

## TERMS OF REFERENCE FOR SERVICE CONTRACTING

<b>Assignment</b>	Institutional contractor for the design and management of the website of the Movement for Good to End FGM in Nigeria (M4Good)
<b>Estimated budget</b>	USD1.00
<b>Budget Source</b>	N/A
<b>Location</b>	Home-based
<b>Duration</b>	Nine months
<b>Estimate number of working days</b>	(28 weeks)
<b>Start date</b>	TBD
<b>End date</b>	TBD
<b>Reporting to</b>	Child Protection Specialist (Harmful Practices)
<b>Closing date for proposals</b>	

### 1. JUSTIFICATION/BACKGROUND

FGM remains widespread in Nigeria. However, due to its large population, Nigeria has the third highest absolute number of women and girls who have undergone FGM worldwide after Egypt and Ethiopia. An estimated 19.9 million Nigerian women have undergone FGM meaning that approximately 10% of the 200 million FGM survivors worldwide are Nigerian (UNICEF 2016).

In 2014, UNFPA/UNICEF Joint Programme (JP) in collaboration with Federal/State Ministries of Health, Federal/State Ministry of Women Affairs and Social Development commenced a 4-year programme aimed at achieving the abandonment of Female Genital Mutilation/Cutting in the next generation in line with United Nation General Assembly Resolution A/RES/67/146 of 2012 and Sustainable Development Goal 5 target 3 using a common coordinated approach and mixed strategy of advocacy, legal/policies reforms, capacity building for social change. Based on the result of an in-depth study on social norms in five FGM high prevalence States (Ebonyi, Imo, Ekiti, Osun and Oyo) and Lagos State. Since then, UNICEF has been supporting the implementing partners (Government and CSOs) to create a positive social norm and expectations that will motivate community adherents to FGM to abandon the practice in the five priority states. Currently, the Joint Programme has entered its fourth phase, which will run from 2022 to 2030.

#### **Background on the Movement for Good to End FGM in Nigeria (M4G)**

The M4G to End FGM in Nigeria is a whole-of-society effort towards ending FGM using a multi-stakeholder advocacy platform that constitutes traditional rulers, religious leaders, civil society organisations, adolescent girls and boys, young people and women, and state duty bearers in the five focus states namely Ebonyi, Ekiti, Imo, Osun and Oyo states of Nigeria where FGM is highly prevalent. The M4G aims to mobilise an initial 5 million people across all spectrum of society using social media platforms, including below-the-line social mobilization actions and this will be tracked using an online platform - <https://act2endfgm.com/>. The creation of an online pledge platform that records the pledging of commitment to end FGM under the Movement for Good helps to track progress of the movement. Over 500,000 pledges have been taken since the launch in April 2022 demonstrating an awareness and a greater understanding of the harms of FGM, the rights of women and girls', and how to promote and enforce these rights within existing systems and structures, as people are expressing an intention or taking action to end FGM by pledging (outcome level indicator).

In this regard, this website will be used to bolster accountability through safe and confidential reporting channels, public awareness, and mobilize support for the movement for good and for real time tracking of the number of individuals that have pledged to join the Movement for Good to End FGM in Nigeria and disseminate information and multi-media content that will galvanize people to take individual and collective actions to end FGM in their communities.

## 2. OBJECTIVE

The objective of the assignment is to redesign user interface, website maintenance and information management (<https://act2endfgm.com/>).

## 3. SCOPE OF THE WORK (WORK ASSIGNMENT)

During the assignment, the contractor(s) will work directly with the FGM team in the UNICEF Country Office who will provide technical oversight and ensure that the deliverables are achieved.

The specific tasks of the contractor(s) are as follows:

- a) Redesign user-friendly interface compatible to low-bandwidth internet facilities including copy editing and website redesign, creating and managing a dedicated page for events where up-to-date information is posted and updated as guided.
- b) **Website maintenance and Optimization:** Diligently monitor website traffic and optimize the site as it grows by enhancing site speed, improving user experience, and preventing potential downtime.
- c) **Web Application Development:** Design web applications that are compatible across different platforms such as desktop, Android, and iOS. These applications facilitate pledging on the website, making it easier for users to participate in the campaign.
- d) **Data Collection and Analysis:** Create and refine data collection tools for uploading information to the website from computers and mobile devices.
- e) Conduct data analysis (analyzing various metrics such as the number of pledges - disaggregated by state, sex, age, etc., page views, visits) and present using a visual data dashboard to provide insights that can guide decision-making on a weekly basis.
- f) **Administrative Privileges:** Establish and manage administrative privileges for authorized personnel for enhanced data security
- g) **Training:** Provide both online and in-person training sessions on pledging and website updates/upgrades to keep stakeholders updated on how to effectively use the website.
- h) **Data Security:** Maintain proper security standards on the website and implement data encryption practices in line with privacy policy standards given the sensitive nature of the records on the website.

- i) **Technical Consultancy:** Provide advice on features and technical improvements needed on the website. Receive problem reports and turn them into technical solutions, ensuring the site's continuous evolution and improvement.
- j) **Information management:** Create, update, and maintain a database of service providers that provide FGM-related services in the programme intervention areas, which individuals can readily access via computers and phones (Android and iOS).
- k) **Others:** Perform any other related duties required for the effective management of the website.

#### 4. EXPECTED DELIVERABLES

In consultation with UNICEF Staff and key government and community stakeholders, the contractors will be responsible for the following deliverables:

- a) Redesigned and functional 'Movement for good to end Female Genital Mutilation in Nigeria' campaign website
- b) Applications and tools required to facilitate pledging, safe and confidential reporting through access to helplines and service providers.
- c) Improved capacity of implementing partners on using the website and related applications/tools to increase pledges
- d) Weekly analysis report on the number of pledges (disaggregated by state, sex, age, etc.) and use of the website (page views, visits, etc.)
- e) Up-to-date information about EndFGM activities, multi-media content available on the events section on the website
- f) Linkage to all M4Good platforms – tiktok, whatsapp, Instagram, linkdIn and twitter etc.

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

Intervention	Deliverable	Timeline	Payment
1. Redesign user-friendly interface compatible to low-bandwidth internet facilities. These applications facilitate pledging on the website, making it easier for users to participate in the campaign.	Website with new design and user interface active and functional <a href="https://act2endfgm.com/">https://act2endfgm.com/</a> .	30 <sup>th</sup> June 2023	Total cost prorated and paid on Monthly basis
2. <b>Website Maintenance and Updates:</b> Maintain and update the website <a href="https://act2endfgm.com/">https://act2endfgm.com/</a> , including copy editing and website redesign to improve phone (Android and IOS) user interface.	Optimized site with reduced downtime	Monthly from June to December 2023	Monthly payment
3. <b>Website Optimization:</b> Diligently monitor website traffic and optimize the site as it grows by enhancing site speed, improving user experience, and preventing potential downtime	Submission of web applications	June to December 2023	Monthly payment

Intervention	Deliverable	Timeline	Payment
<p><b>4. Data Collection Tools:</b> Create and refine data collection tools for uploading information to the website from computers and mobile devices, ensuring that the campaign is constantly updated with fresh data, and also maintaining proper security standards on the website and implement data encryption practices in line with privacy policy standards given the sensitive nature of the records on the website.</p>	Submission of data collection tools and data encrypted as requested	July 2023	Monthly payment
<p><b>5. Data Dashboard:</b> Manage the dashboard and provide data analysis and accurate interpretation as needed, while also providing weekly feedback to UNICEF on the level of engagement on the website. This involves analysing various metrics such as the number of pledges (disaggregated by state, sex, age, etc.), page views, visits,</p>	Functioning dashboard, submission of data analysis and data encrypted as requested	July 2023	Monthly payment
<p><b>6. Administrative Privileges:</b> Establish and manage administrative privileges for authorized personnel. This involves ensuring that only authorized individuals can access certain parts of the website.</p>	Administrative privileges provided upon request	July 2023	Monthly payment
<p><b>7. Training:</b> Provide both online and in-person training sessions on pledging and website updates/upgrades to keep stakeholders updated on how to effectively use the website.</p>	Training sessions conducted as requested	July 2023	Monthly payment
<p><b>8. Event Page:</b> Create and manage the dedicated page for events where up-to-date information is posted and updated as guided.</p>	Events created and updated as directed	June to December 2023	Monthly payment
<p><b>9. Website Engagement Analysis:</b> Provide weekly feedback to UNICEF on the level of engagement on the website. This involves analysing various metrics such as the number of pledges (disaggregated by state, sex, age, etc.), page views, visits, etc.</p>	Submission of weekly data analysis	June to December 2023	Monthly payment
<p><b>10. Information management:</b></p>	Service providers	July 2023	Monthly payment

Intervention	Deliverable	Timeline	Payment
Create, update, and maintain a database of organizations that provide FGM-related services in the programme intervention areas, which individuals can access via computers and phones (Android and iOS).	database created and maintained		
<b>11. Others:</b> Perform any other related duties required for the effective management of the website.			

**Note:** all timelines will be reviewed upon award. They are tentative

## 6. OFFICIAL TRAVEL INVOLVED – YES

## 7. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted. If the institution is unable to complete the assignment, the contract will be terminated by notification letter sent 15 days prior to the termination date. In the meantime, UNICEF will initiate another selection in order to identify appropriate candidate

## 8. PSEA CLAUSE

The Consulting firm shall not be involved in any sexual exploitation or abuse, abusive conduct, and/or violation of the protection of children and adult beneficiaries. The Consultant acknowledges and agrees that UNICEF has a policy of "zero tolerance" for sexual exploitation and abuse, and any form of sexual violence. For the purposes hereof, the following definitions shall be used:

- a.) Sexual exploitation means any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another.
- b.) Sexual abuse means the actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions.

The Consultant shall take all necessary action to prevent sexual exploitation or abuse of any of its employees or any other person engaged and under its control, as well as any corrective action in the event that a situation of sexual exploitation or abuse occurs<sup>2</sup>.

Measures required to prevent sexual exploitation and abuse may include, but are not limited to: (1) A clear prohibition against any involvement in a situation of sexual exploitation or abuse; (2) Mandatory background checks for all personnel prior to recruitment; (3) PSEA training for all personnel; (4) Mandatory reporting of all allegations of SEA; (5) Referral of all survivors of SEA to immediate and professional assistance; and (6) Investigation of all reported allegations of SEA and implementation of corrective

## 9. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE, OR EXPERIENCE

- Demonstrated expertise in web design and administration.
- Demonstrated knowledge in software development.
- Knowledge of the FGM situation in Nigeria is desirable.
- Strong organizational and planning skills, inter-personal and communication skills.

- Ability to work with and manage various stakeholder expectations such as government officials, donors, and grassroots organizations and work within strict timelines.
- Strong communication capacity in written and spoken English.

#### ▪ Evaluation process and methods

- Each proposal received is assessed first on its technical merits (including by reference to legal requirements) and subsequently on its price. The proposals are evaluated against the following elements:
- a) Technical Proposal
- The total obtainable points allocated for the technical component is 70 points as the pass mark for evaluation. Only institutions that obtain at least 49 points and above from the technical evaluation is considered for the stage of commercial evaluation

10.

#### TECHNICAL EVALUATION CRITERIA

Technical Criteria	Technical Sub-Criteria	Maximum Points
<b>Overall Response</b>	▪ Completeness of response	10
	▪ Overall concord between request for proposal requirements and proposal	10
<b>Maximum Points</b>		<b>20</b>
<b>Company and Key Personnel</b>	▪ Range and depth of experience with similar projects	10
	▪ Number of customers, size of project, number of staff per project	5
	▪ Client references	5
	▪ Key Personnel: relevant experience and qualifications	10
<b>Maximum Points</b>		<b>30</b>
<b>Proposed methodology and Approach</b>	▪ Project management, monitoring and quality assurance process.	10
	▪ Technologies used, and compatibility with UNICEF	10
<b>Maximum Points</b>		<b>20</b>
<b>Total Maximum</b>		<b>70</b>

#### b) Commercial Proposal Evaluation:

The total amount of points allocated for the price component is **30 points**. The maximum number of points is allotted to the lowest price proposal among those that obtained the pass mark at the technical evaluation stage. Submission to include financial and technical proposal (including CVs of lead team and key programme staff, as well as samples of related previous work

#### c) Selection and Adjudication:

The proposal obtaining the overall highest combined score after adding the technical and financial scores is/are the proposal(s) that offers the best value for money and is recommended for the Contract(s).

#### 9. Project Management

The overall supervision is carried out by the CP Manager based Abuja

#### **10. Payment Schedule**

Invoices may be issued to UNICEF only after the services (or components of the services) have been provided and the deliverables (or instalments of the deliverables) have been completed (a) in accordance with the Contract and (b) to UNICEF's satisfaction.

#### **General Conditions:**

The assignment must comply with the following general conditions:

- The consultancy will take place over a period of 7 months;
- It will be both home-based but may require travel to the project locations for training.
- The service provider works under the direct supervision of UNICEF.
- The service provider is based at its own premises and not based at UNICEF premises.
- The service provider should be responsible for the administration and logistics for the contract delivery.
- The service provider is not authorized to have access to UNICEF transport.
- No work may commence unless the Contract has been signed by both the Contracting Entity and the Payment Agency.

#### **Instructions to bidders:**

1. Proposals should be made separately: Technical and Financial. Technical should not have financial information as such technical proposal will be disqualified.
2. All completed proposals should be submitted to this email address: ngrsupply@unicef.org with the RFP reference number: 9183740. Your proposals will not be considered nor opened on failure to quote the RFP number on your forwarding email.
3. Deadline for submission is **24th July, 2023; 2.30pm**.
4. Financial proposal that includes a brief cover letter with summary of cost on letter-headed paper\_with contact details of the company and duly signed with a detailed breakdown of cost as an **attachment is mandatory**.
5. Financial and Technical proposal should have contact details of the company representative for this project clearly written on the first pages of both documents.

**Please note that the deadline date of 24th July 2023 here supercedes the date on the RFP.**