl-friendly language to learn in entertaining ways; localized in national languages and to local context. Girls' digital realities require tailored technology, so Okya exists as a light-weight Android and iOS app for low end smartphones; offline functionality for low connectivity settings; multiple user login and password protection for girls sharing

phones; read-out function, tutorials, help for low (digital) literacy or vision impairment; downloadable via link; highest data protection.

Find out more about Oky:

- [Visit the Oky website](#)
- [Download the English version](#) of the Oky app
- [Oky video clip](#) – 1-minute introduction clip
- [Oky blog](#) – how Oky was co-created with girls
- [Oky brochure](#) – for a brief Oky overview
- [Oky presentation](#) – 8th Virtual MHM Conference in May 2020
- [Oky podcast](#) – Unicef GBViE series

Oky is currently available as a global app in English on Android and iOS, as well as in Mongolia and Indonesia in local languages and managed by local franchise partners. The app (and content management system) software and content is open source. Open source also allows continuous co-creation and iteration of Oky functionality and the opportunity to build a global community around the app. Over the next 2 years Oky will scale to more markets, especially in Asia-Pacific. Each new market will have their own implementing partners who will develop the local version from the open-source code, content and design assets using a franchise license agreement model, and provide support and maintenance for each new version of the app – or other Oky products - developed in new markets. The vision for Oky is that it becomes a multi-platform product - so it exists as a suite of different digital products and platforms under the Oky brand. The Oky products available will look different in different markets, according to each country's digital landscape and girls' needs.

## 2. Objectives, Purpose & Expected results

In order to harness the momentum for the Gender & Innovation workstream and for Oky App scaling, the services of a vendor are being sought to support the communications, marketing and outreach of the *Oky App*, as well as support sharing of learnings and insights around UNICEF's *Girls' Digital Skills* initiatives, and the *Gender Digital Divide* for the younger cohort. The assignment is to support the communications, promotion, outreach and evidence uptake, in particular digital innovations, to be *for, with, and by* women and girls.

The institutional contractor for this assignment is expected to provide communication, outreach and promotion services and creation and dissemination of learning and insights assets, products and events to share evidence and guidance for the wider GenderTech ecosystem around Oky and digital SRH innovations, addressing the gender digital divide and advancing girls' digital skills and digital literacy.

The specific objectives of the assignment are:

- 2.1 Communication, outreach and learning strategies for the Oky app
- 2.2 Effective communication products available for marketing and audience engagement for in-country partners;
- 2.3 Community building and management around the Oky app, and the wider GenderTech and SRH ecosystem
- 2.4 Effective evidence and insights products into gender digital divide and girls digital skills

## 3. Description of the assignment

Given the evolving nature of the Unicef Gender & Innovation portfolio and the Oky App scaling and roll-out, the specific tasks of the whole assignment are not yet fully defined. The tasks below are illustrative for the services the vendor will be required to deliver over the 24-month contract period.

### Oky App:

- Develop a communications, promotion and outreach strategy for the Oky apps and products and the wider Oky project.
- Create an insights and learnings product / event creation and dissemination strategy for the Oky learning agenda, working with the Oky global MEL specialist.
- Create compelling written, audio and visual media and communications content for adolescent girl audiences that can be used both for the global apps in English, and repurposed and adapted to local language by in-country comms teams for countries where Oky is being deployed. These might include videos, animations, illustrations, cartoons, social media content, or running online and offline competitions.
- Work with the Oky Community and Outreach officer for advisory on Oky social media presence for the global apps.
- Advisory on media (and media training) strategies for adolescent girls to create their own content for both the Oky App and for different Oky media channels (such as WhatsApp, Facebook, TikTok or YouTube).
- Develop Oky comms resources / learning products and assets for a variety of external stakeholder audiences such as donors, funders, internal UNICEF teams, other international development agencies, the private sector or other digital health organizations. (this could include infographics, visual content such as film or animations, learning briefs, publications, slide decks or online content such as Adobe Spark).
- Work with the Oky MEL specialist to create and disseminate compelling insights and learning products, assets and events.
- Support the Oky Community and Outreach officer in creation and facilitation of a Oky community of practice of partners, and wider GenderTech and SRH ecosystem around sharing insights, learnings and ideas as part of the wider Oky MEL plan.
- Advisory on design and visuals for UX, UI and feature improvements for global apps and for in-country products where needed.
- Support Oky marketing and promotion efforts in the countries where Oky is being deployed and as needed.

### Gender Digital Divide and Digital Skills for Girls:

- Develop comms resources and learning products based on UNICEF's research and insights into the gender digital divide.
- Develop comms resources / learning products and assets for the digital skills for girls workstream.
- Develop communications assets (infographics, visual content such as film or animations, learning briefs, publications, slide decks or online content such as Adobe Spark) for external audiences such as donors, funders, other international development agencies, the private sector or other gender and tech organizations.

Note: The list above is illustrative and not exhaustive.

It is anticipated that the support services will be required for 24 months, from 1 September 2021 to 31 August 2023. For vendors' planning purposes, the table below indicates approx. days required at a minimum and timelines for the support services. However, amounts and timeframes are indicative only given the nature of this work scope.

| <b>Support services</b>                           | <b>Approx. days</b>             |
|---|---------------------------------|
| 1. Oky app  | Approx. 140 days over 24 months |
| 2. Gender Digital Divide and Girls Digital Skills | Approx. 60 days over 24 months  |
| <b>Total Days</b>                                 | <b>Approx. 200 days</b>         |

#### 4. Deliverables

Since the specific tasks (deliverables) will be defined on a rolling basis, bidders are invited to provide costings for the 2 work package examples below, and a pricelist of daily rates for support services that are required to perform the tasks listed in Section 3.

##### Work package examples:

|  |   |
|--|---|
| <b>A. Oky: Communications strategy</b> | <ul style="list-style-type: none"><li>• Develop a 12-month digital communications and promotion strategy , including a calendar of key events, for the Oky apps that can be easily implemented</li><li>• Produce an accompanying implementation workplan, budget and key metrics to measure success</li></ul> |
| <b>B. Illustrations</b>                | <ul style="list-style-type: none"><li>• Create 5 new Oky avatars and 5 new themes, following Oky branding, that are culturally relevant for the Philippines, Papua New Guinea, India, Kenya and Mexico</li></ul>  |

NB. Bidders are requested to provide costings for these two work packages in their financial proposal as per **Annex D** (refer to section 9).

#### 5. Reporting requirements

The service provider is required to provide thorough documentation of each support task and minutes of meetings. The service provider will submit progress reports and deliverables upon completion of each agreed work package.

#### 6. Location and Duration

Indicative start date for the assignment will be 1 September 2021, with the contract spanning a 24-month period with completion by 31 August 2023.

The services provided are to be based at the offices of the successful vendor with regular virtual meetings, and one in-person meetings at the UNICEF East Asia and Pacific Regional Office in Bangkok (if and when the travel restrictions allow). The duration of the meeting in Bangkok is estimated with approx. 1 week (5 working days). Related travel costs should be included in the financial proposal (Annex D).

Travel to field locations cannot be established at this point and is therefore not to be included in the initial bid. However, if travel to field locations becomes necessary, the successful vendor will be requested to submit a respective travel budget upon request (as per Section 9).

#### 7. Qualification requirements or Specialized skills/Experience Required:

For this assignment, UNICEF seeks a service provider with team members that have - as a team - the following qualifications:

- Advanced university degree (Masters or higher) in communications, ICT, social sciences, public health, education, international development, or in an area relevant to UNICEF's sectoral work. Academic credentials in gender and digital / innovation / technology in international development are a strong asset.

- Proven experience in creating compelling written, audio and visual media and communications content for adolescent girl audiences in emerging markets.
- Proven experience in creating a wide range of written, audio and visual comms assets and resources for gender and/or digital and innovation for diverse external audiences; comms content for the gender and/or digital innovation ecosystem is a strong asset.
- Proven experience in graphic design and UX / UI for audiences in emerging markets.
- Proven experience in media and media training strategies for adolescent girls in emerging markets.
- Proven experience in working on digital products and services for users in emerging markets, particularly for women's and girls' rights.
- A strong understanding of UNICEF programmes, including communication, technology, user-centered design, girls' empowerment, innovation principles and partnership goals.
- High level of initiative and ability to undertake complex tasks while proactively seeking relevant input, cooperation, and guidance from key constituents.
- Previous experience working with the UN, particularly for innovation and digital programmes
- Proven ability to conceptualize, plan and execute ideas.
- Experience working in the Asia Pacific region and/or local representation offices are an advantage.
- Language: Fluency in written and English is a must; competence in local languages in Asia is an asset.

Bidders are requested to propose gender-balanced teams.

## 8. Evaluation process and methods

The evaluation panel will first review each response for compliance with the mandatory requirements of this RFPS. 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. Kindly also refer to the detailed instructions in the main LRPS document.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFPS, the weight allocated to the technical proposal is 70 % (i.e. 70 out of 100 points). To be further considered for the financial evaluation a minimum score of 49 points is required. Only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e. the financial proposal will be opened). For further details and the distribution of points kindly refer to **table 1** below.

The weight allocated to the financial proposal is 30 % as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) 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.

**Table 1: Evaluation Criteria and distribution of points**

| CATEGORY  | Max. Points |
|---|-------------|
| <b>1. OVERALL RESPONSE</b> <ul style="list-style-type: none"> <li>• Clarity and presentation of the technical proposal <b>(10)</b></li> <li>• Understanding of scope, objectives and completeness of response <b>(5)</b></li> </ul> | <b>15</b>   |

|   |            |
|---|------------|
| <b>2. ORGANIZATION AND TEAM MEMBERS</b>   | <b>55</b>  |
| <ul style="list-style-type: none"> <li>Demonstrated organizational capacity related to digital products, communications, content creation, gender equality, digital skills development, etc. in emerging markets <b>(20)</b></li> <li>Team composition covering range of skills as indicated in section 7 <b>(30)</b></li> <li>Familiarity and experience in the Asia Pacific region. <b>(5)</b></li> </ul> |            |
| <b>TOTAL POINTS FOR TECHNICAL PROPOSAL</b> (min. passing score = 49 points)   | <b>70</b>  |
| <b>3. FINANCIAL PROPOSAL</b>  | <b>30</b>  |
| <ul style="list-style-type: none"> <li>Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.</li> </ul>  |            |
| <b>TOTAL POINTS</b>   | <b>100</b> |

## 9. Administrative issues and response to this tender

- Bidders are requested to provide a detailed technical proposal in **Annex C** – Technical response form. The technical proposal must include all information needed to fully evaluate the proposal against the requirements and evaluation criteria outlined in section 7 and 8 of this TOR.
- Bidders are requested to provide a detailed cost proposal in **Annex D** – Financial Proposal, factoring in all cost implications for the required services.
- The bidder is required to include the estimate cost of travel in the financial proposal noting that i) travel cost shall be calculated based on the most direct route and economy class travel, regardless of the length of travel and ii) costs for accommodation, meal and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, depending on the location, as promulgated by the International Civil Service Commission (<https://icsc.un.org/>).
- Unexpected travels shall be treated as above.

The **Technical Proposal** should include the following (kindly refer to Annex C to this RFPS)

- Checklist** completed to confirm requirements as per section 7 of this TOR.
- Description of the organization** (max 2 page) - Describe your organization, type of company, consortium partners (if any), main services, and area of expertise; number and locations of offices and number of employees; suitability for the proposed assignment, and regional experience.
- Team members** (max 2 pages) - Provide brief biographies of team members and affiliates who will provide the required services. Blurbs with relevant educational qualifications and professional experience of respective team member is sufficient, no full-length CVs required.
- Services and areas of expertise** (max 2 pages) – highlight areas of expertise, incl. previous work examples (links allowed) including but not limited to digital/web content, communications, social media, training, brand development, UI/UX, etc.
- Proposed approach to complete the 2 work package examples** (see section 4).
- References** - Bidders are requested to back up their submissions by providing at least two client references.

The **Financial Proposal** should be submitted, according to **Annex D**, in three parts:

- Lump sum financial proposal for each of the two work package examples (see section 4).
- Travel costings for one team member to Unicef EAPRO in Bangkok for 5 working days.
- Price list for various experts/support service roles.

## 10. Payment Schedule

- The payment schedule will be based on satisfactory completion of deliverables / work packages.
  - If the bidder wishes to propose a payment schedule, it must be included in the financial proposal. The final payment schedule is to be reviewed and agreed with UNICEF.
  - Payment terms 30 days net upon receipt of approved invoice.
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