**Terms of Reference for Engagement of Communications Firm**

**for UNFPA Researches and Policy Briefs**

##### **Project Description**

UNFPA has done various research studies in the context of the pandemic, covering areas on maternal mortality rate, excess deaths and birth, among others. Specific for the Population and Development Team, there are six (6) - the continuing Cohort Study which will produce three (3) briefs, the policy brief on excess deaths, PLCPD’s budget briefer and policy paper on Mandanas ruling. All studies aim to contribute to the 2030 Agenda for Sustainable Development and inform policy making and development programming.

One of the crucial elements is the dissemination of the key findings of the studies. This is to ensure that critical information gathered are shared to key stakeholders - and hopefully be able to contribute to policy and program decision making for young people and attainment of the sustainable development goals.

One effective method for dissemination is through the use of policy notes. To date two policy notes have already been drafted, and four more in the pipeline, all of which need to be processed for publication and dissemination. Other methods of dissemination include presentations, use of social media, among others. In line with this, the UNFPA Philippines Population and Development Team needs support in the preparation of communications and creative aspects of information dissemination.

##### **Scope of Work**

An external communications/creative firm will be engaged by UNFPA to perform the following specific tasks and functions:

* Develop concepts, graphics and layouts for policy brief illustrations in print and digital copies
* Create comprehensive advocacy digital campaigns based on the findings of the research and policy briefs for multimedia and graphics projects, including social media assets in moving and still pictures
* Assist in engaging with influencers, which include columnists and social media influencers to amplify key messages in the policy brief
* Assist in developing scripts and talking points to be disseminated externally to partners and influencers

**Expected Outputs**

Using Adobe applications (Photoshop, Illustrator, Indesign, etc.), or any similar editing software/platform, the agency shall produce and submit editable digital files of policy briefs, and other information and communication materials relevant to UNFPA’s research studies and aligned with the key messages and brand guidelines of UNFPA in the Philippines.

##### **Institutional Arrangements**

The project will be under the overall supervision of the UNFPA Country Representative, and the direct supervision of the UNFPA National Program Officer for Population and Development and the Communications Officer. The communications firm is expected to work closely with the UNFPA Country Office for centralized coordination and overall guidance.

##### **Duration of Work**

From September to 15 December 2021, commencing immediately upon awarding of contract.

##### **Qualifications of the Successful Contractor**

The company must have at least 5 years’ relevant experience of handling projects of similar magnitude (preferably related to the social or development sector), and proven ability to work in a multicultural setting through a diverse record of clients. Team members must have strong writing, editing, and design skills, and must be proficient in Adobe Creative Suite or other creative software. Portfolio/sample works should be attached for reference.

##### **Scope of Bid Price and Schedule of Payments**

The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project, including professional/talent fees if needed, and production. Schedule of payment shall be as follows:

* 30 % upon submission of approved policy notes templates 30 September 2021
* 30 % upon completion and approval of six (6) cumulative policy briefs 15 November 2021
* 40% upon submission of all other communication materials and completion of contract 15 December 2021

The project shall be charged to PHL08DEM FPA90 DEMNOTES PU0074 and PHL08DEM AUB08 CHRT-COMMS PU0074.

##### 

##### **Criteria for Evaluation of the Technical and Financial Proposal**

The technical proposal shall be evaluated based on the following criteria:

|  |  |
| --- | --- |
| Evaluation Criteria | Scoring Percentage |
| 1. Technical Expertise 2. Experience in handling projects of similar magnitude (include list of top five previous clients) 3. Experience in creative design and layout of materials materials 4. Skills in providing Communications support | 60% |
| 1. Qualifications of Key Personnel 2. Staffing, including proposed members of the team 3. Availability to handle project and finish on schedule to be agreed upon | 25% |
| 1. Approach in methodology 2. Likelihood of achieving expected outputs within the given timeframe and budget 3. Appropriateness of approaches and strategies to deliver expected outputs 4. Overall clarity of proposal | 15% |
| Total Technical Ratings | 100% |
|  |  |
| Financial Score Weight | 70% |
| Financial Proposal (reasonableness of the bid to produce quality outputs, comparability with other bids) | 30% |
| Total Combined Scores | **100%** |

##### 

##### **Recommended Presentation of the Proposal**

Interested parties are requested to submit a detailed proposal with the following information:

* Company profile
* Proposed plan reflecting all items under item B (Scope of Work) of this Terms of Reference
* Cost proposal
* Portfolio/Sample Works and CV of proposed members of team