

TERMS OF REFERENCE
Utilizing Zalo Cloud services for information dissemination to Friends of UNICEF

Summary

Title	Utilizing Zalo Cloud services for information dissemination to Friends of UNICEF
Purpose	UNICEF Viet Nam seeks to hire a local-based agency to utilize Zalo Cloud services for information dissemination to Friends of UNICEF
Location	Ho Chi Minh City
Duration	August 2024 – March 2025
Start Date	Estimate from August 1st, 2024

1. Background

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children’s Fund globally and part of the United Nations system in Viet Nam working in close collaboration with the Government and all UN agencies in the country. Guided by the Convention on the Rights of the Child, UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to serve and most at risk.

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 funding opportunities to reach and address the challenges facing children in this country.

In pursuit of this mission, UNICEF is seeking the services of a **local-based agency** to utilize Zalo Cloud services, aimed at disseminating critical child-related information and notifications to targeted audiences. Zalo Cloud services include management of Zalo Official Account (OA), dissemination of Zalo Notification Service (ZNS) and coordination of UNICEF Vietnam’s Mini App on Zalo platform.

2. Justification for Requesting an Agency

Zalo messenger platform is one of the most commonly used social media services in Viet Nam with over 74 million active users. The market penetration of Zalo has become predominant, counting to 400,000 Official Accounts and 5,000 mini apps. UNICEF Viet Nam prospects that utilization of Zalo Cloud services will yield effective delivery of vital information to a target audience in Viet Nam. UNICEF is not a business that can build a platform like Zalo, nor can it develop the Zalo Cloud Service to reach potential donors on Zalo as it does currently. Recognizing the need for specialized expertise in digital communication and messaging platforms customized to Friends of UNICEF in Viet Nam, UNICEF Viet Nam seeks a local-based agency to utilize Zalo Cloud services for information dissemination.

3. Purposes and Objectives

The primary purposes of this engagement are to engage an agency to design and execute the ZNS service with the following objectives:

- Disseminate important child-related notifications, information, and updates via the Zalo platform.
- Enhance outreach and engagement with a wide range of stakeholders, including parents, caregivers, and the Friends of UNICEF.
- Foster timely and accurate communication in the context of child rights and child well-being.

4. Methodology and Technical Approach

The selected agency for utilization of Zalo Cloud services should focus on defining objectives and creating a detailed plan that involves market research, infrastructure setup, content creation and messaging protocols. To enable successful continuation of the services, monitoring and evaluation, knowledge transfer, and documentation handover are also critical to UNICEF Viet Nam.

The technical approach should prioritize robust and secure infrastructure for notification delivery. This includes secure servers, databases, and communication tools. Compliance with data protection and privacy regulations, and message security, is central to our approach. We employ a detailed project timeline for tracking, identifying, and mitigating potential risks, and a comprehensive budget plan aligned with UNICEF Viet Nam's requirements.

5. Scope of Work, Deliverables, and Timeframe

The agency's scope of work will include, but not be limited to:

Deliverable 1: Assessment of communication needs and target audiences (August 2024)

Task: Conduct a comprehensive analysis of communication needs and target audiences.

- Identify target audience: Conduct market research to identify your target audience, including demographics, interests, and online behavior.
- Define key performance indicators (KPIs): Identify the specific metrics that will help measure the success of information dissemination.

Example:

- 30,000 contacts of Friends of UNICEF
- Around 4 messages/month

Deliverable 2: Completion of strategy plan for Friends of UNICEF (September 2024)

Task: Develop a clear and detailed strategy for the Zalo Cloud services (Zalo OA, ZNS, Mini App) based on the communication needs assessment.

- Set up Zalo Official Account, ZNS and Mini App: Ensure that all databases of Friends of UNICEF from Mailjet are transferred to Zalo Cloud services.
- Propose a detailed content strategy that proposes how Zalo could serve as a powerful tool for initiating fundraising campaign, such as enabling direct communication with potential donors, announcement of campaign launches, sharing of compelling stories, images and videos, real-time updates on campaign progress and calls to action, integrated payment gateways through chat interface, automated acknowledgement and appreciation messages for contributions, personalized follow-ups about campaign outcomes. Suggest how these tasks can be effectively distributed and practiced by the three Zalo Cloud services.
- Outline the technical specifications including messaging protocols.

Deliverable 3: Implementation of Zalo Cloud services (October 2024)

Task: Implement the Zalo Cloud Services, ensuring it is functional and accessible to Friends of UNICEF

- Create a content calendar for the initial phase of the Zalo Cloud service and deploy notifications and messages. The initial phase is expected to be around three months.
- Develop clear and concise guidelines for the Zalo Cloud services, including language, tone, and content recommendations.
- Ensure the notifications and messages align with child rights and child well-being principles.
- Develop and implement an opt-in/opt-out mechanism for users to subscribe or unsubscribe from the service.

Deliverable 4: Establishment of monitoring and evaluation framework (November 2024)

Task: Establish a robust monitoring and evaluation framework for the Zalo Cloud services, including key performance indicators (KPIs) and data collection methods

- Regularly monitor the services' performance, including ZNS message delivery rates, user engagement and feedback in Zalo OA and Mini App.
- Generate monthly reports on the services' effectiveness and recommend adjustments as needed, based on quantitative and qualitative data analysis.
- Highlight key achievements, challenges, and recommendations for improvement.
- Ensure that the services remain aligned with communication needs and objectives.

Deliverable 5: Facilitation of knowledge-sharing sessions for effective use of Zalo Cloud services (Ongoing, especially during the initial phase in December 2024)

Task: Facilitate knowledge-sharing sessions and training to disseminate best practices and lessons learned from the Zalo Cloud services.

- Train UNICEF staff or volunteers involved in managing and monitoring the Zalo Cloud services.
- Transfer knowledge on platform management, content creation, and effective communication strategies.
- Share insights on effective digital communication strategies and innovations.
- Provide ongoing guidance and support to ensure capacity development.

Deliverable 6: Provision of technical support and maintenance (Ongoing, with initial setup and adaptation through January to March 2025)

Task: Offer technical support and maintenance for the Zalo Cloud services, assuring its continuous functionality.

- Address any technical issues, bugs, or glitches promptly.
- Stay up-to-date with Zalo platform updates and adapt the service as necessary.

6. Payment Schedules

- First payment: 30% of total contract value (upon the successful completion of Deliverable 1 and Deliverable 2).
- Second payment: 30% of total contract value (upon the successful launch of Deliverable 3).
- Last payment: 40% of total contract value (upon the completion and acceptance of Deliverable 4, Deliverable 5, and Deliverable 6).

The payment schedules are designed to ensure that the agency receives payments at key milestones throughout the project's lifecycle, with the final payment being made upon the successful completion of multiple deliverables related to ongoing service, support, and capacity-building components.

7. Management

The project will be overseen by UNICEF's Strategic Partnership and Marketing Manager, who will work closely with the agency to ensure the successful implementation of the Zalo Cloud services.

8. Qualifications and Experiences Required

Interested agencies should meet the following qualifications and requirements:

- Eight to ten years of proven experience in digital communication, including messaging platforms.
- Must be based in Vietnam.
- Demonstrated experience in utilizing digital platforms for communication, especially in the context of child-related issues.
- Qualified staff with higher education degrees in communication, advertising, public relations, or related fields and a minimum of ten years of relevant professional experience.
- Availability of technical infrastructure for messaging execution.
- Ability to work effectively under tight deadlines and demonstrate multitasking skills.
- Excellent written, oral, and interpersonal communication skills in both English and Vietnamese. Prior experience working with UNICEF and UN agencies is an asset.

9. Structure of the Proposals

Interested agencies are requested to submit two separate proposals:

- Technical Proposal: This should outline the agency's approach, methodology, and relevant experience.
- Financial Proposal: This should detail the agency's budget proposal for the project.

Bidders are required to provide a financial proposal with an all-cost-inclusive budget for all tasks in section 5 of this ToR, and therefore taken together sufficiently to cover the efforts of teams assigned to each assignment. All-

cost-inclusive budget must also include all associated costs such as those required for communications, IT infrastructure, supplies and other forms of “contingencies”, “overhead”, “indirect costs”, “travel” or “administrative expenses”. The budget should take into account any discounts based on volume of business.

Mandatories:

- All prices/rates quoted must exclude all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals. Prices/rates must be submitted in Vietnam Dong (VND).

10. Technical evaluation criteria and relative points

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Agency and Staff (Competence/Reliability)	5
	Range and depth of experience with similar projects - Number of customers - Size of projects - Number of staff per project - Client references	10
	Personnel qualifications: - Relevant experience, qualifications and position with firm	10
Maximum Points for Company and Key Personnel		25
Proposed Methodology & Approach	Strategic approach	15
	Technology solution	15
	Project management, monitoring and quality assurance process	15
Maximum Points for Proposed Methodology and Approach		45
TOTAL Maximum		70

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

Given the complexity, and strong requirement of creativity of the assignment, the ratio between the technical and the financial proposal for this task is 70:30 respectively. Only those proposals that score **55 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 maximum number of points will be allotted to the lowest financial proposal that is technically qualified. All other financial proposals will receive points in inverse proportion to the lowest price.

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.

11. General Conditions

Agencies are required to use corporate bank accounts only (no individual bank accounts shall be accepted for UNICEF's contracts).

No advance payments or deposits shall be disbursed by UNICEF. Payment will be made within 30 days of submission of the corresponding authenticated and accepted validation report, also including:

- a) Invoice
- b) Reference contract number
- c) Proof of delivery of the required tasks and deliverables accepted by UNICEF.

Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.