

Terms of Reference

Consultancy to conduct market research to develop a commercially successful digital fundraising strategy for UNICEF Viet Nam

Summary

Title	Conduct a Market research to develop a commercially successful digital fundraising strategy for UNICEF Viet Nam
Purpose	Gather market intelligence in order to develop commercially successful fundraising strategy for UNICEF Viet Nam
Location	Viet Nam
Duration	December 2022 to July 2023
Start Date	December 2022
Reporting to	The Strategic Partnership and Marketing Specialist

1. Background

UNICEF's mission in Viet Nam is to make sure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country's prosperity. We believe children have a right to live in a more equitable society, where their voices are heard and needs met as a matter of priority in line with the Sustainable Development Goals.

Resources to UNICEF's programmes come from the voluntary contributions of governments, intergovernmental organizations, the private sector and individuals. UNICEF relies on this mixture of robust funding sources to uphold our mission of realizing the rights of every child, especially the most vulnerable.

However, this out-of-country funding is diminishing. In line with the changing country context, UNICEF Viet Nam seeks to identify new partnerships and relationships, introducing additional resource mobilization/funding opportunities in order to reach and address the challenges facing children in this country.

2. Justification for Requesting an institution

We are looking for **an institution/firm with local office in Viet Nam** to conduct a market research on the opportunities and challenges to support a stronger local market intelligence. In order to better understand the dynamics of the market, and to confirm our understanding of challenges in the market, we propose to conduct market research, to confirm key demand drivers in the market and how well placed the local fundraising strategy is to respond to them.

In order to conduct such market research, an institution/firm is needed to undertake this important assignment.

3. Purpose and objective

The purpose of the market research study is to develop insights into the market opportunities for the attitude and behavior towards donations of Vietnamese people. It also can include the awareness and perception of UNICEF and other major NGOs.

4. Scope of Work, Deliverables and Timeframe

The market research study is to be conducted online – gathering information from the public to represent the universe of supporter target audience, as well as from Friends of UNICEF community.

It is expected to cover the following items (Information coverage):

- Enables the estimation of the penetration of potential supporters within the target audience
- Identifies & quantifies different supporter segments size and characteristics – and the level of support opportunities from each
- Measures supporter market dynamics and analysis of market variables in the form of drivers & barriers.
- Paint a picture of supporter market environment – including but not limiting to the strengths & weaknesses of current players. Including competitive landscape: the key – direct – indirect competitors, their strengths & weaknesses.

The expected deliverable for this study is to include, but not limited to:

- One interim report (topline) – providing snapshots of key information figures. It may or may not include analysis and may not yet include Segmentation figures & findings.
- Full report in English that contains:
 - Executive summary of the findings & Recommendations of best course of action for UNICEF Viet Nam marketing strategy
 - Key findings – between 30 to 40 slides of important findings, where the information must have been analyzed and linked together in a story.
 - Appendix section – to include all other information that might not have been reported as part of Key findings but is also important and informative.
- Verbal presentation of the Executive Summary & Key Findings – in English and/or Vietnamese to UNICEF Viet Nam key stake holders
- Content of final questionnaire used
- Raw data files
- Processed data tables which were used to produce the Full report.

5. Duration of the Assignment:

From December 2022 to July 2023

6. Payment schedules:

- First payment: Upon completion of Interim Report (30% of contract value)
- Second payment: Upon completion of Full Report, presentation (30% of contract value)
- Last payment: Upon completion of Data (40% of contract value)

UNICEF reserves the right to accept a partial proposal and negotiate cost with institution/firm based on the parts of the proposal that UNICEF deems best suited to the project.

7. Management:

The assignment is undertaken under the overall supervision of and technical supervision of the Strategic Partnership and Marketing Manager – UNICEF Viet Nam.

8. Qualification/Specialised Knowledge and Experience

The institutions/firms should have:

- Ability and proven experience in market research
- Qualified staff with higher education degree level in the field of marketing, communication, advertising, public relations and a minimum of five years of relevant professional experience
- Relevant experience to Viet Nam's context, working on children's right issues or public engagement
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines

- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required)
- Working experience with UNICEF and UN agencies are the assets
- An particular attention will be given to the experience of the institution in similar kind of projects

9. Required documentation

Interested institutions/firms are expected to submit the following documents to be eligible for this solicitation process:

1. Business registration;
2. Supplier Profile Form (format attached to the Request for Proposals);
3. Certificate of the company bank account;
4. Technical Proposal (Front End and Back End);
5. Financial Proposal;
6. Request for Proposal for Services Form (page 3).

10. Structure of the Proposal

Institutions/firms interested are required to submit a detailed Technical Proposal with the following suggested details:

- Proposal demonstrating understanding and knowledge of market research studies. The proposal should include detailed research methodology to assess and determine the size and potential of the market including technologies and services, work plan, timelines, available resources, deliverable and budget;
- Proof of experience with a list of similar assignments and/or clients, ideally both in the private and public sector. The service provider should provide a detailed CV, and a CV of any other team members that will be involved.
- Declaration of any conflict of interest.
- A full report on completion of this project.
- Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and assignments, including the samples of past relevant works.
- Details of the proposed team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Past experience in working on similar project and assignments – List similar projects they worked on and their roles on the project.
- Provide a short summary of the approach the agency would take in order to meet the specific objectives and deliverables outlined above.
- Project assumptions. Please provide description of quality assurance mechanisms and risk-mitigation measures that will be put into place, such as commitment to submit deliverables on time.
- Submissions must be made in English.
- No price information should be contained in the Technical Proposal.
- Financial Proposals (clearly indicating currency) must be submitted separately to Technical Proposals. Prices must be exclusive of taxes as UNICEF is a tax-exempted organization.
- Proposals must be duly signed and stamped, in pdf. files.
- Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.

11. Evaluation process and methods

Weighted ratio between the technical and the price criteria: (70:30)

The ratio between technical and financial proposal for this task is **70:30 respectively**. Only those proposals that score **50 points** (70% of technical points) on the technical proposal will be shortlisted. Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

In making the final decision, UNICEF considers both technical and financial aspects. The evaluation panel first reviews the technical aspect of the offer, followed by the review of the financial offer of the technically compliant institutions.

The proposals will be evaluated against the following two elements:

a) Technical Proposal

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Organisation and Staff (Competence/Reliability)	05
	Range and depth of experience with similar projects: <ul style="list-style-type: none"> - Number of customers - Size of projects - Number of staff per project - Client references 	10
	Qualification: <ul style="list-style-type: none"> - Proposed team structure - Relevant experience, qualifications and position with firm 	10
	Maximum Points for Company and Key Personnel	25
Proposed Methodology and Approach	Technologies used - compatibility with UNICEF	10
	Project management, monitoring and quality assurance process	10
	The creativity and novelty of the proposal, experience in Vietnamese UI/UX	15
	Instructional strategies	10
Maximum Points for Proposed Methodology and Approach		45
TOTAL Maximum		70

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Planning
- Creative Conception and Execution
- Designing and development process for each deliverable
- Monitoring and Evaluation

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals
- 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 of the technically qualified proposals).
- UNICEF will award the contract to the institution whose response is of high quality and meets the specific objectives.