

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment	Study on Private Sector Engagements and Partnerships relating to Ending Online Violence against children in the MENA region
Location	Remote
Duration	45 days
Estimate number of working days	45 days
Reporting to	Regional Manager, Private Sector

1. JUSTIFICATION/BACKGROUND

The UNICEF Middle East North Africa Regional Office (MENARO) supports programmes for children across 15 UNICEF Country Offices (COs) and 1 Area Office across the MENA region covering 20 countries: Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, State of Palestine, Sudan, Syria, Tunisia, United Arab Emirates and Yemen. Within the MENA region, a series of regional priorities have been identified which are key child rights issues where we urgently need to see progress. In late 2019 the Middle East and North Africa Regional Office (MENARO) Regional Management Team designated Ending Violence Against Children (EVAC) a MENA 'Accelerator,' i.e., a priority area for expedited action. This decision sparked a process of conceptualizing what accelerated action might look like for the four MENA child protection typologies (high income, systems, nascent system, and conflict), and a series of deep dive discussions were held with several country offices to look at what constituted entry points in their respective programming environments. One of the key entry points identified was in the area of online protection.

Under the overall umbrella of ending violence against children, UNICEF maintains a focus on ending online violence against children and strengthening national government, law enforcement and social services systems to be able to prevent, manage and respond to online violence. Unfortunately, there is an absence of data available to help UNICEF fully understand the nature of online violence in the MENA region, including on the types of violence occurring, where it occurs, child and youth perceptions of online violence, the readiness of national child protection systems to respond and what activities businesses are taking to ensure their digital products and services are safe for children and youth.

As such, UNICEF is seeking to appoint an institutional contractor to support the generation of evidence that paints a picture of the link between businesses and the prevention of online violence against children in MENA. The results of this study, and other key studies designed to bridge data gaps on online violence will be used to inform a holistic regional approach to make progress in ending online violence against children which aims to:

- Strengthen government preventative actions;

- Strengthen child protection systems prevention and response mechanisms;
- Improve the engagement of the private sector in ensuring digital products and services are safe for children.

1. CONTEXT ON UNICEF'S PARTNERSHIPS AND ENGAGEMENTS WITH BUSINESSES

For UNICEF, our work with business covers the following types of engagement:

- **Influencing business led provision of essential goods and services** to maximize their contribution to children
- **Resource mobilization:** through strategic grants, employee fundraising, customer and / or product-based fundraising and contributions in kind (e.g. goods and services)
- **Addressing adverse impacts of business activity** on children by strengthening business policy and practice to respect and support the rights of children and youth
- **Influencing business advocacy on child rights outcomes** to win the support of the voice and influence of business in advocating for children.
- **Shaping business markets** to support child rights outcomes, for example, in maximizing on availability and accessibility of essential products and services for children provided by business sectors.
- **Securing access to business innovations, technologies and expertise** to support child rights outcomes and innovating on new products and services which help realize child rights

These areas are not mutually exclusive, and wherever possible UNICEF seeks highly strategic partnerships with business which address several of these areas simultaneously.

Within UNICEF, **partnerships** relate to agreements reached around a shared objective of both UNICEF and business and are supported with a joint workplan and usually, with joint communications. **Engagements** is used to refer to the work that UNICEF does with business to influence child rights outcomes in the absence of a formal partnership agreement and joint communications. In the engagements space, working to improve business policy and practice is a major workstream. The key normative framework used for this work is the Children's Rights and Business Principles.

2. OBJECTIVE AND TARGETS

The main objective of this study is to help UNICEF understand whether and how businesses providing digital products and services in MENA are taking actions to ensure their products and services are safe for children and to what extent are these approaches linked to compliance with or going beyond legislative requirements. In doing so, the study should be designed to consider the following non-exhaustive set of questions. These questions should be revised by the contractor during the inception phase.

1. Who are the major businesses providing digital products and services for children, including those who are facilitating access to the internet (e.g. ISPs, MNOs)
2. What are the types of online violence against children that businesses in the digital or internet provision space see occurring across the platforms, products or services against children?

3. How are businesses in MENA currently engaged in taking action to address the risk of online violence occurring against children on their platforms and what actions are they taking?
4. What are the legal requirements on business within MENA relating to taking action to ensure their digital products or services are free from online violence against children?
5. To what extent are businesses in the digital or internet provision space participating in multi-stakeholder platforms, processes or initiatives linked to ending online violence against children? What are their thoughts on the usefulness and effectiveness of such platforms?
6. What innovations and technologies exist within business that could be scaled to prevent or improve response to online violence against children?
7. What are businesses in the digital or internet provision space doing to prevent or respond to online violence against children? What are the key policies that businesses have in place?
8. To what extent do businesses in the digital or internet service provision space work with national governments, law enforcement authorities or child protection services on online protection issues?
9. What are the views of businesses in the digital or internet provision space on how we can take collaborative action to reduce levels of online violence?
10. What are the key recommendations to UNICEF in working with the private sector to prevent or improve responses to online violence against children? This should refer to the types of engagement that UNICEF seeks with business.

3. SCOPE OF THE WORK (WORK ASSIGNMENT)

Inception Phase:

- Attend (virtual) briefing with key UNICEF MENARO and UNICEF Programme Division personnel on the scope of the work, UNICEF's programmes on Ending Online Violence Against Children and UNICEF's approach to private sector partnerships and engagements.
- Development of the conceptual framework and methodology for the mapping and specific tools for data collection and refining the questions that this study will provide answers to.
- Presentation of the conceptual framework, mapping methodology and tools to be used to UNICEF to facilitate common understanding of the framework and seek UNICEF inputs.
- Presentation of an inception report, including finalized conceptual framework, methodology and tools to be used.

Data gathering phase

- Undertake a literature review which looks at relevant research exploring successful interventions relating to business engagement with Ending Online Violence Against Children and the business case for investment within MENA or elsewhere.
- Conduct a mapping of relevant business sectors within the MENA region to identify which businesses / business sectors are potentially linked to online violence in MENA and which engaged in efforts to end online violence against children, and what activities they are currently engaged in / what support is currently being provided.
- Organize a consultation process with businesses in the digital or internet services provision space in MENA region to:

- Understand how they are currently responding to online violence against children;
- Understand what types of violence they are aware of occurring;
- Identify good or best practices;
- Understand to what extent businesses are involved in multi-stakeholder platforms to end online violence against children and how they perceive the usefulness and effectiveness of these;
- Understand to what extent business is working with national governments, law enforcement or child protection systems in preventing and responding to online violence;
- Seek the views of business on what's needed to ensure progress to improve the prevention of or response to online violence against children.

Reporting phase

- Compile the research into a report for UNICEF which provides insights into the key opportunities identified and makes recommendations to UNICEF on the most strategic activities UNICEF can take to improve private sector engagement in preventing and responding to online violence against children. The report should include a qualified list of business prospects which have been identified as interested in working with UNICEF through the research.

4. EXPECTED DELIVERABLES

Main deliverable: a mapping report looking at businesses based within or operating within the MENA region which provides insights into key business partnership and engagement opportunities linked to ending online violence against children. The report should also make recommendations to UNICEF on the most strategic business partnerships and engagement opportunities UNICEF should be pursuing in the MENA region and on key policy change interventions that UNICEF should be advocating for. It should include a qualified list of business prospects which have been identified as interested in working with UNICEF through the research.

Other deliverables:

- Presentation explaining the conceptual framework, methodology and tools to be used in the mapping study.
- Inception report containing the finalized the conceptual framework, methodology and tools to be used in the mapping study.

5. REALISTIC DELIVERY DATES AND DETAILS ON HOW THE WORK MUST BE DELIVERED

It is expected that work for this mapping study will be completed within 60 days of the contract being issued with the following estimated share of day:

Inception phase:	5 days
Data collection phase:	30 days
Analysis and reporting phase:	10 days

6. PAYMENT SCHEDULE

Completion of inception phase: 20%

Completion of data collection phase: 20%

Submission and acceptance of final report: 60%

7. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

The appointed organization should have a proven history of completing complex studies relating to the engagement of business with social purpose causes and a proven understanding of corporate sustainability drivers and good practices. Experience of working on similar studies relating to business corporate sustainability engagements in the MENA region is required along with demonstrable knowledge of the private sector in the MENA region.

A. Team composition

1 x Senior Consultant with at least 10 years relevant experience in areas such as child protection responses and systems, child rights and business, online violence or children's rights and digital and holding relevant Master's degree or above in a relevant field.

2 x Junior Consultants with at least 5 years of relevant experience in areas such as child protection responses and systems, child rights and business, online violence or children's rights and digital and holding relevant Master's degree or above in relevant field.

B. Company

The company should have been established for at least 10 years with demonstrable past experience of conducting past similar analytical research.

8. CALL FOR PROPOSALS

A two-stage procedure shall be utilized in assessing the proposals, with assessment of the technical proposal being completed prior to any price 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, and deliverables of the assignments are addressed. All proposals to include (but not limited to):

- ☐ A technical proposal that includes a brief cover letter and understanding of the assignment is required.
- ☐ Based on the proposed timetable laid down in the TOR, a proposal of the detailed methodology, tentative work plan and time schedule is required.
- ☐ Updated profiles/ CVs of the team members listing similar experiences/assignments and highlighting those focused-on adolescents/youth budgeting, youth engagement and participation.
- ☐ Quality assurance mechanism and risk mitigation measures put in place
- ☐ Example of similar projects done and at least two references from a previous vendor

B. Financial Offer

□ A financial proposal with a breakdown of all costs that are to be charged to UNICEF and based on deliverables. This includes estimated number of working days, consultancy fees, all office administrative costs, international and local travel costs, as well as any additional requirements needed to complete project or that might have an impact on cost or delivery of products. Travel expenses should be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

C. Timetable (Schedule)

This section should include a proposed time/delivery schedule. An action plan specifying the timeframe with various milestones and activities should be included under this section.

In addition, the institution should consider the following in the submission:

- A. Company profile (Company structure, team composition, organogram...etc)
- B. A complete copy latest audited financial statements with comparative figures for the two most recent years; preferably signed by Company's accounting firm/certified external auditor.

The financial statements are to include, but not limited to, the following:

- The Balance Sheet (mandatory)
- The Income Statement/Profit and Loss Statement (mandatory)
- Statement of cash flows

- C. Company registration

9. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF reserves the right to withhold payment on each individual and consolidated output until the consultant provide satisfactory quality output as reviewed by the project supervisor. In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted.

10. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

__70__% technical

__30__% financial

100% total

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70 points) and financial considerations (30 points). Financial proposals will be opened only for those application that attained 70% or above on the technical part. Below are the criteria and points for technical and financial proposals.

1) Overall Response (10 points)

- general adherence to Terms of Reference and tender requirements (5 points)
- Elaborated and articulated understanding of scope, objectives and overall assignment requirements. (5 points)

2) Company and Key Personnel (30 points)

- team member(s) meet academic requirements (4 points)
- company meets minimum 10 years of experience (1 point)
- company has previously conducted similar work (6 points)
- company is properly registered a/o has required certifications, memberships, etc.(3 points)
- Quality assurance mechanism and risk mitigation measures (4 points)
- Two Samples of previous relevant work undertaken successfully by the contractor. (4 points)
- Names and CVs of team members entailing their specific academic, professional backgrounds and roles in the assignment for UNICEF review and approval. The Contractor should make a commitment to this effect, in order to avoid possible changes in the team members' composition after the start of the assignment. (4 points)
- Management approach at the functional and the senior management levels. (4 points)

3) Proposed methodology and approach (30 points)

- deliverables are addressed as per TOR (10 points)
- quality of proposed methodology (15 points)
- proposed timelines are met (5 points)

Minimum technical score: 70% of 70 points = 49 points

B. Financial Offer

A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate page from the Technical Capability and Schedule information. Only those financial proposals will be opened which have been technically accepted according to the above criteria. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 30 points

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

11. CONDITIONS

- The **contractor** will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. **The contractor's fee shall be inclusive of all office administrative costs**
- Local travel and airport transfers (where applicable) will be covered in accordance with UNICEF's rules and tariffs.
- Flight costs will be covered at economy class rate as per UNICEF policies.
- Any air tickets for travel will be authorized by and paid for by UNICEF directly, and will be for the attendance of meetings and workshops.
- Please also see UNICEF's Standard Terms and Conditions attached.