

ANNEX 2. TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT

Reference:	LRPS-2023- 9184244
Title:	Development and Publication of Girls and Boys Education Movement (GBEM) advocacy materials
Location:	South Africa
Duration:	approximately 6 months / 180 days

Background and Justification

UNICEF, through its Annual Work Plan for Education, supports the Department of Basic Education to promote gender-sensitive, life skills-based education for adolescent girls and boys in schools with a special focus on prevention of Gender Based Violence, HIV&AIDS, teenage pregnancy, alcohol and substance abuse, and other risky behaviours.

One of the pivotal platforms for this is through adolescent-led social movements and peer education initiative called the Girls and Boys Education Movement Clubs (GBEM). Over the years, with UNICEF support, the department has been establishing, supporting and monitoring GBEM in public schools across the country. At present, the GBEM clubs are run in an estimated 2500 schools of which +/- 210 schools are receiving direct support from UNICEF. These schools that are receiving direct support from UNICEF are in the Free State, Eastern Cape, KwaZulu-Natal, Limpopo, Mpumalanga and Gauteng province and have over 1000 trained clubs' members that are reaching an estimate number of 28 500 beneficiaries.

GBEM are school-based clubs made up of girls and boys committed to promoting human rights, dignity for all as well as mutual respect between girls and boys. The clubs are intended to empower girls and boys with reliable information, knowledge and skills, to guide them in discussing and addressing issues that are of concern to them in their schools and in their communities, and to act together to bring about positive changes in their lives and those of their peers.

Whilst each club is different, the scope of discussions and interventions for the clubs are similar in addressing a wide range of issues including substance abuse, teenage pregnancy, sexual harassment and sexual violence, HIV&AIDS, xenophobia, etc. The clubs then formulate activities through annual plans to find solutions for these challenges in collaboration with their educators, peers, and other community-based organisations. Different clubs engage in different activities that are based on issues that concern young people, where club members decide what activities to be involved in, based on their experiences within schools and in their communities.

Despite the achievements of the movement the communication and visibility of the movements achievements are not wide available and disseminated to the education sector and interested parties in various formats and for the needs of consumers of all abilities and needs. In view of this, UNICEF would like to appoint a media agency/ production company that will be responsible for supporting the Department of Basic Education to strengthen visibility and advocacy and subsequently the movement as a

whole through the development and publication of 12 human interest stories, 10 programmatic short video stories, and 4 written (including braille), digital and audio newsletters/magazines to reflect the activities, highlights, achievements and human-interest stories within the movement in 10 languages (SA Sign language, English, SeSotho, seTswana, SePedi, isiZulu, isiSwati, isiNdebele, isiXhosa, Afrikaans).

Scope of Work

Goal and Objective: UNICEF require the services of a media agency/ production company to strengthen visibility, advocacy and storytelling of the Girls and Boys Education Movement (GBEM) through the development and professional publication of written and audio newsletters/magazine, short documentary style videos and human-interest stories. This includes travelling to different programme sites across 7 provinces in developing stories to be published and distributed as hard copies and uploaded on UNICEF South Africa's Learning Passport¹ platforms and GBEM/S4D Facebook page².

Activities and Tasks: UNICEF will engage with the appointed service provider to provide information for content development as well as, administrative and logistical support necessary for implementing the project to undertake the following activities:

1. Development of professional newsletters/magazines (written and audio), videos (short stories) and human-interest stories is the heart of the movement, and it will serve to provide information and showcase activities, highlights, achievements, and content on the programme on a bi-monthly basis.
2. Use GBEM/S4D Facebook page to market and increase interest of published advocacy materials that will be published on the Learning Passport through the development of snippets, teasers etc from already collected and developed products.
3. Identify, make contact and travel to programme sites to capture high quality stories for professional publication.
4. Appoint adequately qualified and professional writers, editors, translators, designers, videographers and social media content creators to capture stories for newsletters/magazines, short videos and human-interest stories
5. Appoint adequately qualified and professional photographers, graphic designers, journalist, editors, translators etc
6. Work with educators, learners, youth reporters, DBE officials, parents and GBEM alumni in the development of stories
7. Publication of bi-monthly newsletters/magazines
8. Work with UNICEF global, regional country teams on the Learning Passports tools interoperability
9. Publish advocacy materials on Learning Passport platform and GBEM Facebook page.
10. Print hard copies and distribute to 7 provincial offices and UNICEF South Africa

¹ <https://skills-unicefsaco.learningpassport.org/>

² <https://www.facebook.com/groups/gembemsports/>

Expected Deliverables and Reporting Requirements

Outputs/Deliverables:

- 4 newsletters/magazine (30-50 pages each) developed and published on the Learning Passport, GBEM/S4D Facebook and UNICEF website page bi-monthly as a digital magazine
- 5-page web version developed for uploading to UNICEF and DBE website
- 800 hard copies and distributed to 7 provincial DBE offices per publication
 - 40 Braille (all 7 provinces)
 - 200 English (all 7 provinces)
 - 150 isiZulu (KZN, MP, GP)
 - 80 isiXhosa (EC, WC)
 - 80 SeSotho (FS, GP)
 - 50 seTswana (GP)
 - 50 SePedi (LP)
 - 50 isiSwati (MP)
 - 50 isiNdebele (MP)
 - 50 Afrikaans (WC, EC)
- 12 human interest stories (4 per publication) developed and published (500-1000 words) including quotes from participants and other relevant persons.
- 10 short video stories (3-4 minutes) developed and published
- 2 posts per month that focus on key GBEM highlights on GBEM/S4D Facebook page

Deliverables
Inception report and detailed implementation plan
Learning Tools interoperability finalization with UNICEF and Microsoft
Finalised advocacy materials design (look and feel)
Revision and confirmation of requirements
Mock advocacy materials developed and approved
Deployment and launch of advocacy materials page on Learning Passport, Facebook and website
Identification and development of content and stories
Translation into 10 languages (including braille) and creating audio version of the written newsletter into 10 languages (including sign language)
Compilation, uploading, printing and shipping of 4 newsletters/magazines
Social media posts on newsletter articles

Required Travel:

Purpose	Location	# of days at Location
School Visits to meet with GBEM S4D learners, educators, Department of Education Officials to develop stories for newsletters	Western Cape	3 days
	Eastern Cape	3 days
	Mpumalanga	3 days
	KwaZulu-Natal	3 days
	Limpopo	3 days
	Gauteng	3 days
	Free State	3 days
	Western Cape	1 days

Attend GBEM camps to meet with learners, educators, Department of Education Officials to develop stories for newsletters	Eastern Cape	1 days
	Mpumalanga	1 days
	KwaZulu-Natal	1 days
	Limpopo	1 days
	Gauteng	1 days
	Free State	1 days
Attend S4D youth Camp to meet with GBEM alumni to develop stories for newsletters	Gauteng	1 day
Attend training for out of school youth (GBEM alumni) to develop stories for newsletters	KZN	2 days
	Gauteng	4 days

Payment Schedule

It is expected that this assignment will be implemented over a six month period by a competent media agency/ production. The payment will be made on based on the following guidance:

- 5% on submission of
 - Inception report and detailed implementation plan
 - Finalisation and approval of the advocacy materials design (look and feel)
 - Finalisation and approval of mock advocacy materials developed and uploaded to Learning Passport
 - Deployment and launch of advocacy materials page on Learning Passport
- 30% for content/stories identification and development for advocacy materials
- 40% for translation into 10 languages (including braille) and creating audio version of the written newsletter into 10 languages (including sign language)
- 25% for compilation, uploading, printing and shipping newsletters/magazines

Each expected deliverable will be signed off by the the Chief of Education and Adolescent Development in UNICEF upon submission of an invoice in line with the deliverables.

Desired competencies, technical background and experience

The selected media agency/ production should have a validated track record of at least 10 years of relevant experience on similar projects for local and international agencies, corporates and/or government department/s. Additionally, the media agency/ production team of experts must possess:

- **Education:** One or more members of the team must have relevant qualification in journalism with a practical education in the key elements including writing, editing, designing, videography and social media content creation
- **Design Skills:** One or more members of the team must have a strong graphic design skills and must be able to develop online newsletters/magazines that are clear and easy to navigate on personal computer screens and on the smaller screens of mobile devices with internet access, such as smartphones. Must have well-developed design skills in graphic design for printed media and for the Web. They must be proficient in using Web design software, such as Adobe Photoshop or Dreamweaver.

- **Development Skills:** Additionally, team members should be able to take responsibility creating web content that is ready for publishing. Must have an excellent understanding of HTML and CSS techniques. Must be able to create pages featuring techniques such as animation and business applications, designers must have experience using JavaScript and Flash.
- **Experience:** The appointed service provide must have a team of experienced writers, editors, translators, designers, videographers and social media content creators who possess the following skills and expertise:
 - Advanced writing and communication, photography/ visual communication, and content development skills
 - At least eight-years' experience in developing newsletters/magazines for consumption by young people
 - Insight into HIV/AIDS and teenage pregnancy prevention including good understanding of Gender-Based Violence, Gender Inequality and other social issues effecting young people
 - A thorough understanding of the human rights regime in the South African context and familiarity with the Constitution
 - Understanding of the education sector
 - Proven ability to deliver content creation and production efficiently and on time
 - Experience in project management and a track record of delivering quality product under very tight timeframes
 - Proven experience to work independently with periodic but not constant supervision
 - Experience in community development work in schools or large NGO

Administrative issues

- The contract will be managed by UNICEF.
- The media agency/ production company shall have regular consultations with UNICEF in close collaboration with DBE as needed, either in person or telephonically. These consultations may bring about slight deviations in agreements and the work assignment. This includes an inception discussion to ensure that aspects of the work assignment are understood clearly.
- The face-to-face meetings will be at times as agreed to discuss and agree upon matters pertinent to the implementation of this assignment.
- Location and schedule for progress meetings throughout the contract duration (if required) will be agreed to by the media agency/ production company and UNICEF
- UNICEF in close collaboration with DBE are responsible for the monitoring of the implementation of this assignment and shall execute this in a professional and consultative manner throughout the term of the contract.
- Resources will solely be the responsibility of the media agency/ production company
- The media agency/ production company to submit a focal points/contact who will be accessible on request to UNICEF.

Ethical and Technical Requirements

The media agency/ production company shall undertake to adhere to the following:

- (a) The media agency/ production company shall at all times keep information obtained during the work assignment confidential and shall not circulate the documents or any part there-of, at any stage to any party without the explicit written permission of both UNICEF.

- (b) The media agency/ production company shall not publish the document, any part thereof, or any reworked version thereof, without the explicit written permission of UNICEF under such conditions that both parties will agree too.

UNICEF reserves the right to subject any work done for external peer review as part of the quality assurance process in the implementation of this assignment. The media agency/ production company shall be informed if such an action is taken and will be duly informed on the outcome there-off.

The media agency/ production company will provide all products that were developed in accessible formats, e.g. MsWord, MsExcel and PowerPoint formats. Graphics presented in any written work, shall be provided in an accessible format. All information raw informaiton and data will be handed over electronically, or if not available electronically, in hard copy.

Referencing and Plagiarism:

- a) All sources consulted and used for the execution of this assignment shall be appropriately referenced in accordance with generally accepted referencing techniques. This applies to draft as well as final deliverables.
- b) Referencing must follow one style and be applied consistently throughout all documents (including drafts).
- c) Referencing in the text (either in the body of the text or as footnotes) and the bibliography shall correspond and be done in a consistent manner.
- d) UNICEF regards plagiarism in a serious light, for both ethical reasons and risk of reputation of the organisation and its partners.
- e) The media agency/ production company shall certified that a deliverable is original work.
- f) In the case of plagiarism, UNICEF will employ such sanctions and remedies as necessary, which may include the immediate termination of the contractual agreement and related payments.

Language:

- a) The media agency/ production company shall ensure that all final deliverables adheres to the required language standards, which include a thorough grammar and spell check.
- b) The media agency/ production company shall ensure consistency in the use of terminology throughout the document.
- c) Acronyms and abbreviations shall be recognised acronyms related to the field of work and shall be indicated in specific list of acronyms. It is preferred that no new acronyms be created.

A glossary of terms shall be included in the the final documents that provides a basic descriptions and or definitions of terms used in the deliverable.

Conditions

As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary".

The team/firm selected will be governed by and subject to UNICEF's General Terms and Conditions for institutional contracts.

- The service provider is not allowed to use the materials gathered for this assignment in any other work assignment without the explicit written permission of UNICEF.
- The service provider's fee shall be inclusive of all office administrative costs

Technical Evaluation Criteria and Relative Points

Technical Criteria	Description of Technical Sub-criteria	Maximum Points %
Overall Response	Completeness of response	5
	Overall concord between RFP requirements and proposal	5
Maximum Points		10
Institution & Key Personnel	Range and depth of experience with similar projects	20
	Number of customers, size of projects, number of staff per project	15
	Client references	15
	Key personnel to be assigned: relevant qualifications & experience	20
Maximum Points		70
Proposed Methodology and Approach	Proposed Methodology for this project	10
	Proposed Work Plan to accomplish the Project	10
Maximum Points		20
Total Score for Technical Proposal		100
Minimum Acceptable Score for Technical Proposal		80

Weights: 60 % Technical vs. Financial Offer

Qualified media agency/ production companies are invited to submit a detailed proposal based on the criteria outlined below, reflecting an understanding of the assignment and capacity to execute the assignment within the required timelines. This needs to be submitted two separate parts, i.e. technical proposal (cover letter) and financial proposal (fee structure). These should be submitted as two separate documents.

- o The Cover Letter, which contain the following required technical areas related to assignment (Non-inclusion of any of the below components will lead to disqualification)
- o Executive summary (100 words maximum)
- o The media agency/ production company's understanding of the assignment, (what the media agency/ production company thinks the assignment entails). (50 words maximum)
- o The proposed approach/methodology that the media agency/ production company will follow in executing the assignment, with specific reference to each of the components (400 words maximum).

- An indication of the intended timelines envisaged to complete this assignment (within the timeframe provided in terms of this terms of reference) and an undertaking that the media agency/ production company will be able to complete the assignment within the timeframes required.
- References that can be contacted (at least two work related references). Indicate the name of the person, telephone number, email address and short indication of the work that media agency/ production company has done. *(Two sentences maximum per reference)*
- An indication of possible risk factors associated with this assignment, based on the perception and experience of the media agency/ production company *(80 words maximum)*
- Reference to similar work (at least two). Preferably final products that are available and accessible either through email or on website. In case of confidential work, indicate as such.
- Attach full Curriculum Vitae of all team members indicating all qualifications and experience related to the assignment.
- The Financial Proposal needs to be submitted as a separate document and must include:
 - Proposed pricing in accordance with the TOR and in South African Rand.
 - Other costs related to the execution of the assignment.
 - Prices offered shall be all inclusive and shall remain fixed for the duration of the contract.
 - VAT needs to be indicated separately (i.e. fees/budget needs to exclude VAT).
- Applications submitted without a fee/ rate/budget will not be considered.

Risks

Risk	Mitigation
Service Provider not having capacity to deliver	Service provider to show concrete evidence of experience in similar projects
Service Provider not gaining access to targeted schools	UNICEF to assist with forging or strengthening relationship with DBE including PDE's