

## Summary

<b>Title</b>	Building on the experience of developing a mobile app for providing information for VDMA system, develop a new interactive and inclusive digital application for multiple communication devices (laptop/desktop computer and smart mobile devices (smartphone and tablets on Android and IOS platforms) to equip children, families, communities, caregivers and teachers with knowledge on climate change adaptation, air pollution and disaster risk management.
<b>Purpose</b>	The consultancy will contribute to strengthen the overall national climate change adaptation and disaster risk management system and in particular by equipping children, families, communities and teachers with key knowledge of climate change adaptation, air pollution and natural disasters. Building on the DRR / CCA Safe School curriculum being rolled out by MOET, this digital application will be adapted to multiple communication devices in line with GoV's vision on industrial revolution 4.0 and integrating digital learning in the education sector. The approach ensure inclusiveness of out of school children, boys and girls, children with disabilities as well as their caregivers to strengthen community level capacities to cope with the challenges of climate change including air pollution and natural disasters.
<b>Location</b>	Ha Noi, Viet Nam
<b>Duration</b>	Novemer 2019 – 30 June 2020
<b>Start Date</b>	Immediately after signing contract
<b>Reporting to</b>	UNICEF Vietnam - Chief of Social Policy and Governance

## Background

Since the Doi Moi reform began in 1986, Viet Nam has made rapid progress in economic prosperity and human development. Its Human Development Index (HDI) value of 0.694 in 2017 - which puts the country in the medium human development category. Despite these achievements socio-economic challenges remain, especially with regards to constrained productivity, environmental degradation, widening inequality and persistent multidimensional child poverty. A key challenge, with the potential to jeopardize development gains, is more intense and unpredictable natural hazards and climate change-related weather events that are already having significant human impact, especially on vulnerable members of society particularly women and children.

Globally, Viet Nam is ranked as one of the tenth most affected countries by climate change. The Government of Viet Nam forecasts that by 2050, temperature will rise by 1-2 degrees Celsius, potentially causing higher incidences of droughts with greater intensity and increased rainfall that will result in a one-meter sea level rise along the coastal regions. This will likely have bigger impacts on lowland regions with no adaptation measures, with nearly half of the Mekong Delta region – a critical geographic area for food security and economy – particularly at risk.

Among the most extreme natural disasters in the recent years, the 2015-2016 El Niño weather phenomenon caused the most severe drought in more than 60 years to hit several regions of Viet Nam, particularly the Mekong Delta, South Central and Central Highlands that adversely affected an estimated 520,000 children and one million women by malnutrition and acute water shortages. In 2017, there were 16 storms/typhoons and 4 tropical depressions which hit Viet Nam a record high in a decade. In November 2017, Typhoon Damrey, one of the very strong storms to hit Viet Nam in many years, swept through largely poor, rural areas of Viet Nam with deadly force. As a result, 123 people were killed and over 300 people injured. More than 4.33 million people, including 1 million children, were affected by Typhoon Damrey and the subsequent flooding. In 2018, although there were no

major storms to hit Viet Nam, the damages and losses caused by extreme weather events incurred economic loss of estimated USD 860 million.

These climate change-related natural disasters causes an annual economic loss of 0.91 % of annual GDP, lead to reduced income and crop yields, degraded natural resources, damaged or loss of assets and infrastructure, reduced mobility with no access to work or services, increased human diseases with resulting decreased labour productivity. Children's access to food, water and education is threatened during such crises and the pressure on communities increases children's exposure to violence, exploitation and abuse.

Of key concern is that Viet Nam is experiencing severe air pollution in the recent years. According to the World Health Organization (WHO), it is estimated that more than 1,000 deaths among children under 14 every year in Viet Nam are attributable to air pollution. Majority of the deaths re among children under 5 <sup>(1)</sup>. Air pollution affects every child living in both urban and rural areas.

Children are the present and future of Viet Nam, and are agents of change in climate action. The Ministry of Education approved the DRR/CCA Safe School curriculum in December 2018, and rolled out the curriculum to all 63 provinces. UNICEF supported the training of 150 master trainers and regional trainings in the Northern, Central, and Southern regions, and subsequent cascading trainings were covered by DOET budget. MOET commits that from the 2019 / 2020 academic, all Vietnamese school students at all education levels from preschool to higher secondary are now benefitting from this new curriculum that will contribute to increased DRR awareness and resilience of students, teachers, schools and the education system, all critical for quality inclusive education in the context of growing risks associated with disasters and climate change in the country.

Building on this DRR / CCA Safe School curriculum being rolled out by MOET, Viet Nam Disaster Management Authority (VDMA) has requested UNICEF's support to develop a new digital application to equip children, families, communities and teachers with key knowledge of climate change adaptation, air pollution and natural disasters, adapted to multiple communication devices in line with GoV's vision on industrial revolution 4.0 and integrating digital learning in the education sector. The approach seeks to ensure inclusiveness of out of school children, boys and girls, children with disabilities as well as their caregivers to strengthen community level capacities to cope with the challenges of climate change including air pollution and natural disasters.

### Justification

This assignment requires multiple skills with insightful knowledge of Viet Nam disaster risk management, climate change adaptation, air pollution, education system including IT skills. In addition, the assignment requires knowledge and skills in art designs and video photography and creativity. Thus, it requires an institution with experts that can bring a set of technical skills and experience to the VDMA. As this new digital application aims at school children, teachers and caregivers, the institution must has rich experience in working directly with boys and girls of different backgrounds including children with disability and bring these knowledge and skills built in the design and format of the programme.

### Objectives

The objective of the assignment is to provide supports to VDMA:

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<sup>1</sup> WHO report 2018: "AIR POLLUTION AND CHILD HEALTH", Exposure of children to ambient PM2.5 and burden of disease, by country, World Health Organization (WHO), 2016.

- Design a new interactive and innovative digital application on climate change adaptation, air pollution and disaster risk management for children, teachers, and caregivers on digital platforms. The programme includes different modules corresponding to different hazards and or scenarios and can be expended at later stages)
- Work with boys and girls of different backgrounds and bring these knowledge and skills built in the design, format and information content of the programme.
- Test and adapt the key messages in the National C4D Strategy and Action Plans. Develop a programme content that forms part of school-focused community-based action plans to strengthen the knowledge of children and reduce disaster risks, build resilience and prevent casualties, damages and losses.
- Work with the Ministry of Education and Training to include the programme in the school's extracurricular.
- Partner with various stakeholders such as the Organizations for People with Disabilities (OPD), NDPC emergency response force to validate and ensure accessibility of the programme and information content to children with disabilities, ethnic minority children, rural-urban children.
- Present with children group in relevant events during the launch the programme on the occasion of National Week on Natural Disaster Prevention and Control in 2020.

### Specific Tasks / Expected Deliverables

Task	Deliverable <i>(produced in Vietnamese and English)</i>	Time Frame <b>(indicative)</b>
<p>Task 1: <b><u>Research methodology, tools and desk review</u></b></p> <p>a. Conduct landscape analysis (in country, and region) by reviewing similar existing programmes on digital platforms, identify their strengths, weaknesses, lessons learnt, challenges and solutions for the development of the programme and maintenance at later stage.</p> <p>b. Conduct desk review including review the draft National C4D Strategy and Provincial Action Plans, and identify any gaps so that the new digital application addresses the entire spectrum of climate change adaptation including air pollution.</p> <p>c. Develop a work plan, highlight the scope of work and the methodologies that ensure the participation of and consultation with boys and girls of different backgrounds (socio-economic status, rural, urban, disability), caregivers and concerned stakeholders. A video(s) describing the programme development and the children consultation process shall be produced.</p>	<p><b><u>Deliverable 01:</u></b></p> <ul style="list-style-type: none"> <li>- Draft Inception Report on task 1.a, 1.b and 1.c</li> <li>- Draft Work Plan with specific timelines and proposed methodologies.</li> </ul>	<p>November-December 2019</p>
<p>Task 2: <b><u>Develop options for design, format and content</u></b></p>	<p><b><u>Deliverable 2:</u></b></p>	<p>December 2019</p>

<p>a. Consult with and get approval from VNDMA and UNICEF about the work plan, the preliminary child-friendly user interface design on the digital application, the main components/modules and the functions of the programme on the digital platforms.</p> <p>b. Preliminary consultations with children to develop options of designs, formats, key messages / information (from the C4D Strategy) of the programme run on laptop/desktop computer and smart mobile devices (smartphone and tablets on Android and IOS platforms).</p> <p>c. Finalize the workplan and inception report.</p>	<ul style="list-style-type: none"> <li>- Final inception report.</li> <li>- Approved work plan.</li> <li>- Proposed options of designs and formats of the programme run on laptop/desktop computer and smart mobile devices (smartphone and tablets on Android and IOS platforms).</li> </ul>	
<p><b>Task 3: <u>Field testing of designs, formats, and information content</u></b></p> <p>a. Provide support in consultation/structured interviews with MOET, CCNDPC agencies, ministerial level organizations on the programme.</p> <p>b. Conduct field testing in 3 provinces (one in the South, one in the central and one in the North) to consult with boys and girls, caregivers, teachers, NDPC emergency response force and concerned stakeholders of different backgrounds on the design, formats, contents and décor.</p>	<p><b><u>Deliverable 3</u></b></p> <ul style="list-style-type: none"> <li>- Consultations/structured interviews conducted.</li> <li>- Two field visits conducted, final design, formats, contents and décor submitted</li> <li>- Field report on engagement with boys and girls, caregivers and concerned stakeholders for revision of the programme.</li> <li>- Support provided for the development of the digital programme run on laptop/desktop computer and smart mobile devices (smartphone and tablets on Android and IOS platforms)</li> </ul>	<p>January – February 2020</p>
<p><b>Task 4: <u>Finalization</u></b></p> <p>a. Provide support for trials, conduct one field visit to consult with the trial users in one of the locations in task 3.</p> <p>b. Adopt comments/feedbacks and provide support to VDMA to finalize the programme.</p> <p>c. Develop a plan for operating and maintenance and regular updates including security issues. .</p>	<p><b><u>Deliverable 04</u></b></p> <ul style="list-style-type: none"> <li>- Support provided, quality assurance conducted for finalization of the programme after having adopted all comments/feedbacks of stakeholders.</li> <li>- Video(s) describing both the programme development and the children consultation process.</li> <li>- Support provided to VDMA together with children to launch and present the programme at relevant events of the National Week of NDPC 2020.</li> </ul>	<p>March – June 2020</p>

Duration: The timeframe for this consultancy is between 01 November 2019 – 22 May 2020.

## Management

The consultant will be working under the supervision of the Chief of Social Policy and Governance Programme and Chief of Communication and Advocacy. The supervisor of this consultancy will also work closely with the key staff of other UNICEF programme sections. The UNICEF DRR Specialist and C4D specialist will be assigned as the focal point for the consultancy and will provide technical inputs and support as needed.

## Payment Schedule

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

1. Completion of deliverable 01: 25%
2. Completion of deliverable 02 and 03: 45%
3. Completion of deliverable 04: 30%

## Performance indicators for evaluation

- Quality of deliverables meet the standards set by UNICEF and specifications outlined in the contract.
- Deliverables are submitted in a timely manner as indicated in the contract.
- Technical assistance delivered in a contextualized and tactful manner, drawing on the inputs from the partners.
- Performance evaluation will be completed at the end of the assignment.

## Qualification

The institution should have:

1. Ability in conducting researches on DRR, CC and air pollution linked to education, social and culture issues and human/children interaction and behaviour with digital platforms.
2. Ability and proven experience in crafting in developing and producing creative products on children issues, particularly relating to DRR, CC and CCA.
3. Relevant experience to Viet Nam's context, especially in working with children, children with disability, young parents in rural, ethnic minority areas as well as other groups of disadvantaged children.
4. Qualified staff with a minimum of 7 years of relevant professional experience: entertainment-Education, anthropology, children, videos and photography, mass and social media, IT, digital platforms and.
5. Availability of technical equipment for creative concepts and execution.
6. Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines.
7. Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).
8. Working experience, and knowledge on IT and digital platforms is assets.

## Structure of the Technical Proposal

Institution interested are required to submit a detailed technical proposal including the following:

1. Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and assignments, including the samples (e.g. reports, materials, products) of past relevant works.
  2. Details of the proposed team for the assignment including the following information:
    - Title/Designation of each team member on the project
    - Past experience in working on similar project and assignments – List similar projects they worked on and their roles on the project.
    - The team needs to include different members who have background and working experience in the following key fields: children including CWD and education, DRR & CC and CCA, communication and creativity, IT and digital platforms.
  3. Provide a brief summary of the approach which the agency would take to meet the specific objectives and deliverables outlined above.
- *Submissions must be made in English.*
  - *No price information should be contained in the technical proposal.*
  - *Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.*

### Evaluation process and methods

Weighted ratio between the technical and the price criteria: (80:20)

Such the proposed programme is new and not available in Viet Nam. Given the newness, complexity, and strong requirement of innovative and creativity of the assignment, the ratio between the technical and the financial proposal for this task is 80:20 respectively. Only those proposals that score 70% of technical 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 80 points is allocated to the technical component and 20 points for the price component, with a maximum possible total score of 100 points.

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. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

In making the final decision, UNICEF considers both technical and financial aspects. The evaluation panel first reviews the technical aspect of the offer, followed by the review of the financial offer of the technically compliant vendors.

The proposals will be evaluated against the following two elements:

a) Technical Proposal

Criteria		Points
<b>1</b>	<b>Company Information</b>	5
1.1	Legal Structure (Registration and taxes)	
1.2	Years of expertise and experience	
1.4	Financial capacities (Statement on consolidated sales and revenue in the past 5 years)	

<b>2</b>	<b>Technical Expertise</b>	<b>30</b>
2.1	Relevance of the approach to meet the specific objectives and reach the specific target audience	
2.2	Present/prior experience working with high profile customers (name of clients and project engagements)	
2.3	Technical services (Equipment, studio facilities, outsourcing suppliers, placement services)	
<b>3</b>	<b>Personnel</b>	<b>15</b>
3.1	Management position and technical competences (CV)	
3.2	Number of key staff assigned to the project management	
<b>4</b>	<b>Innovative and Creative portfolio</b>	<b>30</b>
4.1	Past work samples in developing and executing the creative project/programme on children issues	
4.2	Samples of creative designs developed and executed	
4.3	Samples demonstrated impact of the creative project/programme on children issues developed and implemented relating to DRR & CC and CCA	
	<b>Total</b>	<b>80</b>

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. Please make sure to have separate line items in price proposal for the following:

- Strategy and planning
- Creative Conception and Execution
- Field visit, consultation - data collection
- Designing and development process and options
- Consultation and finalization of the products

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals
- The total amount of points allocated for the price component is 20. (The maximum number of points will be allotted to the lowest price proposal of the technically qualified proposals).
- UNICEF will award the contract to the vendor whose response is of high quality and meets the specific objectives.