

UNICEF Lebanon Terms of reference (TOR) for LTA

PROJECT/ASSIGNMENT TITLE: Edutainment for Social and Behavioural change

WORKPLAN CODE NUMBER:

Specific Intervention Code: A.5.5.2.2

Activities:

- Develop and organize Edutainment activities for child right promotion and key behaviours linked to program priorities

1. Objectives:

The goal of this assignment is to use edutainment to contribute to Social and Behavioural Change. improve knowledge, attitudes, and behaviors of people towards key UNICEF issues.

Output:

In order to achieve this, the selected institution will:

- Design, plan, and implement edutainment activities that promote behaviours and attitudes that answer to UNICEF's key areas and emergency needs

2. Background

Edutainment is about combining an engaging form of entertainment with a relevant educational message. Entertainment appeals to the emotions of the audience. Once the audience is engrossed in the entertainment, the relevant educational message can be blended in gradually, naturally, and subtly. The educational message appeals to the mind and the logic of the audience. Edutainment, therefore, employs a combination of emotional appeal and relevant knowledge to demonstrate and communicate the benefits that can result from a change in personal behavior and social norms.

Edutainment contributes to social change in two ways. First, it can influence members' awareness, attitudes, and behavior toward a socially desirable end. Here the anticipated effects are produced in the individual audience members. Second, it can influence the audience's external environment to help create the necessary conditions for social change at the system level.

Based on literature and case studies produced globally since 1950, research-based edutainment approaches can be very effective in addressing harmful behaviors and practices at the community level, as well as in promoting alternative behaviors. In the framework of Social and Behavior Change Communication, edutainment aims at promoting community dialogue, debates and guiding the public in identifying negative and positive models, thus catalyzing and triggering broader social change.

The main objective is to enable people and communities to make healthy choices by creating supportive environments, building healthy public policy, reorientating services, facilitating community involvement and building personal skills. Popular entertainment gets people talking and thinking. It aims not only to reach large audiences, but to make a difference to the quality of their lives as well.

Edutainment is not defined as a theory but rather a strategy to bring about individual and social change. It uses popular entertainment formats to tackle serious social issues in an innovative and entertaining way, moving

people's emotions. Through carefully crafted stories, social issues are woven into popular dramas, which have the potential to reach millions

UNICEF Lebanon has a history of using edutainment as one of the tools to achieve behavioral change on key programmatic priorities. UNICEF Lebanon is looking for an institution who can design and implement edutainment initiatives. The institution will sign a long-term agreement with zero value and based on UNICEF request will provide services as per the signed LTA.

3. Purpose of Assignment and Scope of work:

UNICEF Lebanon is looking for an institution who is can design, develop and implement edutainment initiatives around key priorities on child rights. This may include designing, planning and/or conducting community-level edutainment activities including: community theater shows, plays, TV series, games, rally papers, videos, storytelling, puppet show etc. innovative initiatives that take into consideration COVID-19 preventive measures and the current economic situation (e.g. lack of fuel) in Lebanon are encouraged.

The definition and scope of activities provided is intended to be somewhat broad in nature. This will allow some flexibility on the part of potential proposers to propose how their team's skill sets and institutional infrastructure could best address the desired services and results given the variety of key priorities in which UNICEF works. This will also allow UNICEF to contract successful proposers on different edutainment needs on various UNICEF key priorities.

However, although the topic and the activity themselves may vary based on UNICEF priorities (health, wash, COVID-19, Child protection, Gender Based Violence, Early Childhood Development, and child rights) the way of designing and implementing the activities does not:

1- Designing the Activity:

- Based UNICEF program needs and key priorities, develop a concept note suggesting the types of activities.
- Once approved and discussed with UNICEF, facilitate participatory message and activity design and content creation involving children, families, communities, and target populations. The messages and activity should be in line with UNICEF values, evidence, education principles and practices.

2- Implementing the activity:

- Implement activities in coordination with UNICEF field offices and other UNICEF partners

3- Monitoring and Evaluating the activity:

- Report on conducted activities on the identified platforms and within the deadline identified by UNICEF
- Document good practices and report any gap in information, needs in the field
- Re-adjust the activity when it is needed
- Develop human stories, and success stories
- Provide weekly plan to UNICEF offices to monitor activities.

4. Deliverable: Specific service / outputs to be delivered at a specific time as per stated objectives and performance / quality requirements

The contracted institution will have a long term arrangement (LTA) and deliverables will vary based on the needs and it might include:

- Design and develop edutainment initiative that would be easily replicated at later stages (it will be called the edutainment product)
- Develop and prepare tools that is needed during the implementation (characters, story, items needed...)

- Implement edutainment initiatives (the edutainment product could be designed previously by another institution, so flexibility in implementing product designed by other is encouraged with some adjustment to fit the capacity of the implementing agency/institution)
- Provide capacity building to another implementing partner to use “the edutainment product” independently

5. Methodology

The contracted institution will be called upon need to provide one specific service or several services in an identified period.

It is expected that the institution will lead the implementation of activities after approval and endorsement of content from UNICEF and other relevant stakeholders.

Creation and pre-testing of creative concepts and messages

The LTA is managed by C4D section, but the contracted institution should be flexible to accept requests from other UNICEF programs.

6. Responsibilities:

Contracted institution:

- Design and produce needed supporting materials for the implementation of the initial plan, if UNICEF would like to scale up the initiative and expand the use of the Edutainment product by its implementing partners, then UNICEF will lead on the production.
- Ensure donor visibility
- Submit regular report based on a template shared by UNICEF
- Document the implemented activities: reports, pictures...
- Arrange the necessary security and travel arrangements for the staff and consultants to undertake any field travels related to the assignment.
- Conduct field visits, meeting stakeholders, online session as per need
- Coordinate with local stakeholders on implementation of the activities as necessary

The UNICEF's C4D section is responsible to:

- Share with the institution existing materials and any relevant documentation.
- Define the scope of the activity, contact person, and expected results
- Ensure the coordination with the UNICEF Zonal Offices for needed field visits
- Revise and endorse all drafts of the content and concepts
- Provide overall technical guidance/oversight on the implementation of the assignment, in particular in terms of time management to ensure delivery of service on time.
- Coordinate with programme sections and partners
- Coordinate with line ministries if needed
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7. Reporting requirements:

- Summary report of each activity with detailed report
- It has to include:
 - o The feedback/evaluation from participants
 - o Lessons learnt
 - o Finding of the field visit with recommendation for further support if any

8. Qualification Requirements:

Education: University degree in Arts (theater, performing arts, visual arts, etc) for the team lead and a certificate in these fields for the team implementing.

Work Experience: Ten years (at least the team lead) in progressively responsible work experience in edutainment, concept and content development on key issues in the humanitarian field in Lebanon, including two years in

Lebanon. A work experience in the Human-rights based and equity approach programming applied to community participation would be an asset.

Critical Competencies:

- Ability to articulate messages in creative powerful way
- Knowledge of current developments in the fields of communication theories and edutainment, message delivery, community organization and participation
- Ability to coordinate with municipalities and local stakeholders
- Demonstrated experience in communication/social mobilization
- Ability to organize and implement edutainment activities
- Ability to express clearly and concisely ideas and concepts in written and oral form.
- Computer skills, including internet navigation, and various office applications.
- Knowledge and work experience in emergency settings is an asset
- Knowledge of local culture and ability to adapt content, messages and activities accordingly
- Knowledge of gender sensitive programming
- Ability to work with people from diverse background

Languages: Fluency in English and Arabic is required, all edutainment product should be designed and implemented in Arabic. The institutions is required to provide an English version for review (e.g. script, treatment, concept note...)

The institution should have experience in the production and implementation of relevant edutainment activities. It should ensure the availability of at least 2 advanced edutainment experts for the concept creation and activity design of each activity.

9. Expected Budget for the Consultancy and Terms of Payment

Expected budget: LTA

Payment term: Upon delivery of services

Payment condition: Timely and quality delivery of agreed milestone upon delivery of each service

Payment method: Bank transfer

10. Timing:

The LTA will be signed for one year with possible extension for two years based on satisfactory performance, office needs and market price.

11. Duty Station: will be identified based on the scope of the work, capacity building will be conducted all over Lebanon based on the need.

12. Evaluation of the proposals:

12.1 Technical Evaluation:

The Technical Proposal should address all aspects and criteria outlined in this Request for Proposal, especially in the Terms of Reference detailed in Section 3 and 8 of this Request for Proposal. UNICEF welcomes new ideas and innovative approaches. Technical proposals must be complete and provide all relevant support documentation in English to enable the RFP Evaluation Team to adequately assess and evaluate the Proposal.

At a minimum, the Technical Proposal must include:

Criteria	Breakdown of Marks	Marks	Benchmarks
- Overall response to UNCEF request for proposal (RFP)	(5)	10	- Valid registration document, VAT. Relevant company profile of at

and understanding method of submission. - Company profile (official registration, scope of works, etc.)	(5)		least half page. Willingness to travel to Lebanon and zonal offices.
- Samples of previous work on social issues (a minimum of 5 samples are required with background information, purpose, design process, implementation and evaluation (with photo or internet link)	Each sample (5)	25	- Quality of messages, diversity of initiatives, level of creativity and innovation
- Proof of expertise and quality design and implementation of edutainment activities (a minimum of 3 letters of reference are required)	Each reference letter (5)	15	- quality of experience and work with the institution
- Mobilization plan (human resources and equipment) for the implementation of the project taking	One team leader with 10 years experience (4) Minimum 6 CVs of qualified executors (6)	10	- Minimum 2 advanced edutainment experts for the concept creation and activity design of each activity
- Innovative ideas and methodology proposed	Provide ideas and methodologies	10	- Innovative initiatives that ensure a participatory approach with community
TOTAL		70	

12.2 Financial offer

Financial offers will be evaluated out of 30 points and must be submitted in a separate envelope. Minimum 70% of 70 (49) on the technical evaluation will be considered for next step of submission (financial evaluation).

12.3 Bidders are requested to submit the following in English:

- Company profile (official registration, scope of works, etc.)
- Samples of previous work on social issues (a minimum of 5 samples are required with background information, purpose, design, implementation and evaluation (with photos))
- Proof of expertise and quality design and implementation of edutainment activities (a minimum of 3 letters of reference are required)
- Mobilization plan (human resources and equipment) for the implementation of the project taking
- Ideas and methodology proposed

13. Administrative issue

The contract is supervised by the UNICEF Lebanon's Chief of C4D and C4D specialist is the Focal Point for regular follow up on all other daily tasks and communication necessary to move forward in the assignment schedule and will be accessible by phone and e-mail.

The institution's team members are expected to be physically present in Lebanon during the period of the assignment and work remotely with frequent visits to UNICEF's office in Beirut, as well as some visits to Zonal offices. **Transportation/accommodation to and from the field as well as in trainings, should be estimated and**

outlined in the budget proposal submitted by the institution prior to contract signature with UNICEF. Any fee outside this contract will not be covered by UNICEF.

Bidders are requested to provide an all-inclusive cost in the financial proposal, including all cost implications for the required service / assignment.

14. Conditions

Quote should take into consideration the Attached budget template