
UNICEF Turkey
TERMS OF REFERENCE
LONG-TERM ARRANGEMENT
NATIONAL INSTITUTIONAL CONSULTANCY
(3+2 years)

Develop materials for the ‘Increasing Quality of and Access to Early Childhood Education Services (ECE) Project’ National Campaign	REF: COM/TURA/2021/B
Programme/Programme Activity Title and Work Plan Code:	
Programme Structure:	
4350/A0/06/880/008 – Communication and Advocacy	
Activity 001 – External Relations	

I. BACKGROUND

From 0 to 8 years of age is the fastest period of a child’s linguistic, social-emotional and physical development. Research shows that during this period, characterized as the early childhood years, most brain and language development is completed. This critical early period is when children start developing thinking, learning, speaking, questioning, self-regulating and social interaction skills. Accordingly, the aim of early childhood education is to prepare children for social and school life by supporting basic development areas like mental, socio-emotional, language, motor skills and self-care. Research shows that quality education during the early years set the foundation for children to reach their development potential and has a positive impact on their preparedness for school.

According to the Government of Turkey’s 11th National Development Plan (NDP) and the Ministry of National Education’s (MoNE’s) Education Vision 2023, although there has been significant progress made in overcoming education issues in the last decade, Turkey still faces challenges in providing quality and accessible education for all children. In addition, Turkey is committed to providing at least one-year of compulsory ECE for all five-year-olds by 2023 which will result in an increased demand for quality ECE services across the country.

Despite the fact that Turkey has put remarkable efforts into increasing the accessibility of ECE services, Turkey has still one of the lowest net enrolment rates (NER) for preschool education among OECD countries. The fact that the preschool education NER of five-year-old children is 68.30% (67.23% for girls and 69.32% for boys) and for three-to-five-year-old children is 39.11% shows more investment is needed to reach 2023 targets. There are also several other constraints that Turkey is facing, which impede full ECE enrolment, such as parents’ perceptions, quality of ECE services, lack of physical spaces, and financial barriers.

MoNE and UNICEF started collaborating under the Instrument for Pre-Accession Assistance (IPA) – II Programme funded by EU and partnered in a project entitled, “Increasing Quality of and Access to Early Childhood Education Services (ECE)”. This project includes 4 main expected results:

Result 1: ECE services are expanded for 3 to 6-year-old children, especially for children in the most vulnerable communities.

Result 2: ECE service capacity and curriculum and materials are revised to increase quality of ECE services based on national standards.

Result 3: Families' beliefs and attitudes regarding the quality and value of ECE services, especially in the most vulnerable communities, is positively changed.

Result 4: A conducive environment for increased access to quality ECE services is promoted by revised ECE legislation.

II. PURPOSE OF ASSIGNMENT

This consultancy aims to establish Long-Term Arrangement(s) (LTAs) with selected company/companies who will provide professional services to develop materials for the 'Increasing Quality of and Access to Early Childhood Education Services (ECE) Project' National Campaign and other relevant activities of UNICEF Turkey for a period of 3+2 years.

As part of the "Increasing Quality of and Access to Early Childhood Education Services (ECE)" project MoNE and UNICEF are planning to launch a national campaign. The campaign aims to raise awareness among the general public on the importance of quality Early Childhood Education (ECE) to develop young children's cognitive, linguistic, emotional and social skills, develop and disseminate strong advocacy narratives underscoring the importance of preschool enrolment at an appropriate age. The campaign will also raise awareness among the target audience, media and general public, on how MoNE, EU, UNICEF, MoLSS and CSO partners work together to upscale Early Childhood Education in Turkey.

Under the supervision of the Communication Specialist in coordination with the UNICEF ECE and MoNE teams, the consultancy company will deliver:

1. **Integrated Awareness Campaign plan:** Design an integrated communication plan with an above and below the line activations based on the needs and target audience indicated earlier. The campaign will include the following products;
 - a) **Baseline assessment:** Conducting a mix (70% of the assessment is qualitative and 30% is quantitative) baseline assessment to understand the main sources of information for the campaign target audience. The assessment should include the products format, media tools and mediums which are optimal to reach the campaign target audience. The qualitative study will be conducted using a minimum sample of 120 participants representing all the primary campaign target audience. The qualitative section of the assessment will include in-depth interviews to provide guidance on; 1)The sources of

information of the target audience; 2) The preferred language/media products for them (for example the participants can be asked what was the most effective behavioural change campaign from their point of view); 3) The hours they use different communication mediums/channels (when they watch TV, when they check social media, etc.). The qualitative section of the assessment must include a representative sample of participants covering all the primary and secondary target audience of the campaign as indicated below. The quantitative assessment will cover; 1) Opinions/interest of parents and grandparents in sending their children/grandchildren to preschool; 2) What are the main concerns, limitations that prevent them from sending the children to preschool; 3) How can these concerns be overcome from their point of view; 4) Their opinions about the benefits/disadvantages of sending children to preschool education.

- b) **Two TV Spots (45 seconds):** Production of two TV spots, it can be animation or scripted spots with actors or adapted field videos of real beneficiaries, based on the campaign mix to be provided by the company. The TV spots should encourage target audience, especially parents and caregivers to enroll their young children in pre-schools at an appropriate age. The TV spots should also highlight the available services for vulnerable groups that enables them to access ECE services, such as mobile centers. All produced TV spots must comply with Radio and Supreme Council criteria.
- c) **Outdoors:** conduct an outdoor campaign in selected 20 provinces. The campaigns will be tailored to reach the targeted audience based on geographic and socio-economic distribution. The outdoor campaign aims to reach mainly the audience that are hardly reached via other tools/elements of the campaign including social media and TV spots. The outdoors messages should complement the TV spots messages (ECE importance and accessibility). The outdoors will be placed in the project pilot provinces. The locations, formats and dimensions of the outdoors will be guided by the outcomes of the baseline assessment, the available format in each province and will be decided by UNICEF & MoNE.
- d) **Social Media GIFs:** (minimum 10 GIFs) Production of social media GIFs - 15-20 seconds each-to be used on the social media accounts of the Project.

***Visual, audio-visual, or verbal advertisement(s) of any type expressed or implied, of any organization(s), contractor(s), any group or individual(s), and any product(s) in the production is/ are strictly forbidden.**

Campaign Target Audience:

Primary Audience:

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- 1- Market segmentation: Socio-economic Class B -, C, D
 - 2- Males in the age group of 19 – 40 years
 - 3- Females in the age group of 19 – 40 years
 - 4- Males and Females in the age group of 55 – 75 years (Grandparents)

Secondary Audience:

- a) Media representatives
- b) Pre-school teachers and ECE academia and professionals
- c) Key opinion leaders
- d) Policy makers

2. **Documentation of ECE project:**

- a) **Four Human Interest Videos (1 – 3 minutes):** produce four short videos to highlight the importance of quality ECE to the development of children, including vulnerable groups. The videos will also showcase the effect and eventually the impact of the project on the targeted audience by presenting success stories of project beneficiaries. The four videos will be disseminated through social media. The topics and content of each video will be decided jointly by UNICEF and MoNE teams. The requested duration of the videos may vary based on the topic of the video and the decision of UNICEF and MoNE teams.

III. METHODOLOGY:

The consultancy company will design an action plan and implement the national campaign and will be responsible for designing, planning and producing the materials over the period of the campaign. The company will be also responsible to prepare the content, designs and visuals in 2 languages: English and Turkish

Outputs are not considered final until explicit written agreement from UNICEF, MoNE and programme partners has been ensured. UNICEF and programme partners reserve the right to request edits and changes to any aspect of the plans and/or products process as it sees fit.

The consultancy company will be using its own equipment and materials. Transportation and other expenses will not be covered by UNICEF.

Copyright

All produced content, designs, visuals or any other materials are under the sole ownership of UNICEF and MoNE. The incumbent is solely responsible for ensuring copyright of any music, images and all other material used. Certificate of authenticity and trademark registration certificate of the any audiovisual material used needs to be obtained by the contracted company. At the end of the project all copyrights of the produced material will be transferred to MoNE.

The contractor, who declares that he/ she is not the author of the work(s), is obliged to deliver to UNICEF the notary-certified licenses and authorization documents from the author of the work(s) and other beneficiaries (of this/these work(s)) displaying the authorization that they can be used at ECE Project in conformity with the purposes of the contract together with the delivered programme material.

Intellectual Property and Other Proprietary Rights; Data Protection; Confidentiality

Intellectual Property and Other Proprietary Rights

- Unless otherwise expressly provided for in the Contract:
 - (a) Subject to paragraph (b) of this Article 5.1, UNICEF will be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to products, processes, inventions, ideas, know-how, documents, data and other materials (“Contract Materials”) that (i) the Contractor 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 Contractor under the Contract. The Contractor 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 Contractor that pre-existed the performance by the Contractor of its obligations under the Contract, or that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract. The Contractor grants to UNICEF a perpetual, non-exclusive, royalty-free 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 Contractor will take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them (or, in the case, intellectual property referred to in paragraph (b) above, licensing) them to UNICEF in compliance with the requirements of the applicable law and of the Contract.

Confidentiality

- Confidential Information that is considered proprietary by either Party or that is delivered or disclosed by one Party (“Discloser”) to the other Party (“Recipient”) during

the course of performance of the Contract or in connection with the subject matter of the Contract will be held in confidence by the Recipient. The Recipient will use the same care and discretion to avoid disclosure of the Discloser's Confidential Information as the Recipient uses for its own Confidential Information and will use the Discloser's Confidential Information solely for the purpose for which it was disclosed to the Recipient. The Recipient will not disclose the Discloser's Confidential Information to any other party:

- (a) except to those of its Affiliates, employees, officials, representatives, agents and sub-contractors who have a need to know such Confidential Information for purposes of performing obligations under the Contract; or
 - (b) unless the Confidential Information (i) is obtained by the Recipient from a third party without restriction; (ii) is disclosed by the Discloser to a third party without any obligation of confidentiality; (iii) is known by the Recipient prior to disclosure by the Discloser; or (iv) at any time is developed by the Recipient completely independently of any disclosures under the Contract.
- If the Contractor receives a request for disclosure of UNICEF's Confidential Information pursuant to any judicial or law enforcement process, before any such disclosure is made, the Contractor (a) will give UNICEF sufficient notice of such request in order to allow UNICEF to have a reasonable opportunity to secure the intervention of the relevant national government to establish protective measures or take such other action as may be appropriate and (b) will so advise the relevant authority that requested disclosure. UNICEF may disclose the Contractor's Confidential Information to the extent required pursuant to resolutions or regulations of its governing bodies.
 - The Contractor may not communicate at any time to any other person, Government or authority external to UNICEF, any information known to it by reason of its association with UNICEF that has not been made public, except with the prior written authorization of UNICEF; nor will the Contractor at any time use such information to private advantage.

LOCATION:

Office based with potential field visits for the documentation teams.

Award criteria: Cumulative Analysis

The evaluation and award criteria that will be used for this RFP is composed of a Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted as 70% and 30%.

An offer is considered technically acceptable (and therefore eligible for opening of financial offers) when it obtains a minimum of 70 Points out of 100 during the course of the technical evaluation. The final selection of the contractor will be based on a combination of the

technical and financial proposals with a weighting of 70% for the technical proposal and 30% for the financial proposal. In the case of cumulative analysis, the proposals scoring below 70% of the available technical points will be considered as non-compliant and will be rejected and not further considered (e.g. in the case of 70:30, the passing score is 49 points out of 70).

A- Technical Evaluation:

The Technical evaluation will represent 70% of the total evaluation score. The technical proposal should include the below components;

- 1-Human Resources
- 2- Campaign Methodology
- 3- Time-frame and Workplan (outline)

1-Human resources;

Agency team: required qualifications and areas of expertise

The campaign will be conducted by a national media production and PR agency.

For the IPA project, the implementing team must include:

Team Leader, who will be responsible for the overall implementation and delivery of the campaign. S/he will have primary responsibility for designing the campaign methodology, preparing the campaign work plan, implementation of all the campaign pillars as well as the delivery of the final report in line with this ToR. This person should have a minimum of 5 years' experience of working in the field of PR and advertising campaigns.

PR & Advertising Expert, who will lead the design and implementation of the campaign branding toolkit and TV & outdoors campaign. This expert should have at least 3 years of experience in the field of branding and outdoor campaigns, s/he must provide a concrete example of managing national advertising campaigns. Having an education background is an asset.

Market Research Expert, who will lead the design and implementation of the baseline assessment before the campaign. The expert should have a minimum of 5 years of research in the field of qualitative market studying and in-depth interviews and/or focus groups research settings. The expert needs to demonstrate solid experience in participating in private sector and/or development national-wide market studies for targeting of audience from similar socio-economic levels.

Designer, should lead the process of developing videos, GIFs and the visual guidelines for outdoor materials. This expert should have at least 3 years of experience in developing branding toolkits, graphic designing and visual manipulation of still photography.

Social Media Expert, who will produce social media materials and manage its dissemination.

In addition to what required for each member, the following experience should be available in the team:

- Excellent writing skills in Turkish and English.

For the LTA part, the implementing team must include:

Videographer, who will shoot the requested videos for the project and deliver the footage to the video editor.

Video Editor, who will take the videographer's visual materials and turn them into videos by editing them accordingly.

Photographer, who will take photos for the campaign and deliver them to photo retoucher.

Photo Retoucher, who will take the photos taken by the photographer and turn them into visuals as requested.

2- Campaign Methodology:

The matrix included in the section Work Plan provides a list of deliverables. The technical proposal will be assessed based on the overall methodology and approach proposed to be best convey the campaign messages to the target audience. The methodology should reflect how the different pillars of the campaign will be optimally utilized and achieve maximum impact of the campaign and how this impact is going to be measured.

3- Timeframe and Workplan (outline):

An outline of the proposed workplan for the implementation of the campaign indicating the main milestones and the means of fulfilling all the set deliverables within the given timeline in the ToR.

SUPERVISOR:

Communication Specialist, UNICEF Turkey

IV. DURATION AND COST OF ASSIGNMENT

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- **Duration:** The assignment will cover a maximum period of **120 days after the contract signed** and be remunerated against deliverables. Deliverable dates may vary based on the agreement made between UNICEF and the contracted company. Expected start date 1 September 2021.
 - **Estimated Cost of the Consultancy:** The consultancy company should provide a financial offer against the list of deliverables stated in the ToR. The financial offer should include a detailed breakdown of the costs, prices with **VAT excluded**. UNICEF will not cover any other cost than the proposed budget.
 - **Payment schedule:** UNICEF will issue a contract in Turkish Lira (TL) for the deliverables listed in the ToR. The payments will be made against deliverables as per the deliverables schedule mentioned in the contract. The Long-Term arrangement part of the ToR and financial proposal template can be submitted in USD since the prices will be valid for a period of 3+2 years.
 - **Reservations:** UNICEF reserves the right to terminate the contract without a prior notice and/or withhold all or a portion of the payment if the performance is unsatisfactory, if the rules and the regulations regarding confidentiality, ethics and procedures of UNICEF and the programme partners are not followed, if work/outputs are incomplete, not delivered or for failure to meet deadlines.

V. DESCRIPTION OF THE ASSIGNMENT

For the purpose of this assignment, the following tasks need to be completed:

- Prepare a workplan for the implementation of the tasks summarized below under table 1 based on the briefing by UNICEF and MoNE teams on the scope of the activities, the key messages of the social media plan and the target audience,
- Drafting and production of the content and designs for all the materials stated in section II to be finalized as per feedback received from UNICEF and MoNE. The content will only be considered final after the approval of MoNE and UNICEF.
- Preparing a final report indicating the achieved results and the lessons learned.

The final products are to be decided and approved by UNICEF Country Office. Until the final approval, UNICEF has the right to ask for additional revisions and make all necessary recommendations.

TASKS		OUTPUT	LANGUAGE	DURATION (Upon the release of the contract)
1	Prepare a workplan	Time-framed workplan	English & Turkish	7 days
2	Baseline assessment	Mix assessment (qualitative and quantitative) to understand the sources of information for the target audience	English & Turkish	30 days
3	Produce four short videos	Production of the short videos	English & Turkish	21 days
4	Conduct an outdoor campaign	Finalization of content and visuals and implementation of the outdoor campaign	English & Turkish	30 days
5	Produce 2 TV spots	Production of TV spots	English & Turkish	15 days
6	Production of a minimum of 10 GIFs to be used on project social media channels	Design and production of GIFs	English & Turkish	10 days
7	Prepare a final report	Submission of final report	English & Turkish	7 days

*Deadlines are given as tentative dates. It is expected that a detailed time plan is provided in the technical proposal.

VI. BACKGROUND, QUALIFICATIONS and SPECIALIZATION REQUIRED FOR THE ASSIGNMENT

The minimum requirements given below should be taken into consideration to effectively perform the tasks defined in the Terms of Reference:

- Please provide the company portfolio demonstrating a minimum of 5 years of proven and demonstrated experience in the field of awareness campaigns, audio-visual production, design for public campaign at the national level and in different provinces in Turkey.
- Demonstration that the company project team will has previous experience on developing campaign messages and themes of similar nature to this project.
- In the technical proposal please include a brief explanation of the methodology with adequate essential details and campaign creative concept the company will follow to implement the campaign.

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- Portfolios of each team member indicating a minimum of 5 years professional experience in material development, video production and design.
 - Please provide sample of work demonstrating the creativity and highly engaging materials produced by the company for similar campaigns targeting the parents/caregivers of young children (3-5 years old).
 - Clear demonstration of company's capacity in the production. Presentation of tailored samples targeting the parents/caregivers of young children (3-5 years old) will be an asset.
 - Familiar with EU and UN visibility guidelines. Previous work with EU and UN agencies or International NGOs is an asset.
 - Sense of ethics and in-depth understanding of children's rights issues.

VII. Evaluation and Award criteria:

Cumulative Analysis

The evaluation and award criteria that will be used for this RFP is composed of a Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted as 70% and 30%.

An offer is considered technically acceptable (and therefore eligible for opening of financial offers) when it obtains a minimum of 70 Points out of 100 during the course of the technical evaluation. The final selection of the contractor will be based on a combination of the technical and financial proposals with a weighting of 70% for the technical proposal and 30% for the financial proposal. In the case of cumulative analysis, the proposals scoring below 70% of the available technical points will be considered as non-compliant and will be rejected and not further considered (e.g. in the case of 70:30, the passing score is 49 points out of 70).

Technical Evaluation:

All technical proposals will be evaluated using the evaluation criteria as indicated below. Bidders are advised to devote chapters of their submissions to demonstrate each of the criteria and be consistent with the tasks detailed in the TOR. Bidders are advised to avoid submitting brochures and pamphlet that have no direct bearing on the requirements under this RFP.

The following documents shall be included in the technical proposals of the bidders:

- A. A complete copy of your latest audited financial statements with comparative figures for the last 2 years, preferably signed by your company's accounting firm/certified external auditor. The financial statements are to include, but not limited to, the following:
 1. Balance sheet (mandatory)
 2. Income statement/ Profit and Loss Statement (mandatory)
 3. Statement of cash flows (if available)
 4. Statement of changes in shareholders' equity (if available)
 5. The report from the external auditor (if available)
 6. Notes to the financial statements (if available)

- B. A copy of your company’s certificate of legal registration
 C. A copy of your Official list of authorized signatures
 D. Your company’s UN Global Marketplace (UNGM) registration number. You are kindly requested to register for, at the very latest, Basic and Level 1 stages. For registration and instructions on how to, kindly refer to the attachment or the UNGM site:

www.ungm.org/RegistrationProcess

Note: All these documents need to be submitted together with your technical proposal.

Item	Technical Evaluation Criteria	Max. Points Obtainable
1.	Overall format and quality of submitted documents	5
1.2.	Overall preparation and presentation of submitted proposal	5
2.	Overall understanding of the ToR	20
2.1.	Objectives proposed	5
2.2.	Methodological Approach	10
2.3.	Time frame of assignment	5
3.	Having the minimum requirements as requested in the ToR	15
3.1.	<ul style="list-style-type: none"> Having the needed expertise in the team members as indicated in the ToR with a team leader with minimum of 5 years of experience in campaigns management. Well proven and demonstrated capacity and experience in the field of video production. Well proven and demonstrated creativity and highly engaging products. 	12
3.2	Sense of ethics and in-depth understanding of children’s rights issues. Hard working, capacity and dedication, strong analytical skills.	3
4.	Experience in Campaigns designing and implementation in Turkey	15
4.1.	Proven and documented experience of the company with a strong portfolio.	5
4.2.	Experience in awareness campaigns with development and humanitarian context.	5
4.3.	Familiarity with UN or other International organizations.	5
5.	Creativity and Innovation	15
5.1.	Proves creativity and innovation in awareness campaigns	5
5.3.	Overall creativity of technical proposal	10
	TOTAL TECHNICAL SCORES	70

Financial Evaluation:

Bidders shall present a detailed financial proposal that elaborates on daily costs on the basis of the above-mentioned schedule and deliverables, including a total sum demanded. All costs, including travel, accommodation, administrative costs, etc. shall be covered by the contractor and should be included in the financial proposal as a separate heading and broken down into details of accommodation and travel costs.

Payment Schedule: Bidders shall submit their prices in Turkish Liras (TL) for the specific deliverables of this ToR. Please examine the price proposal template carefully. Accordingly, UNICEF will issue a contract in Turkish Lira (TRY) for the deliverables listed in the ToR. The payments will be made in Turkish Liras against deliverables as per the deliverables schedule mentioned in the contract.

The Long-Term arrangement part of the ToR and financial proposal template can be submitted in USD to indicate the hourly, half-day, and full day fees of different expert categories since the prices will be valid for a period of 3+2 years. The contracts issued against the LTA price schedule can be issued either in USD or in TRY (as per the monthly UN FX rate effective during that specific period) and the payments will also be effectuated either in USD or TRY.

Submission process:

Bidders are expected to submit to UNICEF the following documents:

1. Financial proposal as per the attached template
2. CVs of all team members
3. List of campaigns/ activities conducted/led by the team members.
4. Technical proposal. The minimum content for the technical proposal is:
 - Human Resources
 - Campaign methodology
 - Time-frame and Workplan (outline)

Financial proposals should be submitted in separate files/emails from the remaining documents. After the technical evaluation, the financial proposals of qualified candidates will be evaluated. The technical evaluation will be completed based on the above mentioned technical evaluation criteria.