Terms of Reference for Long Term Agreements (LTAS)

GLOBAL MEDIA MONITORING, SOCIAL LISTENING, AND ANALYSIS SOLUTIONS

1. ORGANIZATIONAL BACKGROUND

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Guided by the Convention on the Rights of the Child, UNICEF strives to establish children's rights as international standards of behaviour towards children. UNICEF's role is to mobilize political will and material resources to help countries ensure a "first call for children". UNICEF is committed to ensuring special protection for the most disadvantaged children. UNICEF's work is carried out in over 190 countries and territories to save children's lives, to defend their rights, and to help them fulfil their potential, from early childhood through adolescence. There are seven regional offices as well as country offices worldwide, a research centre in Florence, a supply operation in Copenhagen and offices in Geneva, Tokyo, and Brussels. For additional information, refer to our official website. Additional information can be found through our main social media platforms, including Facebook, Twitter and YouTube.

2. RATIONALE AND CONTEXT

UNICEF's Strategic Plan for 2022-2025 acknowledges that UNICEF's ability to deliver programmatic results depends on the ability to win support for the cause of children. Communication and advocacy are therefore included as one of nine change strategies that will enhance the delivery of five programmatic goals for children and adolescents. In UNICEF, communication and advocacy encompasses four objectives of making the organization the leading *voice*, the leading *advocate*, leading *brand*, and to *engage over 200 million individuals* for the cause of every child. In support of this vision, UNICEF developed a Global Communication and Advocacy Strategy 2019 – 2022, that is currently under review.

The Monitoring & Evaluation (M&E) Framework seeks to measure outputs (the quantity and quality of media results), outcomes (how our target audiences are affected by those outputs) and organizational results (how the effect on target audiences benefits UNICEF's strategic goals and impact). It is implemented at two levels. UNICEF Division of Global Communication and Advocacy (GCA) in New York tracks the global metrics, while also supporting regional and country offices to tailor and localize the M&E framework at country-level. UNICEF is a decentralized organization. While all UNICEF offices follow the same mission and mandate, communication and advocacy plans are decentralized so that they fit the local context and demands. Countries are encouraged to work with local vendors, as they usually have access to more content in local languages and are often more cost efficient. When this option is not feasible, GCA facilitates access for country offices to utilize global tools and services.

3. OBJECTIVES

UNICEF seeks solutions for media monitoring, social listening, and analytical reports. The purpose is to monitor stories and conversations that relate to UNICEF and its work on children's rights, to follow related stories and conversations in real time, to provide us with valuable insights into what is being said about the organization, and to help us engage with key audiences worldwide on various issues that we advocate for across different countries, languages, and contexts. Media monitoring, social listening, and data analytics help UNICEF to measure the effectiveness of our traditional media and digital media efforts and identify pressure points on our brand reputation not only to establish an immediate response, but also to better understand our target audiences and tailor our communication and advocacy strategies through strategic insights and lessons learned. Through this Request for Proposal for Services (RFPS), UNICEF is seeking to establish non-exclusive Long-Term Arrangements (LTA) with [a] vendor/s to provide access to media monitoring, social listening and analytic solutions that can benefit UNICEF, and ultimately children, around the globe. The LTA with the selected vendor/s will be valid for 3 years with the possibility of a 1+1-year extension.

We welcome joint proposals that bring together the skills of specialized vendors. Companies interested in the tender can bid for one or more of the service categories outlined (service 1: traditional media monitoring and news aggregator services; 2: **social listening, monitoring and analytics**). UNICEF reserves the right to award the bid to more than one company.

Consortium Bids: Proposers that plan bid as a consortium must pay special attention to the below information:

- It is understood that some organizations may prefer to bid as a group for this opportunity. Combinations of expertise, language, and regional knowledge can lead to a stronger bid. This is also a mechanism by which institutions that are less experienced in dealing with UNICEF can partner with those used to UN system procurement rules and oversight/quality expectations.
- Consortia may apply as a unit for this opportunity. As consortia bring particular risks, UNICEF has rules and expectations for engaging with them. Some of the areas covered under these considerations include:

1. A single point of contact within the consortium for contract management.

2. Visible engagement of all partners within the bids: the particular strengths of each must be cited and—if they have collaborated as partners in the past, proof may be required that each partner actually participated in the work outlined in this TOR.

3. Please refer to clause 4.3 of the RFPS Special Terms and Conditions for Proposals submitted by Joint Ventures, Consortiums or Associations.

We prefer to work with a vendor/s that can demonstrate that their solutions have benefited other global clients and are committed to widely acknowledged industry standards such as the [Barcelona Principles] and the guidance provided by the [Association of Measurement and Evaluation of Communication] (AMEC). Proposals should ideally include foreseeable limitations and/or caveats regarding the scope, tools and methods proposed.

4. SPECIFICATOINS

We are requesting vendors to submit proposals under one or more of the following categories:

- Category 1: **traditional media monitoring and news aggregator services**
- Category 2: **social listening, monitoring and analytics** of content sources from social media, multimedia, user-generated content (UGC) and other digital platforms such as websites, etc.

CATEGORY 1: TRADITIONAL MEDIA MONITORING AND NEWS AGGREGATOR SERVICES

The first category of product/service required by UNICEF is for traditional media monitoring and news aggregation. The key functionalities of the media monitoring and news aggregation platform must include, but should not be limited to:

- Monitor and analyse media coverage in relation to UNICEF's programmatic and advocacy priorities, humanitarian and emergency response and initiatives, as well as developments related to its mission and mandate
- Monitor and analyse issues related to UNICEF's brand and reputation
- Provide access to real-time data and robust analytics to better understand UNICEF's media performance vis-à-vis key performance indicators, including share of voice, key message penetration, volume of media coverage, quotes from spokespeople, sentiment, and prominence, among other key metrics.
- Capacity to capture data from a wide array of global, regional, and local media outlets in multiple languages and formats (including print, online news, broadcast, and others). Main languages needed include English, French, Spanish, Russian, Chinese, and Arabic.
- Ability to create customizable dashboards that give a quick overview of coverage of interest to UNICEF

- Ability to create automated and scheduled daily news alerts and news digests
- Ability to export data, press clippings, and charts/graphics from search feeds, analytics, and dashboards
- Leverage the vendor's expertise, case studies and industry knowledge to provide support and benchmarks, and when necessary, optimize the usage of platforms to generate key insights and political intelligence.

Sources, coverage, and article/mention access

The solution provided by the vendor will track coverage of UNICEF, key partners (or competitors) and key programmatic issues in traditional media (print, online news and blogs, broadcast, websites of major print/broadcast outlets). During the set-up phase UNICEF and the vendor will agree on a selected list of target media outlets to be included. The proposal should provide a sense of the volume and range of international media outlets covered.

Broad language coverage is a requirement. The provider should be able to cover at least four of the official UN languages (English, Spanish, French, Arabic, Chinese, and Russian). UNICEF is also interested in coverage of other languages and welcomes specific information on what additional languages can be included. We recognize that the degree of access to source texts from traditional and broadcast media will vary among different languages.

Geographic coverage must be global to include both industrialized and developing countries. The vendor should include in the proposal the list of countries or markets that its proposed solution will cover.

The solution should provide access to original article text, and/or summaries, for traditional (print, online and possibly broadcast) media. The proposal must clarify what access will be provided; whether the access is to the original articles, summaries, or both; for how long access to content will be available to UNICEF (both publicly available and beyond pay-wall content); and what restrictions apply. Bidder must indicate the period that data (archives) will be available online.

In addition, the proposal should make clear how access will be provided to the text of articles in non-English languages, and whether these will be available as full text, or as summaries, or as machine translations.

The vendor should allow UNICEF to share content from the news aggregator platforms/system with the company that will be conducting the media analysis and research.

Dashboards and reports generation

The tool should include an online dashboard, that can be customized as required for UNICEF's needs to provide a quick overview of coverage and trends.

The dashboard should present data visually with easy-to-read graphs and charts, supplemented by data tables as needed, to clearly illustrate and document the parameters being tracked and analysed (volume, prominence, tone and sentiment, countries, and languages). It should provide access to data over time for trend analysis. The proposal should clearly indicate how long the data will be kept in the system (i.e., how long we will have access to the graphs/charts, tonality and other analytical parameters provided for any article, issue, or time).

The dashboard should support segmentation by issues/messages tracked, and by countries or languages. It should provide the ability to drill down to the original sources (article, post, etc.). It should be able to provide relevant information related to UNICEF's main spokespersons and influencers, including celebrities and Goodwill Ambassadors.

UNICEF is interested in the ability to do custom searches, display results visually within the dashboard (graphs and charts), select various combinations of measurement metrics for display, and export press clippings and reports directly from the dashboard. The service provider should specify if the platform includes the ability to share interactive (i.e., URL) or static (i.e., PDF) dashboards and reports.

Regular and timely updating of the dashboard data with up-to-date articles is essential. The proposal should specify how frequently the data are updated, if not real-time, and how often new articles/posts are supplied to the system.

Access to the dashboard should be provided for multiple UNICEF users, 24 hours/7 days a week/365 days a year, globally (for HQ, country offices and eligible National Committees). The service provider should also provide adequate personnel for customer support during regular business hours for technical assistance and customization requests. Considerations should be made for dashboard users in time zones different from vendor's base.

Account specifications

The proposal must indicate how many users can access the tool and/or dashboard directly, how many users can have read-only/view only access to the associated information and articles, or any other limitations (e.g., a maximum number of searches, dashboards, etc.). The price proposal should indicate the cost for additional individual user accounts.

We anticipate that there will be a need for a consultative development process with the selected vendor to create and customize the UNICEF dashboard (and country-specific dashboards). The proposal should describe what is required by UNICEF (in terms of information, meetings, and other support) to successfully complete the dashboard development.

Given the proliferation in the past few years of various online tools and platforms with pre-set dashboards, we also welcome your suggestions for alternatives to customizable dashboards.

Daily news alerts

The platform should be able to create automated and customized daily email news alerts. that include metadata such as the article title, publishing date and time, name of publication and hyperlink to the full clip. Content, frequency, and quantity of the email alerts will be agreed between UNICEF and the vendor during the set-up phase. Daily news alerts can be automated once details are agreed upon with UNICEF.

Tangible and measurable outputs

- Ability to monitor global, regional, and local media outlets from a selected media list (tiered media approach/ overall volume approach)—media lists should be open to changes (inclusions/expansion to new markets, etc.)
- Ability to create unlimited searches and export related data feeds and press clipping lists
- A customized media and brand tracking dashboard, with features as described above
- Ability to export static or interactive reports from the dashboard
- Ability to generate customized daily news alerts
- Ability to generate newsletters
- Training for new users
- Assistance with data migration and account set up
- Customer service and technical support

CATEGORY 2: SOCIAL LISTENING, DIGITAL MONITORING AND ANALYTICS

UNICEF seeks a service provider that can deliver a social listening and digital monitoring platform that that meets the following requirements:

- Full access to a social listening and digital media monitoring tool providing global coverage of key social media platforms, online news outlets, websites, blogs, search engines and other online platforms to track conversations and content mentioning UNICEF or key topics relevant to UNICEF's work at global and local level.
- The platform should allow to track large volumes of data (mentions/articles) simultaneously and that are deemed sufficient by UNICEF to meet its media monitoring, campaign monitoring and social listening objectives. *Note: UNICEF's current consumption levels requires tracking capacity of at least 2 million mentions per month.*
- A platform for analysing social media and digital content from multiple, diverse sources, including major networks

such as Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok and others as identified by UNICEF HQ, Regional and Country Offices integrated into a single interface. The platform should be customizable to integrate sources from specific regional/country contexts (e.g., local media outlets).

- Provide real-time access to information, findings data and insights related to UNICEF programmatic priorities, humanitarian emergencies and initiatives
- Access to data in multiple languages, including but not limited to English, French, Spanish, Chinese, Russian, and Arabic.
- Capacity to track images, multimedia (photo, video), and brand-related content.
- Monitor brand image and reputation, to help ensure that UNICEF's values are well communicated and understood among key audiences.
- Monitor hashtags, keywords, topics, channels, and trends related to UNICEF's work, brand, reputation, programmatic priorities, humanitarian emergencies, campaigns, and initiatives.
- Identify potential influencers that could amplify UNICEF's voice and message.
- Create customized dashboards for real-time monitoring of topics.
- Create immediate and scheduled news alerts, newsletters, and reports.
- Analyse coverage through built-in analytic tools, widgets, and reporting features, and the ability to download data and statistics.
- Ability to integrate with Google 360 or Google Analytics and other digital platforms.
- Access to historic data (minimum 1 year of historic data).
- 360-degree view of our brand (conversations, key audiences, amplifications, adaptations, etc.) with social listening
- Key brand protection features like alerts, sentiment analysis, real-time brand listening, issue detection
- Capacity to spot emerging trends with real-time social listening.
- Sentiment analysis
- Social media analytics that provide in-depth data on performance of owned channels and competitors. This must include data on reach, engagement, share of voice, trending posts etc.
- Build capacity and train UNICEF staff to be able to effectively use the monitoring tools and platforms provided by the service provider.
- Leverage the vendor's expertise and industry knowledge to provide support and benchmarks in the industry, and when necessary, provide guidance on ways to optimize the usage of the platform to generate key insights.
- Generate reports with key trends and insights to present to management teams at UNICEF.
- Availability of responsive costumer support services to troubleshoot and support with customization of the platform to meet UNICEF digital media monitoring and social listening needs.

In addition to the platform/s, the service provider shall be able to conduct onboarding and ongoing periodic training of staff and provide technical assistance to UNICEF offices globally during the LTA period. Furthermore, service provider should commit to comply with global regulatory frameworks governing social media data access and sharing.

Tangible and measurable outputs:

- Platform that includes the features described above, including dashboards, reports, alerts, and analytic widgets.
- Capacity building, training, onboarding, and technical support
- Guidance on set up and governance
- Guidance on Boolean searches, source panels and channel set up
- Ad-hoc support on specific initiatives/campaigns
- Customized updates on developments in industry and impact on UNICEF's work and reputation.

5. QUALIFICATION REQUIREMENTS

The selected service provider/s should fulfill the following criteria:
- Proposals will be considered from registered corporations, firms, and proprietary companies only.
- Minimum 3 years of activities in either one of the service categories described in sections above.
- Core team consisting of expert staff
- Proven track record of managing large, international accounts, preferably including United Nations agencies, not-for-profit clients, or multilaterals.

6. MANDATORY DOCUMENT REQUIREMENTS

The vendor's proposal shall contain the below mandatory documentation.

1. A company profile and qualifications of the key personnel that will be dedicated to the account

   a. The bidder should have a minimum of three (3) years of experience providing the services that the company is applying for in this tender.
   b. The bidder should have demonstrated experience working with at least two (2) large global/international clients, such as the United Nations, major multi-lateral companies, international organizations, or national governments etc.
   c. The bidder should be able to cover at least four of the official UN languages (English, Spanish, French, Arabic, Chinese, and Russian). Ability to cover additional languages is an advantage.
   d. The bidder must demonstrate that it employs qualified personnel to support UNICEF. UNICEF will require skilled personnel be assigned from the bidder to execute the services indicated in this RFPs document. The contracted vendor must assign an account team.
   e. The bidder must commit to protecting the rights of children and must not be found in violation, either in its line of work or in the conduct of its employees.

2. Description of services or subscription package offered

   a. The bidders must describe in detail their platform and associated services offered in this tender.
   b. The bidders must describe their customer service processes, technical assistance framework, availability of the platform within and outside working hours, approach to urgent requests, resources available to clients, and initial team onboarding and training. The bidder should describe their availability and approach to provide training and technical support to UNICEF offices in different regions, countries, and time zones.

3. Customer reference

   a. Bidders should include at least five (5) references of clients using the bidder's services, along with a description of the services provided.

4. Financial proposal

Financial proposals should be submitted using the template provided in Annex D and Annex E. Failure to quote in USD will result in the disqualification of the proposal.

7. EVALUATION PROCESS AND METHODS

The offers will first be reviewed from an administrative perspective - for their completeness in terms of all the requested information being provided (Section 6) and adherence to administrative instructions for submission. Those that successfully pass the administrative check shall be subject to a technical evaluation and consequently a financial

evaluation. A maximum of 80 points is allocated to the technical component and 20 points for the financial component, with a maximum possible total score of 100 points.

a) Technical evaluation for all service categories

The technical evaluation will consist of the desk review (Round 1) and interviews (Round 2). The total number of points allocated for the technical component is 80:

- **Round 1: desk review** – total of 60 points and
- **Round 2: demo and testing** – total of 20 points

Round 1 – desk review (60 points)

All technical proposals that pass the administrative review will be evaluated against the below technical evaluation criteria:

- Company competence: 35 points
  - o Range and depth of experience with similar projects and accounts, including working with UNICEF or other international organization, public sector/non-profit organization, and multi-cultural global organizations [10 points]
  - o Proposed personnel have the required expertise and experience [10 points]
  - o Ability to support delivery of required services and technical support [10 points]
  - o Experience
  - o Ability to incorporate, abide by and meet UNICEF's sustainable procurement criteria (Appendix III) [5 points]
- Sources, data access and coverage: 25 points
  - o Comprehensive and relevant content, data, and insights [7 points]
  - o Languages and geographies covered [6 points]
  - o Data extraction, migration, transformation, archiving and capabilities [5 points]
  - o Features, products, and innovations: Analytics, reports, dashboards, alerts, filters, etc. [7 points]

The proposals which pass the minimum score of **45 points** in Round 1 will be invited to Round 2 for testing and demonstration.

Total score of the combined technical evaluation (60 points) and demo (20 points) will equal 80 points.

Only proposals that receive a minimum of 60 points will be considered for financial evaluation.

Round 2 – testing and demonstration (20 points)

The bidders who qualify for the testing and demonstration round will be notified by e-mail. All demos will be held through MS Teams, Zoom or a similar platform. The following criteria will be applied to Round 2:

- Quality and coverage of the proposed solution [7 points]
- Analytics and reporting [7 points]
- Technical expertise and support [6 points]

The minimum passing score of the Round 2 is 15.

Only proposals that obtain a minimum score of 60 points from Round 1 and Round 2 [minimum score of 15 points for Round 2] will be considered for financial evaluation. At this stage, all other proposals will be disqualified from further consideration.

Total maximum score of the combined technical evaluation (60 points) and testing/demo (20 points) will equal 80 points and minimum qualifying scores shall be 60 (45 points in Round 1 and 15 points for Round 2)

b) Financial evaluation

Financial evaluation will have an allocated value of maximum 20 points and it will be based on the vendor's Financial Proposal submitted in the format outlined in Annex D and E . 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, in the following format:

$$Score\ of\ the\ price\ proposal\ X = \ 20 * Price\ of\ the\ lowest\ proposal/\ Price\ of\ the\ proposal\ X$$

8. DURATION

The vendor/s awarded this contract/s may be considered for a potential Long-Term Agreement (LTA). The duration of the contract will be determined by UNICEF and the provider during the set-up phase. LTAs are normally established for a 3-year period with the possibility for extension for another additional two (1+1) years at the discretion of the UNICEF, provided satisfactory performance of the vendor and prices/rates found to be competitive in accordance with Annex E at the time of the extension. If contracting proceeds under the LTA modality, the LTA may be shared with other UNICEF offices and therefore result in purchase orders (POs) issued by other UNICEF offices under the same terms and conditions. The same LTA may be shared with and used by UNICEF National Committees and other UN agencies. Payment schedules will be milestones/ deliverables, depending on the specific contract issued based on the LTAS price agreement per service/ bundle/ package.

9. BASIS OF AWARDS

UNICEF will make multiple Long-Term Arrangement (LTA) awards with bidder(s) that submitted proposals.

The awards will be made starting from the highest-scoring proposal to lowest scoring proposals based on the combined technical and financial evaluation.

The overall number of awards, including specific and number of awards per service category may vary depending on several criteria, including the needs of each region, regional presence/focus of the bidders, ensuring adequate coverage for a range of factors, prices offered for area and what is provided for the best value for money and is in the best interests of UNICEF.

Administrative matters

Prior to submitting their offer, bidding institutions are strongly encouraged to:
- Review the standard UNICEF Contractual Provisions and the UNICEF General Terms and Conditions of Contract (Services) for the supply of services publicly available on the UNICEF Supply website: http://www.unicef.org/supply/resources/procurement-policies
- Review the UNICEF policies publicly available on the UNICEF Supply website: http://www.unicef.org/supply/resources/procurement-policies, including on UNICEF's Sustainable Procurement – an approach to procurement that incorporates social, economic, and environmental impact considerations and sustainability.
- Bidding organizations should familiarize themselves with the obligations imposed on suppliers and their personnel and sub-contractors under the UNICEF Policy Prohibiting and Combatting Fraud and Corruption and the UNICEF Policy on Conduct Promoting the Protection and Safeguarding of Children.
- Bidding organizations should familiarize themselves with the obligations imposed on suppliers and their personnel and sub-contractors under the UNICEF POLICY ON PERSONAL DATA PROTECTION

1.1. Appendix I - Institutional Profile Answer Sheet

Long Term Arrangement for Provision of Global Media Monitoring, Social Listening and Analysis Solutions		
Name of Institution		
Principal Address and contacts	Address: Telephone: E-mail: Website: Contact Person:	*If your institution has additional offices, please list them on a separate sheet in the offer.*

Are you applying in partnership/consortium with another institution?	☐ YES	☐ NO	If "Yes," please provide name:

Service Category for which offer is submitted *(check all that apply)*	Service Areas	
	1 (media monitoring and news aggregator) ☐	2 (social listening, monitoring and analytics) ☐

Languages in which service can be provided *(check all that apply)*	☐ English ☐ French ☐ Spanish ☐ Chinese ☐ Arabic ☐ Russian	Regions for which the offer is submitted *(check all that apply)*	☐ LACR ☐ EAPR ☐ ECAR ☐ ESAR ☐ WCAR ☐ MENAR ☐ ROSA ☐ HQ ☐ Other

Do you comply with info security requirement as per Appendix IV	☐Yes ☐No (state what is not included)	
Name and title of authorizing officer	Name: Title:	Signature and Date:

*__**Appendix I must be duly completed, signed, and returned with the Technical Proposal. **__*

Structure of Technical Proposals

The technical proposal should be articulated clearly and address all criteria outlined in this LTAS. Institutions are requested to identify their expertise in global media monitoring, social listening, and analysis that they are qualified for and provide evidence of experience also (there is no limit on the number of areas of work each institution can apply for). UNICEF welcomes new ideas and innovative approaches, and bidders are encouraged to propose alternative solutions.

The proposal must contain all the mandatory information identified below. Proposals that fail to meet all the mandatory requirements will be rejected based on failure to meet the requirements and follow the instructions of the solicitation.

The proposal should be concise, and the information provided should be sufficient for the UNICEF evaluation team to be able to assess the capacity of the institution and the proposed team members to partner with UNICEF for global media monitoring, social listening, and analysis. The proposal should also contain information about the experience and capacity of institutions to work in a variety of country/regional settings, and in a variety of contexts.

> **NB. No price information should be disclosed in the technical proposal**

The bidding institutions must prepare and organize their technical proposals in the following manner:

> The General Information must be submitted as a stand-alone PDF document clearly labelled "General Information". At a minimum (per the general technical evaluation criteria) proposers must include the following information in their proposals. This section of the proposal shall not exceed 3,500 words, excluding the Table of Contents, List of Abbreviations and annexes and any attachments.

A. Part I of Proposal- General Information
1. Title Page including the Name of Proposer and RFPS number
2. Table of Contents
3. List of Abbreviations
4. Introduction
   - State the interest and motivation to work with UNICEF on global media monitoring, social listening, and analysis.
   - How do your organizational goals relate to the purpose and mission of UNICEF as it relates to global media monitoring, social listening and analysis and realizing the rights of every child, everywhere?
5. Institutional profile, Experience and Capacity
   - Please elaborate on your institutional experience in the service categories of global media monitoring, social listening, and analysis outline above.
   - Emphasize those relevant institutional characteristics outlined in Section 7.
   - The selected experiences should emphasize the focus, size and scope of past projects and their outcomes. They should consist of examples demonstrating management of multiple tasks, complex assignments at global, regional, country, and sub-national levels. Ideally, the examples will also present evidence of adaptation or strategies and delivery of results across regions, multi country contexts and languages.

- Describe the quality assurance process that is in place to guarantee the quality standards of your services.

6. Organizational Structure, Resources and Facilities
- Please submit your organizational structure (chart/organigram).
- Indicate the number of staff and offices (country, subnational (field) offices etc. of your institution).
- Describe which section/part of your organization will be responsible for partnering with UNICEF under the terms of the LTAS.
- Define the steps to indicate how multiple, multi-country requests will be addressed should a situation arise where several UNICEF offices contact the proposer for services. This text should provide enough information for UNICEF to judge whether the bidding organization has the skills and personnel profiles required to carry out the category of work and should include a statement of capabilities and capacity.
- In the case of proposals submitted as partnerships (consortiums), proposals should clearly indicate the leading institution that will serve as the contracted entity.
- Describe and provide evidence of successful partnerships and collaboration on similar or related projects with other institutions.

7. Present/past projects and clients that demonstrate experience working with UN institutions, Governments, and Civil Societies.
- Provide three (3) reports/analysis/formats on global media monitoring, social listening and analysis linked to the area(s) of work applying for.
- Include information relevant to the focus size and outcomes of such projects.
- List examples demonstrating management of multiple tasks, complex assignments at all levels.
- Provide examples of adaptation of strategies and delivery of services across regions, multi-country contexts and languages.

8. Local Capacity Building and Regional Assessment
- Provide evidence of ability to train local, UNICEF staff, and partners from governments.
- State ability to work with local and regional partners.
- List the Region where the primary address of business (HQ is located) and list any field offices.
- List **all languages** in which services can be delivered in accordance with the requirements of the TOR.

> The proposal must be submitted as a stand-alone PDF document. The technical proposal for global media monitoring, social listening and analysis should be no more than 3,000 words excluding appendices and at a minimum must include the following information in the proposals:

B. **Part II of Proposal- Global** Media Monitoring, Social Listening and Analysis
1. Title Page including the Name of Proposer, RFPS number and relevant Service Area.
2. Table of Contents
3. **Institutional Profile for** global media monitoring, social listening, and analysis
- Please elaborate on your institutional experience delivering the services for which the offer is made.
- List relevant experiences providing global media monitoring, social listening, and analysis. Provide links, short summary and a description of the services and products relevant to the service area which you would like to highlight in the offer. Note that bidders passing Round 1 of the assessment will be required to Round for demonstration and testing of the proposed solution.
4. Methodology and Approach

Please summarize your understanding of the scope of service proposed for global media monitoring, social listening and analysis, and the proposed solutions to achieve them, including a completed Appendix III and the approach to ensure compliance with information security requirements listed in Appendix IV.

5. **Key Personnel** Please provide information on the background and experience of key experts that will be responsible for the provision of services as outlined in the TOR. Indicate the specific role of the person, and the service area for which they will be expected to work on.

1.3. Appendix III - UNICEF's Sustainable Procurement Approach

The UNICEF Procedure on Sustainable Procurement is one of UNICEF's responses to the Sustainable Development Goals (SDGs) particularly Goal 12 – "Ensure Sustainable Consumption and Production Patterns" and its target 12.7 – "promote public procurement practices that are sustainable, in accordance with national policies and priorities". Sustainable procurement encompasses three pillars – economic, environmental, and social. Bidders are encouraged to read Sustainable procurement procedure (UNICEF Supply Division).

Each box below has been assigned with 1 point. Last box has been assigned with 2 points. If applicable, please checkmark the box for the following:

❑ Has your company made a commitment to economic pillar (example: policy/ SOP to inclusion of local resources to develop local economy in area of work, including small businesses and businesses owned by marginalized groups). **Please provide relevant policy / certification / SOP to evidence the claim**.

❑ Has your company made a commitment to social pillar (example: policy/ SOP to protecting human rights and labour issues (workers' rights), inclusion of persons with disabilities and gender in the work force). **Please provide relevant policy / certification / SOP to evidence the claim.**

❑ Has your company made a commitment to environmental pillar (example: policy/ SOP to minimize the impact on environment from purchasing, reduction of wastage, reduced CO2 emissions etc.). **Please provide relevant policy / certification / SOP to evidence the claim.**

❑ Please explain how you plan to integrate sustainability measures in the execution of the contract, if awarded to you (250 words):

Appendix III for SDG Goal 12 and its target 12.7 must be duly completed, signed, and returned with the Technical Proposal

APPENDIX IV - INFORMATION SECURITY

This Information Security Annex forms an integral part of the Terms of Reference to which it is attached. Any capitalized terms not otherwise defined herein shall have the meanings set forth in the Terms of Reference.

This Information Security Annex sets out security measures which shall be implemented for the request in Category 1 and 2 to the extent applicable to the type of established deliverables. Given that the appropriateness of information security measures depends on the concrete processing at stake, these measures are not an exhaustive list and do not relieve the vendor from its obligation to determine appropriate security measures for the type of deliverable and the risks at stake.

Validation of Security Controls

UNICEF shall reserve the right to assess the quality and accurateness of the software and operational maintenance of the system / application via:

- Security Assurance Testing
- External Security assessment
- Vulnerability Testing
- Penetration Testing
- Audits

Compliance and Certifications

The service provider shall carry, **preferably**, at a **minimum** ISO27001K, certification and provide the following documents for review: ISO Certification, SoA, SOC 2, and SOC3 audit findings.

Access Controls

- The vendor shall centrally manage the user account using federated identities and integrate their solution with the UNICEF Identity Management System.
- Any privileged accounts managed by the service provider that have access to UNICEF systems must be managed and controlled through a formal process;
- The service provider shall follow the principle of least privilege, guaranteeing that users, group, role, and device identifiers will be unique, assigned to each entity (user or process);
- All the user and system accounts shall be disabled after a defined period of inactivity, in accordance with organizational standards. All default accounts and or passwords shall be removed or changed. Approvals will be required for creation, deletion or modification of any account.

Architecture and Design

- High level architecture for the application should be defined and security should be included in this architecture.
- All components with sensitive data should be identified and designed following a set of protection requirements such as encryption, integrity, retention, consent, and other related to data protection and privacy.
- Communications between application components, including APIs should be authenticated and should have the

least necessary privilege needed. This communication should be encrypted, and authenticity should be verified on each side of the communication link to prevent person in the middle attacks.

- Secure software development lifecycle shall be used to address security in all stages of development.
- Threat modelling should be done for the application using a methodology such as STRIDE.

Cryptography

- The system shall have cryptographic controls with at least 128 bits of key for symmetric algorithm and 2048 bits for asymmetric key in place to secure sensitive data while in transit and while at rest. The vendor should follow the up to date NIST Cryptographic standards and guidelines.
- Service Provider shall use strong cryptography and security protocols (minimum of TLS 1.2) to safeguard sensitive data during transmission over open, public networks.
- Encryption keys/secrete shall be securely stored in the secret manager or vault outside of the application code on which they are used.
- The system should apply the data secure technic such as anonymization or pseudonymization to minimize the Personally identifiable information exposure.
- Key files must be protected from unauthorized modification using an application that enforces automatic reconciliation from an authoritative source.
- Encryption keys shall be securely stored outside of the systems on which they are used.

Operational Security

- The service provider must follow the maximum of 48-hr patch cycle for Critical patches, 30-day patch cycle for High patches, 90-day patch cycle for Medium and Low patches. Patching must follow established testing/change management processes;
- Changes to the system and/or application post baseline will be documented (version/build number), along with description via a formal change management process. The service provider shall report the following information about patches, at a minimum: type, version, reason, post- test results after implementation. Patches that fail testing will also be recorded and documented.
- Vulnerability scanning should be conducted to verify the security status of the system at a minimum of once a year, prior to production deployment, and upon any significant change;
- The system must be backed up nightly. The backup needs to be kept for 30 days. The backup must provide means to (1) restore the integrity of the computer systems in the event of a hardware/software failure or physical disaster, and (2) provide a measure of protection against human error or the inadvertent deletion of important files. The backup must be tested regularly;
- The monthly snapshot of the application data must be retained for 7 years.
- Provide and maintain malicious code protection measures for managed servers and any systems that have access to UNICEF data;
- The log records documenting access to systems, resources, selected functions, and data shall be retained to ensure they are available for review or use during the investigation of unauthorized access. Access log shall be retained for at least 60 days in a secured location with audit trail enabled; System logs should also be protected and monitored.
- The system must be configured to display generic error messages that do not disclose detailed information such as process logs, account or system information;
- The production environment shall be separated from the test/development environments; preferably on logically and physically different systems. The production environment shall remove any unnecessary software and services;
- If no longer required, the restricted data that are to be removed from the organization should be made unrecoverable;

- All devices including BYOD devices that have access to UNICEF data need to be protected, managed and reviewed. Download of any UNICEF data onto a personal device is prohibited.
- The service provider must have a disaster recovery plan and emergency operations procedures for the protection of restricted data in the event of a disaster.

Log Management and Monitoring

- The system, application, as well as underlying services and or networks, shall be monitored and activities logged.
- The system shall generate and process auditing tracks covering all actions taken on personal data, including data access only.
- Authentication validation activities and all changes in authorization shall be logged and securely stored, with limited access.
- Access to content, key information and or any modifications to operational program libraries shall be logged and restricted.
- Logs and events will be generated in a format that can be easily parsed and used as an input for logging process management.
- Integrity log checking shall be performed to ensure consistency.
- Logs should be transmitted to a remote system for analysis, detection, alerting, and escalation.

Vulnerability Management

- Critical security patches shall be applied within 3 days, following established testing / change management processes.
- The service provider is required to run security tests. Test will run prior to the launch of the system and periodically afterwards; with a minimum frequency of once a year.
- The service provider is required to report on the results of the security scans and the remediations taken. These reports will be sent to UNICEF's Chief of IT Security or the relevant focal point(s).

Security Incident Management

A security breach, shall be viewed as:

- a failure in security controls which leads to the accidental, unlawful, or unauthorized access, destruction, loss or alteration of data / information that processed / stored on system.
- a failure in security controls which leads to the accidental, unlawful, or unauthorized access to ICT resources, such as - but not limited to - computing resources (processing and or storage / services) and communication resources (infrastructure).

Security breaches shall immediately be communicated to UNICEF's Point of Contact. A security incident notification and escalation procedure shall be formally documented and contractually enforced between the service provider, and UNICEF's Security Operations Centre.

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General Data Protection

- All employees of the service provider and, where relevant, contractors should receive appropriate awareness education and training and regular updates in organizational data protection policies and procedures, as relevant for their job function.
- The service provider must have a clear understanding of the information flow, where it is stored, who has access and apply the data protection principals to ensure confidentiality, integrity, and resilience.
- The service provider must restrict the administrator access to the Personally identifiable information and apply the privacy by design and by default using the security model such as Zero Trust.
- Service provider and their "subcontractors" shall ensure, applicable GDPR technical controls articles are in place, maintained and updated accordingly. Applicability of controls shall be driven based on system capturing Personally Identifiable Information (PII).
- Service provider and their subcontractors shall maintain a comprehensive Data Protection Policy that outlines its commitment to safeguarding the personal data it processes on behalf of UNICEF. Proposer's Data Protection Policy should align with UNICEF's Data Protection Policy and include, at a minimum, the following provisions:
  - o Clear statement of the Vendor's commitment to comply with applicable data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) and other relevant international, national, and local data protection requirements.
  - o Explanation of the types of personal data collected, processed, and stored by the Vendor on behalf of UNICEF, including the purposes for which the data is collected and processed.
  - o Detailed information on the security measures implemented by the Vendor to protect personal data against unauthorized access, disclosure, alteration, or destruction.
  - o Procedures for data breach notification to UNICEF, including the timeframe for reporting and the information to be provided in the event of a data breach.
  - o Guidelines on data retention and deletion, specifying the retention periods for different categories of personal data processed by the Vendor.
  - o Procedures for handling data subject requests, including requests for access, rectification, erasure, and restriction of processing.
  - o Description of the Vendor's subcontracting arrangements, if any, and the requirements imposed on subcontractors to ensure compliance with data protection obligations.
  - o Provisions ensuring the Vendor's employees and agents are subject to appropriate confidentiality obligations regarding personal data.

Non-Compliance with this Annex

Vendor must communicate the inability to comply with any of these measures due to extenuating circumstances.