

UNICEF Turkey
TERMS OF REFERENCE
SHORT TERM NATIONAL INSTITUTIONAL
CONSULTANCY

Promotion of the SSE Programme Youth Tales Initiative products and Live Youth Sessions targeting EU audience in 3 EU Countries	REF: COM/TURA/2021/X
Programme/Programme Activity Title and Work Plan Code:	
Programme Structure: 4350/A0/05/880/002 – External Relations Activity 001 – External Relations Public Advocacy	

I. BACKGROUND

Turkey is home to over 3.7 million Syrian refugees under temporary protection. Of these, 1.6 million are children and more than 680,000 are enrolled in school. However, according to the Ministry of National Education, over 400,000 children remain out of school. These children and adolescents are particularly vulnerable and at heightened risk of isolation, discrimination, child labour and child marriage.

To address this issue, a Support for School Enrollment (SSE) programme was developed. The programme will support an estimated 90,000 Syrian and other refugee children who are out of school by increasing their access to formal and non-formal education in 8 provinces across the country.

A targeted social media promotion campaign will be implemented to widely disseminate the audiovisual material produced to promote the SSE in selected EU countries. The promotion will include short films, human interest stories and news articles. This is to draw greater attention among the EU audiences to the situation of refugees in Turkey and the important impact of Education programmes on the lives of young people.

Purpose of the Assignment:

As part of the SSE visibility plan, UNICEF is planning to promote audiovisual products showcasing the SSE Programme. The campaign will aim to engage social media users in 3 EU countries (Countries to be prioritized from Belgium, Portugal, Spain, Netherlands) to increase their knowledge about the SSE Programme and give further visibility to the programme components. The materials should in total reach 15 Million and engage 25K EU audience.

Under the supervision of the Communication Officer, the consultancy company will design and implement a targeted social media campaign to reach EU social media users. The company will be responsible for posting and boosting the already produced content through paid advertisement on Facebook and Instagram over the period of 30 days. In addition, the company will also be responsible for the promotion of 3 live discussion sessions for young people in Europe through paid advertisement on YouTube. The company will be also responsible to adapt the content, designs and visuals in 3 languages including; English, and French.

- ☐ Adaptation and social media Promotion of audiovisual material
- ☐ Social media Promotion of 3 Live Online Film Review Sessions on Youtube

II. METHODOLOGY:

The consultancy company will design and implement a targeted social media campaign to reach EU social media users. The company will be responsible for posting and boosting the already produced content through paid advertisement on Facebook and Instagram over the period of 30 days. In addition, the company will also be responsible for the promotion of 3 live discussion sessions for young people in Europe through paid advertisement on YouTube. The company will be also responsible to adapt the content, designs and visuals in 3 languages including; English, and French. **The third language will be decided and shared with the bidders in September.**

The materials should in total reach 15 Million and engage 25K EU audience.

Outputs are not considered final until explicit agreement from UNICEF 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. The incumbent may use any and all parts of this materials only after receiving written permission from UNICEF. The incumbent is solely responsible for ensuring copyright of any music, images and all other material used.

LOCATION:

Office/home based work. The works will be managed remotely.

SUPERVISOR:

UNICEF Turkey Country Office, Communication Officer.

III. DURATION AND COST OF ASSIGNMENT

- ☐ **Duration:** The assignment will cover a maximum period of **30 days after the contract signed** and be remunerated against deliverables. Expected start date **is October 2021.**
- ☐ **Payment schedule:** UNICEF will issue a contract in Turkish Lira (TL). The payments will be made against approval and acceptance of deliverables by UNICEF as per the deliverables schedule mentioned in the contract.
- ☐ **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.

IV. 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 activity based on the briefing by UNICEF team on the scope of the activity, the key messages of the social media plan and the target audience,
- ☐ Drafting the targeted social media plan,
- ☐ Finalization of products in three languages including English and French (the third language will be decided),
- ☐ Posting and promoting the final posts using UNICEF Turkey social media platforms with focus on Facebook and Instagram to reach 15M and engage 25K EU social media users within 30 days. The target audience are between the age from 18 – 65 years old.
- ☐ Preparing weekly performance digests (a minimum of 4 reports) with recommendations on means to improve the reach and interaction levels in the remaining period of the contract duration.
- ☐ Preparing a final report indicating the achieved results and the lessons learned.

The following deliverables are expected as per each task above:

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 recommendations.

TASKS		OUTPUT	LANGUAGE	DURATION <i>(Upon the release of the contract)</i>
1	Prepare a workplan for the implementation of the activity based on the briefing by UNICEF team on the scope of the activity, the key messages of the social media plan and the target audience,	Time-framed workplan	Eng	1 st day
2	Drafting the targeted social media plan.	Draft social media plan	Eng	5 th day
3	Posting and promoting the final posts using UNICEF Turkey social media platforms with focus on Facebook and Instagram for 30 days.	Implementation of approved social media plan	3 languages including: Eng and French <i>(third language will be shared with the bidders)</i>	20 th day
4	Preparing weekly performance reports (a minimum of 3 reports) with recommendations on means to improve the reach and interaction levels in the remaining period in the contract duration.	Submission of weekly performance reports	Eng	Beginning of every week after the promotion starts
5	Preparing a final report indicating the achieved results and the lessons learned.	Submission of final report	Eng	30 th day

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

V. 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:

- Minimum of 5 years of proven and demonstrated experience in the field of corporate social media accounts management and digital campaigns.
- Well proven and demonstrated creativity and highly engaging products reflected in the company profile.
- Clear demonstration of company's capacity in the production of social media content and designs targeting EU audience. Presentation of tailored samples will be an asset.
- Familiar with UN visibility guidelines. Previous work with UN agencies or International NGOs is an asset.
- Sense of ethics and in-depth understanding of children's rights issues.

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.

Selection Criteria:

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">Minimum of 5 years of proven and demonstrated experience in the field of corporate social media accounts management and digital campaigns.Well proven and demonstrated capacity and experience in the field of social media campaigns management.Well proven and demonstrated creativity and highly engaging products.	10
3.2	Sense of ethics and in-depth understanding of children's rights issues. Hard working, capacity and dedication, strong analytical skills.	5
4.	Experience in Social media Campaigns designing and implementation in the EU	20
4.1.	Proven and documented experience of the company with a strong portfolio.	10
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	10
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.

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited 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.,

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

Payment Schedule: The contract will be issued in Turkish Lira: The bidders shall submit their financial proposals in Turkish Lira by using the attached financial proposal template. The contract will be issued in Turkish Lira accordingly. Payments will take place in Turkish Lira upon submission and approval of the deliverables, as indicated in the matrix included in the section *Work Plan*.

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 folders 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 attached technical evaluation criteria.

Responsibilities

UNICEF's responsibilities include timely provision of all required information, guidance and feedback on all deliverables. The contractor is expected to produce products as per defined tasks and deliverables and revise them based on feedback to be provided by UNICEF.