

TERMS OF REFERENCE

Short term International Institutional Service contract to deliver a Communication Campaign – Education and Inclusion for Every Child in Slovakia

Location: Slovakia

Duration: 13 months (November 2022 – November 2023)

1. Background

The government of Slovakia prioritizes inclusive education as a key determinant of quality of life and opportunities, as stated in the Strategy on inclusive approach in education for 2022-2024 adopted by the Government in December 2021 and elaborated in the First Action Plan to the Strategy for Inclusive Access to Education (adopted in June 2022), which included many important measures for achieving inclusion in education, starting at early and pre-school age (0-7 years). The Strategy is linked to other existing policy documents, including the National programme for the development of education and training, as part of the Renewal and Resilience Plan (Component 7), and the Strategy for Equality, Inclusion, and Participation of Roma 2030 (adopted in 2021).

Among other measures, the Strategy on inclusive education aims to make early care for children up to 3 years of age more professional and to improve the accessibility of pre-primary education (e.g. a subsidy scheme for providing transport to kindergartens and primary schools, removing barriers in kindergartens or capacity building for inclusion), as well as legislative changes such as establishing school districts for kindergartens and determining school catchment area for each child.

Despite these efforts, challenges remain, especially around preschool enrolment, the inclusion of vulnerable and marginalized groups and the overall education outcomes. In 2019, the participation rate of children over 3 in early childhood education was 77.8%, significantly below the EU average of 92.8% (Education and Training Monitor, 2021). The participation of children with disabilities and children from vulnerable and marginalised groups (particularly Roma children) was 12.1% in 2019. Preschool enrolment among Roma children aged 3-5 was 32% in the school year 2018/2019 (Education and Training Monitor, 2020).

Furthermore, negative public perceptions, stigma, and discrimination as well as socio-economic factors are among the key drivers of poor education outcomes.

The situation has recently been exacerbated by the recent influx of Ukrainian refugees coming to Slovakia. More than 680,000 refugees entered the country and there are an estimated 32,000 refugee children (0-17) with temporary protection status. The government has introduced several measures aimed at promoting the enrolment of Ukrainian refugee children in Slovak schools, and/or allowing them to continue learning in the Ukraine syllabus by accessing online platforms. However, despite 10,000 refugee children enrolled in Slovak schools, many more remain to learn online with no opportunity for peer interactions with the host community.

Through different initiatives including all levels of governance, UNICEF has been advocating for every child's right to inclusive quality education. UNICEF is providing coherent technical assistance and support to service delivery to secure inclusive policy development and implementation and to improve education quality for refugee children and children from vulnerable groups in Slovakia.

2. Purpose of the contract

Call to Action – towards a more inclusive quality education

The government of the Slovak Republic and UNICEF are calling for concerted efforts from all stakeholders including development partners, civil society organizations (CSOs), parents and young people and community members to holistically address the challenges towards inclusion and more equitable and quality education for all children in Slovakia.

A priority pillar in these efforts includes communication, community engagement, and social and behaviour change.

Overall Goal

Improved education outcomes for all children in Slovakia through an enabling and inclusive school environment and supportive public.

Specific Objectives

Objective 1. Improve demand and uptake of available enrollment and learning opportunities for Ukraine refugee children in Slovakia through a communication campaign

Objective 2. Improved public awareness of and support for inclusive education with a focus on enrollment and retention of vulnerable and marginalized including Roma children, children with disabilities, and refugee children

Objective 3. Address negative perceptions and other social barriers to inclusion and quality inclusive education in Slovakia including issues of stigma and discrimination, child-friendly school environment, supportive parenting and community engagement and support systems with a focus on vulnerable Slovak and refugee children

Objective 4. Promote UNICEF partnerships in the country and support visibility of key achievements (including key dates such as International Children Day etc.)

Towards this end, UNICEF in support/on behalf of the Slovak Government is seeking the services of a suitably qualified institution to develop a comprehensive communication framework and conduct a communication and community engagement campaign plan. The campaign is expected to effectively inform and engage key stakeholders and communities (inclusive of children and their families, key influencers, CSOs and other development partners) towards understanding and addressing barriers and bottlenecks.

3. Details of how the work should be delivered

The campaign will be conducted in two phases in the period Nov 2022 – Nov 2023.

Phase I: A comprehensive communication framework developed and adopted

Under this phase, the selected agency shall:

- a. Provide a situation analysis through a desk review of relevant documents, and a consultation with key stakeholders including children and their communities to identify the issues, barriers, triggers, influencers, audiences, individual behaviours, and social practices that impact negatively on education in Slovakia and recommend interventions.
- b. Conduct a media/communication channel audit and recommend suitable options for the campaign.
- c. Conduct strategic workshop to collectively define the key strategic & messaging territories and key messaging points

- d. Develop a budgeted overall communication framework that includes expected results and key indicators for success, audience segments, stakeholders and collaborating partnerships, communication and media channels, specific media product descriptions and quantities, timeframes, and resources needed.
- e. Conduct a validation workshop with key stakeholders for adoption and approval of the framework for implementation

Phase 2: Communication Campaign conducted and evaluated

Guided by the communication framework, the agency shall:

- a. Conceptualize and design a central campaign theme, slogan(s) and branding to be used throughout the campaign period and after.
- b. Develop, create/co-create, and pre-test creative concepts and campaign messages for specific audience segments for dissemination through suitable media channels including traditional mass media, print, social media, and other digital platforms.
- c. Develop, produce and disseminate creative and impactful campaign products including, but not limited to, print materials, videos/ audio spots, interviews and testimonials, announcements with key messages
- d. Adopt/resize the above products into easy-access social media and other digital platforms including Facebook, Instagram, Twitter, Viber, WhatsApp.
- e. Identify, negotiate, buy and secure strategic media placement spots and locations for the products including on suitable media channels at the national and regional levels.
- f. Design and conduct participatory interpersonal communication and social engagement activities in partnership with local actors and UNICEF partners to drive the campaign message.
- g. Provide weekly campaign monitoring reports including media reach, public response and feedback and emerging issues and institute remedial action to address emerging issues that can negatively impact the quality and effectiveness of the campaign.
- h. Provide a comprehensive end-of-campaign report including achievements, results, challenges lessons learnt and recommendations.
- i. Participate in the summative evaluation of the campaign

The exact timeframe for deliverables will be mutually agreed upon before the signature of the contract.

4. Deliverables and timelines

	Deliverable	Estimated timelines*
Phase I	Inception report with proposed milestones and timelines	25 November 2022
	Rapid Situation analysis report	7 December 2022
	Strategic workshop to collectively define the key strategic & messaging territories and key messaging points	10 December 2022
	Approved budgeted communication framework and Action Plan as outlined in output c). above	15 December 2022
Phase 2	Approved campaign theme and brand	15 December 2022

	Finished campaign media products as determined in the Action Plan, translated into Ukrainian	7 January 2023
	Placement of campaign products in strategic locations and media channels, including on TV (kick-off – International Children’s Day)	10 January 2023
	Weekly campaign monitoring reports including media monitoring	Continuing during the period
	Comprehensive end-of-campaign report including achievements, results, challenges, lessons learnt and recommendations	15 Nov 2023

*Exact timelines will be defined before signing the contract

5. Performance indicators

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

- Completion of tasks specified in ToR.
- Compliance with the established deadlines for submission of deliverables.
- Quality of work.
- Initiative and creativity.
- Demonstration of high standards of work with UNICEF and with counterparts.

All activities will need to be performed in coordination with relevant counterparts and under strict UNICEF guidance. All materials to be produced under this contract will be forwarded for production only after the final version will be formally approved by UNICEF and the relevant counterparts. The materials, which will contain in their final version deviation from UNICEF requirements will not be accepted and will not be paid for. In case of unsatisfactory evaluation of any of the products, UNICEF reserves the right to terminate the contract.

6. Qualification Requirements

For submission of proposals, the selected agency must comply with the following requirements and present the necessary documents:

- Demonstrated creative experience in designing and conducting multi-media communication campaigns at the country level including the development and deployment of appropriate media products across multiple platforms and channels (including billboards/buss-stops, TV, radio, press) and digital content such as social media posts, blogs, 'native' articles and short-form video (including YouTube)
- The contractor must be PR & communication agency, with at least 7 years of presence on the market and relevant demonstrated experience (content creation in agile, flexible and cost-effective ways; content/campaigns that stimulated engagement and/or national conversations and additional media PR)
- Demonstrated experience either in 'pro bono' projects or regular client commissions from the NGO/charity sector;
- A prior positive experience of working with UNICEF/ UN is an asset.
- The contractor must guarantee timely delivery of products
- The contractor must have the ability to work under pressure and be flexible enough to adjust to UNICEF's needs and expectations.

General requirements

- Familiarity with the Slovak context will be a strong asset
- One or more team members will be Slovak national/resident
- Oral and written Slovak, Ukrainian and English skills required in the proposed team (one or more team members with oral and written Slovak skills);
- Knowledge of social inclusion, inclusive education, rights of the child and gender equality;
- Work experience with UNICEF and /or other international organizations would be considered an advantage

Agency team: required qualifications and areas of expertise

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.
- **Communication & PR 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, including pro-bono 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.

Human resources related to Videography, Photography.

7. Deliverables, timelines and payment schedule

	Deliverables	Timeline	Schedule of Payment
Phase I	1. Inception report with proposed milestones and timelines	25 November 2022	10%
	2. Rapid Situation analysis report	7 December 2022	20%
	3. Strategic workshop to collectively define the key strategic & messaging territories and key messaging points	10 December 2022	
	4. Approved budgeted communication framework and Action Plan as outlined in output c). above	15 December 2022	

Phase II	5. Approved campaign theme and brand	15 December 2022	30%
	6. Finished campaign media products as determined in the Action Plan, translated into Ukrainian	7 January 2023	
	7. Placement of campaign products in strategic locations and media channels, including on TV	10 January 2023	
	8. Weekly campaign monitoring reports including media monitoring after 6 months	Continuing during the period	20%
	9. Comprehensive end-of-campaign report including achievements, results, challenges, lessons learnt and recommendations	15 November 2023	20%

The institutional service contractor should propose a timeline to submit the deliverables in their implementation plan (in proposals). UNICEF will issue a contract in Euro (EUR). The payment will be made upon the delivery of the requested outputs as specified in the Contract.

8. Evaluation process and methods

I. Technical Evaluation: (70 points)

First, the Technical Proposals will be evaluated. The Technical Proposal will be allocated a total possible score of 70 points (pt) using following criteria. Technical Proposals receiving 49 points or higher, will be considered technically responsive and the Price Proposal will be opened. Proposals which are considered not technically compliant and non-responsive, will not be given further consideration.

Technical evaluation		
Items	Technical Evaluation Criteria	Max. Points Obtainable
1	Overall understanding of the ToR	20
1.1	Relevance of the technical proposal to the objectives and expected results	10
1.2	Timeline for the assignment	10
2	Having the minimum requirements as requested in the ToR	30
2.1	<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. Demonstrated creative experience in designing and conducting multi-media communication campaigns at the country level including the development and deployment of appropriate media products across multiple platforms and channels (including billboards/buss-stops, TV, radio, press) and digital content such as social media posts, blogs, 'native' articles and short-form video (including YouTube) Demonstrated experience either in 'pro bono' projects or regular client commissions from the NGO/charity sector; 	5
		10
		5
		5

	<ul style="list-style-type: none"> Market and relevant demonstrated experience (content creation in agile, flexible and cost-effective ways; content/campaigns that stimulated engagement and/or national conversations and additional media PR) Sense of ethics and in-depth understanding of children’s rights issues. 	5
3	Creativity and Innovation	20
3.1	Proves creativity and innovation in awareness campaigns	10
3.2	<ul style="list-style-type: none"> Overall creativity of technical proposal 	10
TOTAL TECHNICAL SCORES		70

Minimum technical score: 49 points

2.FINANCIAL EVALUATION (30 points)

Only those financial proposals from bidders, who submitted technically acceptable technical offers according to the above criteria will be opened. The Financial proposal will be weighted based on the clarity and appropriateness.

The price should be broken down for each component of the proposed work. 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 firms/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.:

$$\text{proposal Score for price proposal X} = \frac{\text{Max. Score for price proposal (30 points)} * \text{Price of lowest priced}}{\text{Price of proposal X}}$$

Evaluation weighting criteria: Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects. UNICEF first reviews the technical as aspects of the offer, followed by review of the financial offers of the technically compliant consultancy. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offer the best value for money will be recommended for award of the contract.

Cumulative Analysis will be used to evaluate and award proposals: technical (max. 70 points) and financial (Max. 30 points).

9. Application 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 in the attached template.

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.

10. Institutional arrangements / Copy Right

Reservations:

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is/are incomplete, not delivered or for failure to meet deadlines. The study will remain the copyright of UNICEF. Any future use of the data should be acknowledged to the actual source. The company may not use the data for its own research purposes, nor license the data to be used by others, without the written consent of all parties listed above.

Confidentiality, intellectual property and other proprietary rights are governed by Article-5, Annex-A General Terms and Conditions for Services of the RFPs document. Please see below the excerpt for ease of reference:

QUOTE:

5. Intellectual Property and Other Proprietary Rights; Data Protection; Confidentiality

Intellectual Property and Other Proprietary Rights

5.1 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

5.2 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.

5.3 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.

5.4 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.

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