

Terms of Reference

Documentation of UNICEF interventions and impact on social inclusion to children with disabilities in the province of Kon Tum and Da Nang

Title	Visual documentation of UNICEF interventions and impact on social inclusion across the sectors towards children with disabilities in Kon Tum and Da Nang
Purpose	Using visual creativity, document UNICEF interventions and possible impact in various social sectors in promoting social inclusion and quality services for children with disabilities in the provinces of Kon Tum and Da Nang. The communication assets will be used for public and policy advocacy as well as donor reporting purposes.
Location	Kon Tum and Da Nang
Duration	November-December 2019
Start Date	November 2019
Reporting to	Communication for Development Officer and Chief of Communications

1. Background

Children with disabilities constitute one of the most marginalized groups of children in Viet Nam. Although the social welfare system in Viet Nam through its policies has reached this particular group, there are still major barriers to access quality services and social inclusion for people with disabilities in general and children with disabilities in particular. Across the globe with the equity mandate, UNICEF has prioritized children with disabilities and their rights to development at the center of the agenda. The Government of Viet Nam has made remarkable strides towards improving the lives of Vietnamese people including the most vulnerable such as in addressing the unmet needs of children with disabilities, the government issued the Decision number 1438/QĐ-TTg on the national project aiming at facilitating access to community-based protection, care and education services for children with disabilities.

Nevertheless, the recent Viet Nam Disability Survey (VDS) shows that, in general, 75% of children with disabilities have an opportunity to go to lower secondary schools but only roughly half of them can continue to upper secondary education. The survey also reveals that just 3% of schools have infrastructures accessible to learners with disabilities and about 10% of schools have sanitation facilities accessible to them. Similarly, while 57% of commune health centres have rehabilitative programmes, only

2% of children with disabilities aged 2-15 have received rehabilitation services when getting sick or injured. The 2019 Knowledge, Attitudes and Practices (KAP) study in Kon Tum also states that 75% of families with children with disabilities have almost no knowledge of the rights of their children and very limited knowledge of the Government's policies for the children.

With funding from the Government of Australia, UNICEF Viet Nam has recently accelerated a considerable number of strategic interventions in improving the lives of children with disabilities in the provinces of Da Nang and Kon Tum. The activities range across the social sectors where barriers to social inclusion and access to quality services for children with disabilities are still prominent. These include the sectors of education, health services, child protection, social policy and in the area of cross-cutting communications. Interventions range from evidence generation for system strengthening in social policy such as the conduction of the VDS that was crucial to bridging the data gap nation-wide in this area to physical establishment of specialized resource centres for children with disabilities in the education sector. Best practices based on international experiences were also introduced including in the areas of foster care and respite day care centres in child protection. In the health care sector, capacity development for health staff to carry out rehabilitation and access to early identification for prevention of disabilities was also strengthened. At the national level, focus was given to capacity building for government officials and CSOs on policies that are determinant to improvement in the lives of children with disabilities.

Objectives and specific tasks

Based on the above developments in the area, the consultancy is requested to provide visual documentation of the work by UNICEF and the Government of Viet Nam and other partners in the two mentioned provinces in the effort to realize the rights of children with disabilities.

Specifically, the consultancy is aimed to meet the following objectives and deliverables:

- (1) Through thorough research for development of a good understanding of the UNICEF work in this context and using cutting-edged visual and creative forms (*video footage, animation, human interest stories* etc...), develop a film documenting key interventions across the sectors and areas that highlight UNICEF approaches using the social model and impact. The film should also capture changes across sectors and barriers and gaps hindering the visions as relevant. It should depict clearly a gender lens into the issue where relevant, the importance of the work and its continuity in changing the local landscape and the lives.

Output 1: A 5-7 minute video is made with English subtitles.

Target audience: general public, donors and policy makers

- (2) Develop at least 05 mini clips (30s-1min long) featuring stories of children with disabilities (girls and boys), their voices, challenges and changes if any in life on the basis of the UNICEF work with the local governments. These clips can be used for multiple purposes including social media channels.

Output 2: 05 short clips are made with English subtitles.

Target audience: general public, donors and policy makers

- (3) Develop 04 photo voices and/or human-interest stories in print with creative layout for advocacy events.

Output 3: 04 poster/print versions of the photo voices/human interest stories are made available in English and Vietnamese.

Target audience: donors and policy makers

Specific tasks

1. Conduct research to develop a good understanding of situations of children with disabilities in Vietnam, UNICEF interventions and support to the Government and UNICEF's approach.
2. Develop an overall creative concept and scenario for each deliverable.
3. Draft script, storyboard and film and print production schedule.
4. Assign video producer/cameraman and other relevant staff with adequate audio-video and print production equipment.
5. Conduct meetings to develop the scripts and ideas for the photo voices/HIS with UNICEF technical staff across sections
6. Film relevant video footage and scene to illustrate the story in Kon Tum and Da Nang as well as in project communes/Develop animation as relevant to the approved concept for selected video(s).
7. Conduct video interviews with relevant stakeholders including beneficiaries, stakeholders across the sectors workers and other relevant actors.
8. Edit footage into draft montage mixed with voice over and other relevant sound effects for review and comments by UNICEF.
9. Produce final videos ready to use with voice over in English and Vietnamese in line with UNICEF guidelines for audio-video production, print production and brand image.

Deliverables

No	Key activities/tasks	Deliverables	Timeline (tentatively)
1	Conduct research to develop a good understanding of situations of children with disabilities in Vietnam, UNICEF interventions and support to the Government and UNICEF's approach.	Documentation of the research	2 nd /3 rd week of November, 2019
2	Develop an overall creative concept and scenario for each deliverable.	Presentation is made to UNICEF for the overall creative concept and scenario for each film	3 rd week of November, 2019
3	Draft script, storyboard and film and print production schedule.	Draft script and storyboard for each film and print design concept	4 th week of November, 2019

4	Assign video producer/cameraman and other relevant staff with adequate audio-video and print production equipment.	Production plan	4 th week of November 31, 2019
5	Conduct meetings to develop the scripts and ideas for the photo voices/HIS with UNICEF technical staff across sections	Meeting (s) conducted	December 1-4, 2019
6	Film relevant video footage and scene to illustrate the story in Kon Tum and Da Nang as well as in project communes/Develop animation as relevant to the approved concept for selected video(s) and print designs.	Draft edited video with mixed voice-over and sound effect for comments and review	December 5-15, 2019
7	Conduct video interviews with relevant stakeholders including beneficiaries, stakeholders across the sectors workers and other relevant actors.	List of key stakeholders to be interviewed, interview questions and methods, production schedule and project sites to be visited	December 5-15, 2019
8	Edit footage into draft montage mixed with voice over and other relevant sound effects and print designs for review and comments by UNICEF.	Draft edited video with mixed voice-over and sound effect and print designs for comments and review for agreement until finalization.	3 rd week of December 2019
9	Produce final videos and print versions ready to use with voice over in English and Vietnamese in line with UNICEF guidelines for audio-video production, print production and brand image.	Final edited ready to use videos and prints	3 rd week of December 2019

Travel

The selected firm must make travel arrangements for its personnel to cover the assignments described in this TOR including air tickets, accommodation, insurance, and any other taxes etc. and UNICEF will reimburse expenses for an amount that doesn't exceed the daily subsistence allowance (DSA) rate as promulgated by the International Civil Service Commission (ICSC).

Payment schedule

Payment for the assignment will be made based on achievement of the following deliverables based on the schedule below:

1. Draft script and storyboard for each film and print design concept: 30%
2. Completion of all deliverables: 70%

Reporting

The assignment will be undertaken under the direct supervision of UNICEF Communication for Development Officer and the oversight of Chief of Communications and Advocacy. Relevant children with disabilities technical colleagues across the sections within UNICEF are also available to guide and provide technical support. The producers will have a briefing by UNICEF on cultural and ethical aspects and child safeguarding policy, including confidentiality and consent.

Technical evaluation criteria and relative points

Technical Criteria	Technical Sub-criteria	Maximum Points
Overall Response	Completeness of response	5
	Overall concord between TOR/RFP requirements and proposal, including technical, company profile and financial proposal	5
Maximum Points for overall response		10
Company and Key Personnel	Reputation of Organization and Staff (Competence / Reliability)	5
	Quality assurance procedures	5
	Range and depth of experience with similar works:	5
Maximum Points for Company and Key Personnel		15
Proposed Methodology and Approach	Concept proposal outlining options for the video material	20
	Detailed technological description of tools to be used and innovations in audio-visual production	15
	Description of quality control procedures and assurance of quality products based on previous examples	10
Maximum Points for Proposed Methodology and Approach		45

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

The ratio between the technical and the financial proposal for this task is 70:30 respectively. Only those proposals that score 50 points on the technical proposal will be shortlisted.

Submission

Interested media companies are requested to submit a brief creative proposal outlining the proposed approach, general concept and creative tools for the assignment. The proposal should also outline comparative advantages of the company to undertake the work. Other documents would need to supplement the proposal as per UNICEF's procurement policy for institutional services. Separate costing/budget proposal should also be included in submission.