

Europe and Central Asia Region (ECA)
SHORT TERM INSTITUTIONAL CONSULTANCY
TERMS OF REFERENCE

Title	Institutional Consultancy to support UNICEF ECARO with <i>"misinformation management, digital engagement and strengthening social cohesion in the context of Ukraine Crisis "</i>	
Location	Home-based	
Duration	170 days	
	From: 01 July 2022	To: 31 December 2022

1. BACKGROUND

With the war in Ukraine unfolding, as of 19 April, over 5 million refugees have fled Ukraine (over 2.8 million to Poland, over 757,000 to Romania, almost 427,000 to Republic of Moldova, over 471,000 to Hungary, and over 916,000 to other countries). To identify, understand and track conversations among refugees and host communities, topics of interest, misinformation etc., UNICEF ECARO has initiated social media listening, producing weekly reports. The reports provide insights on conversations, sentiments around those, top platforms and influencers involved in this kind of conversations. The initial reports identified negative sentiments and conversations around the refugees in all neighbouring countries, being led sometimes by misinformation, unverified facts or negative attitudes towards Ukrainians and the support they receive from the host countries. These negative conversations may contribute to spreading misinformation, creating tensions between refugees and the host communities, negatively affecting their social inclusion.

UNICEF ECARO is looking for a company/institution to support with misinformation tracking and management, development of approaches and messages to address misinformation and promote positive messages around refugees, strengthen social cohesion in the neighbouring countries, track results.

2. OBJECTIVES, PURPOSE AND EXPECTED RESULTS

This Request for Proposal (RFP) aims to support UNICEF ECARO and countries receiving a significant influx of refugees fleeing Ukraine (mostly Poland, Romania, Moldova, Slovakia, Bulgaria, Hungary, and Czech Republic) with misinformation tracking and management, development of approaches and messages to address misinformation and promote positive messages around refugees, strengthen social cohesion in the neighbouring countries, track results.

3. DESCRIPTION OF THE ASSIGNMENT

This will entail the following components:

- **Inception phase.** The contractor will develop and present proposed approaches and a detailed workplan for all components reflected in the TORs. Calls with ECARO and representatives of country offices/country coordinators will be conducted at this stage, along with a desk review of available reports and other documents on the Ukraine crisis.
- **Finetuning social listening.** The contractor will engage with the company conducting social media listening to help finetune social listening reports, including actionable recommendations, expand the search terms etc.
- **Misinformation and rumours management:** The contractor will develop and maintain a rumours/misinformation log, tracking them, reflecting their reach, engagement, how they evolve over time. The contractor is also expected to propose messages and approaches to address rumours and misinformation at regional level and for each country individually. Approaches for pre-bunking and debunking will be proposed, along with specific messages to be considered will be developed, pre-tested and implemented.

- **Strengthening social cohesion.** Based on the social listening insights and additional evidence emerging from the countries, the contractor will propose a plan/campaign/approaches to strengthen social cohesion and will support their implementation and assessment of results. The plans/strategies/approaches may vary for each country and the contractor should support each implementing country to tailor the plans/strategies/approaches accordingly.
- **Capacity building and support to countries.** The contractor is expected to provide support to country offices, along with capacity building (online workshops), guidance and coaching as relevant. The capacity building plans will be developed and adjusted based on emerging evidence, needs and requests from countries.
- **Tracking and measuring results.** The contractor will develop a monitoring and evaluation framework for all components reflected in the TORs, clearly identifying change and success indicators and indicating means of verification and periodicity for monitoring. The contractor will be responsible to track these indicators and provide support to countries with this work. The contractor will develop comprehensive monthly reports presenting activities implemented, achieved results, lessons learned, challenges and recommendations for action – how to adjust the response at regional and country levels. The contractor will also develop at least 5 stories/articles capturing the implemented approaches, lessons learned and achieved results.
- **Development and submission of a final report.** The contractor will develop a final report presenting achieved results, lessons learned and recommendations for future interventions.

4. EXPECTED DELIVERABLES

- Detailed inception report.
- Recommendations for strengthening social media listening.
- Work plan and approaches for misinformation and rumours management. Work plan on strengthening social cohesion. A rumours/misinformation log developed and periodically updated, along with recommendations on how to address misinformation.
- Detailed strategy and action plan for strengthening social cohesion at regional and country levels.
- Capacity development/coaching plan. Periodical reports on capacity building activities and recommendations for strengthening the in-country response (can be included in the monthly reports).
- Monitoring and evaluation framework. Periodical reports on results achieved, lessons learned, challenges and recommendations or action (can be included in the monthly reports). At least 5 stories/articles.
- Final report.

Activities/tasks	Deliverables	# of working days	Period
1. Development and submission of the inception report a detailed description of proposed approaches and a draft workplan.	Inception report	10	By 15 July
2. Finetuning social listening	Recommendations for improving social media listening	10	By 15 July and on continuous basis after that
3. Development, testing, implementation of approaches for misinformation and rumours management.	Work plan and approaches for misinformation and rumours management. A rumours/misinformation log developed and periodically updated, along with recommendations on how to address misinformation.	25	On a continuous basis

4. Strengthening social cohesion through online and offline interventions	Detailed strategy and action plan for strengthening social cohesion at regional and country levels.	55	On a continuous basis
5. Support to country offices, along with capacity building (online workshops), guidance and coaching as relevant. The capacity building plans will be developed and adjusted based on emerging evidence, needs and requests from countries	Capacity development/coaching plan. Periodical reports on capacity building activities and recommendations for strengthening the in-country response (can be included in the monthly reports)	40	On a continuous basis
6. Development of a monitoring and evaluation framework for all components reflected in the TORs, clearly identifying change and success indicators and indicating means of verification and periodicity for monitoring. Development of at least 5 stories/articles. Development and submission of monthly reports	Monitoring and evaluation framework. Monthly reports on results achieved, lessons learned, challenges and recommendations or action (can be included in the monthly reports). At least 5 stories/articles.	25	By 25 of each month
7. Development and submission of a final report presenting achieved results, lessons learned and recommendations for future interventions.	Final report	5	10 December
TOTAL WORKING DAYS FOR THE FULL ASSIGNMENT		170	

Performance indicators for evaluation of results:

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in ToRs.
- Compliance with the established deadlines for submission of deliverables.
- Quality of deliverables.
- Demonstration of high standards of work.

5. LOCATION AND DURATION

This is a home-based consultancy. The consultancy is expected to be fully completed between 01 July and 31 December 2022.

6. CONTRACT MANAGEMENT

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.

Reporting requirements: The contractor will be supervised by UNICEF ECARO and will report to the Regional SBC Specialist and will coordinate activities with other relevant colleagues in ECARO and country offices. Regular emails and calls will be used to update the supervisors. The content of the documents to be produced should correspond to the requirements defined by deliverables and to be submitted electronically in English.

Administrative issues: This is a home-based consultancy. Institutions can be based anywhere. UNICEF shall not provide office space to the contractor.

7. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

To complete this assignment, UNICEF is looking for an institution/consultancy company that provides **a team of experts with the following profile/expertise:**

- Demonstrated expertise and experience with social listening, digital engagement, misinformation/rumours management – developing and implementing approaches for pre-bunking, de-bunking.
- Demonstrated experience with designing and implementing social cohesion interventions, online and offline.
- Demonstrated experience in conducting capacity building activities, developing training and support materials, providing coaching with various stakeholders – government representatives, media, civil society etc.
- Capacity to operate in different languages (Romanian, Polish, Slovak, Czech, Hungarian), experience working in Europe and on child protection aspects are an asset.

For the organization:

- Strong expertise and demonstrated experience with social listening, misinformation/rumours management.
- Proven experience in developing monitoring and evaluation frameworks, assessing and measuring results of social media campaigns/interventions and offline social and behaviour change interventions.
- Previous experience in designing, implementing and assessing social cohesion interventions.
- Proven familiarity and experience working with the UN (ideally with UNICEF) is preferred.
- Experience in managing similar consultancies.

8. PROPOSED PAYMENT MODALITY AND RESERVATIONS

Payments will be issued on the schedule to the milestones defined below:

- 15% after submission of the inception report and draft work plan.
- 30% after submitting recommendations for strengthening social media listening, workplan on misinformation and rumours management, approaches for strengthen social cohesion; capacity development workplan, monitoring and evaluation framework, and short stories/articles.
- 30% after submission of 3 monthly reports, presenting implemented activities, achieved results, challenges and recommendations for action. The payment will be made based on the total number of days utilized by that moment, excluding the number of days already reflected in previous invoices.
- 15% after submission of the following 3 monthly reports, presenting implemented activities, achieved results, challenges and recommendations for action. The payment will be made based on the total number of days utilized by that moment, excluding the number of days already reflected in previous invoices.
- 10 % after submission of the final report.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. All materials developed will remain the copyright of UNICEF and UNICEF will be free to adapt and modify them in the future.

9. DURATION OF SERVICE

As per tasks and deliverables outlined. Expected start date: 1 July 2022 to 31 December 2022.

10. STRUCTURE OF THE PROPOSALS

Technical evaluation criteria 70 points. For details on how the technical evaluation will be conducted please see the technical evaluation criteria (stated in Clause 12).

An offer is considered technically acceptable (and therefore eligible for opening of financial offers), when it obtains 49 points out of 70 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 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).

Financial Proposal Criteria: 30 points

The price proposals should include detailed breakdown of all listed tasks and deliverables.

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.

11. APPLICATIONS/ SUBMISSION OF THE PROPOSALS

As part of the submission package, please complete and submit the technical and financial proposals as they are described in the tender document. Technical proposals should be written in **English** and submitted in the following format in a submission portfolio:

1. Cover Page
2. Table of Contents
3. Abbreviations Used
4. UNICEF Request for Proposal for Services (RFPS) Form (*signed by the bidder*)
5. Introduction
 - Profile of the Institution
6. Technical Proposal
 - Description of Work approaches and Deliverables based on Description of assignment of this TORs
7. Qualifications of the Experts
 - CVs of the proposed technical team
 - Relevant education and professional experience of the proposed technical team members
8. Appendices
 - Short descriptions of the relevant work (ongoing and/or completed) of the institutional consultancy company;
 - Professional references of the institutional consultancy company (if applicable);

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: <https://www.ungm.org/Account/Registration>

9. Financial Proposal
 - *must be submitted in a separate email***
 - **please use the standard format (financial proposal template) provided***

**** Proposals must be made in accordance with the instructions described in the RFPS document.***

12. CRITERIA FOR JUDGING THE PROPOSALS & EVALUATION PROCESS OF THE PROPOSALS

Proposals submitted in response to this tender will be evaluated in terms of technical quality and financial offer.

Award Criteria: Cumulative Analysis.

The evaluation and award criteria that will be used for this RFP is 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%.

- Weightage for Technical Proposal = 70%
- Weightage for Financial Proposal = 30%
- Total Score = 100%

Technical evaluation criteria 70 points.

An offer is considered technically acceptable (and therefore eligible for opening of financial offers), when it obtains 49 points out of 70 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 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).

Financial Proposal Criteria: 30 points

The price proposals should include detailed breakdown of all listed tasks and deliverables.

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 consultancy company(s)/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.

$$\text{Max. score for price proposal} * \text{Price of the lowest priced proposal}$$

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

Technical evaluation criteria table:

Technical proposals will be evaluated using the criteria outlined below:

TECHNICAL EVALUATION CRITERIA	Max. Points
1. Proposal completeness	5
Completeness of response. Submission of all required documents. Relevance of the technical proposal with terms of reference	5
2. Profile of the Consultancy Company	25
Strong expertise and demonstrated experience with social listening, misinformation/rumours management.	8
Proven experience in developing monitoring and evaluation frameworks, assessing and measuring results of social media campaigns/interventions and offline social and behaviour change interventions.	8
Previous experience in designing, implementing and assessing social cohesion interventions.	6
Experience in managing similar consultancies. Experience in working on similar assignments in Europe and Central Asia is an asset.	3

3. Qualifications of Team Members	15
Demonstrated expertise and experience with social listening, digital engagement, misinformation/rumours management – developing and implementing approaches for pre-bunking, de-bunking, as well as	5
Demonstrated experience with designing and implementing social cohesion interventions, online and offline.	5
Demonstrated experience in conducting capacity building activities, developing training and support materials, providing coaching with various stakeholders – government representatives, media, civil society etc. in different languages (Romanian, Polish, Slovak, Czech, Hungarian)	5
4. Proposed methodology	25
Proposed approaches to conduct the assignment and deliver the expected results.	20
Description of assumptions, risks and mitigation measures	5
TOTAL TECHNICAL SCORES	70