

TERMS OF REFERENCE

Section:	Communication for Development Section	Date:	27 November 2019
Title:	Contractor to organize Social Behaviour Change / Communication for Development National Summit in Beirut, Lebanon	Duty station:	Beirut
Reporting to:	Chief of C4D	Contract type:	Institutional Contract
Duration:	A. Technical support: 60 working days (during a period of 2 -5 months) B. Logistical support: 40 working days (during a period of 2-5 months)	Start date:	Between Q4 2019 and Q1 2020

Section	Content
Background	<p>Communication for Development (C4D) or Social and Behaviour Change Communication (SBCC) has been an important aspect of development programming over decades. Today C4D is defined at UNICEF as the strategic use of communication, research and participatory community engagement to promote positive and measurable behaviour and social change. C4D is an evidence-based process that utilizes a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts. It draws on learnings and concepts from the social, behavioural and communication sciences.</p> <p>In the context of Lebanon, while the early years had a heavy focus and reliance on production of Information Education and Communication (IEC) materials for what was one-way communication from experts to target audiences, the latter years have seen increased participation of communities in situation analyses and decisions about communication channels and products in order to facilitate lasting changes in individual behaviours, community and socio-political factors. UNICEF Lebanon has also been working with multiple partners to defend children's lives and rights by applying C4D which is contributing to various programmatic areas such as Child Protection, Education, Health, Water and Sanitation, Hygiene, etc.</p> <p>In this regard, UNICEF Lebanon aims to organize the first ever national summit on C4D/SBCC in Lebanon in December 2019. The summit aims to provide a platform for government, donors, practitioners, scholars, media and other stakeholders to take stock of how far Lebanon has come with SBCC practice, where it is now and future vision for coordination among stakeholders and government leadership.</p>
Purpose and Objectives	<p>UNICEF Lebanon will organize the first national Communication for Development (C4D) / Social and Behaviour Change Communication (SBCC) National Summit in Lebanon in December 2019. The summit aims to better understand what works in shifting social norms, changing behaviours and in amplifying the voice of those who have most at stake in the success of development efforts to raise awareness and to accelerate development impact in Lebanon. At the end of the summit, recommendations and action points will be made which will inform and add values to the future programming and activities of the practitioners and relevant actors.</p>

Scope of work

The contractors are invited to apply either or both **A. Technical Support** and **B. Logistical Support**. **Please clearly indicate which support you will be bidding for.**

A. Technical Support

1. Preparatory Phase

- Develop the C4D / SBCC summit concept note based on discussions with the C4D section and recommend topics and articulation of the format of the conference (objectives, scope, people to apply, etc.).
- Ensure coordination mechanism with government taking an activity role (participating in the summit, invite MOSA to talk about the initiative).
- Ensure involvement of academia and private sector who are engaged in SBCC.
- Propose list of relevant keynote speakers and panellists for discussion and agreement with UNICEF.
- Prepare the call for applicants and manage the organization, clustering and selection of the received papers, posters and briefs in coordination with UNICEF team.
- Set criteria for selection of papers, posters and briefs in coordination with UNICEF.
- Liaise with the communication team to decide how to create an online platform to receive the papers and to register participants (depending on the decision, sub-contract)
- Be in charge with the communication with all applicants and follow-up with the selected speakers and panellists.
- Coordinate with the C4D summit logistic support consultant / company for their travel and logistics.
- Design the layout of the day:
 - i. One Keynote speaker (and we try to get high level speakers who will set the theme and pace and get everyone exited)
 - ii. 2 Panels (and group the papers received into two main panels)
 - iii. Market style presentation of the rest of the received articles, briefs and posters.
- Develop and provide the standard templates for the panels / market style presentation slides and communicate with the selected participants.
- Develop a detailed program of the summit and a small booklet on the speakers and the session in consultation with UNICEF.
- Coordinate with the C4D Summit logistic support consultant / company on the design and the printing of the detailed program and booklet.
- Prepare content brief per session in addition to the list of questions the speakers would like to be asked.
- Organize a preparation session with the panellists to discuss panel and flow prior to the summit day.
- Draft a press-release to be shared with UNICEF communication section.
- Draft invitation letters to the Key line ministries/ speakers and panellists in coordination with UNICEF.

2. Implementation Phase (on the day of the summit)

- Keep notes of the discussions and recommendations during the summit.
- Re-write the recommendations, agree with UNICEF and stakeholders share in the closing of the summit for endorsement.
- Share real time content on social media in consultation with the UNICEF communication team

3. Review Phase (after the summit)

- Develop a final narrative report showing the overall conduct and suggestions (introduction and background, summit summary report, summary of key issues discussed in the summit, panel speakers, feedback from participants, etc.).
- Develop one pager for key learnings of the process and summit for Knowledge Management
- Develop a power point presentation of the final narrative report.
- Create a short video on the conference (select the highlights in consultation with UNICEF)
- Create database for all participants and organizations for future communication

B. Logistical Support

1. Preparatory Phase

- After concept note is created, decide on the venue in coordination with logistic section
- Coordinate panellists’ travel and logistics in coordination with administration section
- Design the layout of the day and communicate with the venue
- Support the design and the printing of the detailed program and booklet
- Protocol arrangements for VIPs (e.g. ministers).
- Ensure the room is properly arranged and ready for the summit.
- Ensure all required audiovisual equipment is available in the room.
- Ensure light catering as well as service maintenance are promptly available as would be required for all equipment / services and facilities in and around the meeting rooms.
- Design and create name tags/badges for all participants, speakers / facilitators, media, VIPs, etc.
- Arrange pens and writing pads for participants.

2. Implementation Phase (on the day of the summit)

- Arrange and manage participants’ registration on site.
- Manage all activities and volunteer staff (if any) during the conference.
- Supervise the conference venue.
- Oversee the contracting of all service providers, suppliers and other consultants involved in the organization of the summit.
- Supervise welcoming participants and other involved.
- Support efficient distribution of materials that will be used at the conference.

3. Review Phase (after the summit)

- Develop a final financial report detailing expenditure (and income) with supporting documents.

Deliverables and Schedules

The contractors are responsible for **A. Technical Support** AND / OR **B. Logistical Support**. Please clearly indicate which support you will be bidding for.

A. Technical Support

Tasks/Milestone:

Deliverables/Outputs:

Timeline:

<p>Preparatory Phase:</p> <ul style="list-style-type: none"> • Develop the C4D / SBCC summit concept note • Manage the selection of keynote speaker and panellists • Plan the schedule and layout of the day of summit • Develop a detailed program of the summit and a small booklet on the speakers and the session in consultation with UNICEF. • Coordinate with the C4D Summit logistic support consultant / company on the design and the printing of the detailed program and booklet. • Organize a preparation session with the panellists to discuss panel and flow prior to the summit day. • Draft a press-release to be shared with UNICEF communication section. 	<ul style="list-style-type: none"> • Inception report with tasks and expected deadlines 	5 working days	
	<ul style="list-style-type: none"> • Concept note with recommended topics and articulation of the format of the conference is created 	5 working days	
	<ul style="list-style-type: none"> • List of relevant keynote speakers and panellists for discussion and agreement with UNICEF is created 	5 working days	
	<ul style="list-style-type: none"> • Online platform to receive the papers and to register participants is created 	5 working days	
	<ul style="list-style-type: none"> • Layout of the day is planned 	2 working days	
	<ul style="list-style-type: none"> • Detailed program and a small booklet of the speakers / session is created and printed 	10 working days	
	<ul style="list-style-type: none"> • Content brief per session is created 	8 working days	
	<ul style="list-style-type: none"> • Press-release is created and shared with UNICEF communication section 	5 working days	
	<ul style="list-style-type: none"> • Standard templates for the panels / market style presentation slides are created 	5 working days	
	<p>Implementation and Review Phase:</p> <ul style="list-style-type: none"> • Keep notes of the discussions and recommendations during the summit. • Re-write the recommendations, agree with UNICEF and stakeholders share in the closing of the summit for endorsement. • Share real time content on social media in consultation with the UNICEF communication team • Develop a final narrative report showing the overall 	<ul style="list-style-type: none"> • Notes and recommendations are documented and endorsed at the closing of the summit • Real time content on social media is shared 	1 working day
		<ul style="list-style-type: none"> • Final narrative report showing the overall conduct and suggestions is developed. 	3 working days
		<ul style="list-style-type: none"> • Power point presentation of the final narrative report is developed. 	2 working day
		<ul style="list-style-type: none"> • Short video on the conference 	2 working day
		<ul style="list-style-type: none"> • One pager for key learnings of the process and summit 	1 working day

<p>conduct and suggestions (introduction and background, summit summary report, summary of key issues discussed in the summit, panel speakers, feedback from participants, etc.).</p> <ul style="list-style-type: none"> • Develop a power point presentation of the final narrative report. • Support the creation of a short video on the conference (select the highlights in consultation with UNICEF). 	<p>for Knowledge Management is developed</p>	
	<ul style="list-style-type: none"> • Database for all participants and organizations for future communication is created 	<p>1 working day</p>
<p>Total working days: 60 working days</p>		
<p>B. Logistical Support</p>		
<p>Tasks/Milestone:</p>	<p>Deliverables/Outputs:</p>	<p>Timeline:</p>
<p>Preparatory Phase:</p> <ul style="list-style-type: none"> • Coordinate with venue • Coordinate with participants on their travel • Support design and printing of materials • Prepare stationaries 	<ul style="list-style-type: none"> • Decide on the venue in coordination with logistic section • Design the layout of the day and communicate with the venue 	<p>10 working days</p>
	<ul style="list-style-type: none"> • Coordinate panellists' travel and logistics in coordination with administration section • Protocol arrangements for VIPs (e.g. ministers). 	<p>10 working days</p>
	<ul style="list-style-type: none"> • Support the design and the printing of the detailed program and booklet 	<p>15 working days</p>
	<ul style="list-style-type: none"> • Ensure the room is properly arranged and ready for the summit. • Ensure all required audiovisual equipment is available in the room. • Ensure light catering as well as service maintenance are 	

		promptly available as would be required for all equipment / services and facilities in and around the meeting rooms.	
		<ul style="list-style-type: none"> • Design and create name tags/badges for all participants, speakers / facilitators, media, VIPs, etc. • Arrange pens and writing pads for participants. 	2 working days
	<p>Implementation and Review Phase:</p> <ul style="list-style-type: none"> • Ensure smooth operation on the day of summit • Develop financial report after the summit 	<ul style="list-style-type: none"> • Arrange and manage participants' registration on site. • Manage all activities and volunteer staff (if any) during the conference. • Supervise the conference venue. • Oversee the contracting of all service providers, suppliers and other consultants involved in the organization of the summit. • Supervise welcoming participants and other involved. • Support efficient distribution of materials that will be used at the conference. • Develop a final financial report detailing expenditure (and income) with supporting documents. 	3 working days
	Total working days: 40 working days		
Timing	<p>Duration of assignment:</p> <p>A. Technical Support: 60 working days (within 5 months)</p> <p>B. Logistical Support: 40 working days (within 5 months)</p> <p>Start date: Between Q4 2019 and Q1 2020</p>		

Reporting Requirements	The Contractor will report directly to UNICEF Lebanon’s Chief Communication for Development Section.																																			
Profile Requirements	<p>A. Technical Support</p> <ul style="list-style-type: none"> • A minimum of 8 years of experience and / or research in SBCC (social and behavioral change communication), Communication for Development (C4D) or other related areas • Proven event management experience • Proven ability to multitask effectively • A strong understanding of UNICEF's mission and vision as well as its programmes through direct or indirect work experience with UNICEF. • Experience in organising large conferences and events will be an added advantage • Excellent coordination skills • Client oriented and resourceful • Capability to work under time pressure • Excellent written and oral communication skills in English AND Arabic <p>B. Logistical Support</p> <ul style="list-style-type: none"> • Experience in organising large conferences and events • Proven event management skills • Excellent coordination skills • Effectively communicate with suppliers, retailers, customers etc • Understanding of UNICEF’s administrative and logistic work will be an added advantage 																																			
Evaluation Process and Method	<p>Technical Evaluation Criteria:</p> <ul style="list-style-type: none"> • <i>Service Providers are encouraged to ensure they meet the below requested evaluation and qualification criteria;</i> • <i>Technical evaluation is composed of 80 points;</i> • <i>Minimum successful score for the technical evaluation is 60 points.</i> <table border="1" data-bbox="296 1397 1485 2105"> <thead> <tr> <th colspan="4" data-bbox="296 1397 1485 1435">Evaluation criteria</th> </tr> <tr> <th colspan="4" data-bbox="296 1435 1485 1491">A. Technical Support</th> </tr> <tr> <th data-bbox="296 1491 823 1529">Criteria</th> <th data-bbox="823 1491 932 1529">Marks</th> <th data-bbox="932 1491 1334 1529">Benchmarks</th> <th data-bbox="1334 1491 1485 1529">Comments</th> </tr> </thead> <tbody> <tr> <td data-bbox="296 1529 823 1675">In-depth knowledge of the team leader in the area of SBCC and C4D in Lebanon and globally</td> <td data-bbox="823 1529 932 1675">20</td> <td data-bbox="932 1529 1334 1675"> <ul style="list-style-type: none"> • Provide resume of the team leader • Provide brief concept note </td> <td data-bbox="1334 1529 1485 1675"></td> </tr> <tr> <td data-bbox="296 1675 823 1787">Expertise of the team leader in multi-stakeholder management</td> <td data-bbox="823 1675 932 1787">20</td> <td data-bbox="932 1675 1334 1787">Provide resume of the team leader</td> <td data-bbox="1334 1675 1485 1787"></td> </tr> <tr> <td data-bbox="296 1787 823 1899">Experience of the team in the implementation of similar events</td> <td data-bbox="823 1787 932 1899">20</td> <td data-bbox="932 1787 1334 1899">Provide previous report/document developed in relation to the subject matter</td> <td data-bbox="1334 1787 1485 1899"></td> </tr> <tr> <td data-bbox="296 1899 823 2011">Previous experience with UN agencies, and governmental and non-governmental organizations</td> <td data-bbox="823 1899 932 2011">10</td> <td data-bbox="932 1899 1334 2011">Provide resume of the team members</td> <td data-bbox="1334 1899 1485 2011"></td> </tr> <tr> <td data-bbox="296 2011 823 2105">In-depth insight of social media and communication</td> <td data-bbox="823 2011 932 2105">10</td> <td data-bbox="932 2011 1334 2105">Provide previous report/video, communication plan</td> <td data-bbox="1334 2011 1485 2105"></td> </tr> </tbody> </table>				Evaluation criteria				A. Technical Support				Criteria	Marks	Benchmarks	Comments	In-depth knowledge of the team leader in the area of SBCC and C4D in Lebanon and globally	20	<ul style="list-style-type: none"> • Provide resume of the team leader • Provide brief concept note 		Expertise of the team leader in multi-stakeholder management	20	Provide resume of the team leader		Experience of the team in the implementation of similar events	20	Provide previous report/document developed in relation to the subject matter		Previous experience with UN agencies, and governmental and non-governmental organizations	10	Provide resume of the team members		In-depth insight of social media and communication	10	Provide previous report/video, communication plan	
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Total	80			
B. Logistical Support				
Criteria	Marks	Benchmarks	Comments	
Proven experience in organising large conferences and events	30	Provide resume/company profile and previous reports		
Experience of the team in the implementation of similar events	20	Provide resume/company profile and previous reports		
Previous experience with UN agencies, governmental and non-governmental organizations	20	Provide resume/company profile and previous reports		
Proven ability to multitask and coordinate with different stakeholders	10	Provide resume/company profile and previous reports		
<p>Financial evaluation Criteria: <i>Only bidders obtaining the minimum pass mark in the technical evaluation (60 points) will be considered for the financial evaluation;</i> <i>Financial evaluation is composed of 20 points. The lowest financial offer will obtain 20 points.</i></p>				
Administrative Issues & Logistical Activity	<p><u>Administrative issues:</u></p> <ul style="list-style-type: none"> • The overall review process will be led by the UNICEF LCO. • The team will be working directly with UNICEF LCO and report to this organization for technical guidance. • The institution should have a team leader who will closely coordinate with the C4D Officer and Chief C4D section. • The Contractor is expected to be able to work independently to ensure the smooth running of the assignment. • The Contractor will need to organize its logistics for meetings and workshops as well as transport means. • The Contractor is required to provide his/her own computer and communications equipment (laptops, telephones, etc.). • The Contractor is not entitled to payment of overtime. All remuneration must be within the contract agreement. • No contract may commence unless the contract is signed by both UNICEF and the Contractor. <p><u>Logistical Activity:</u></p> <ul style="list-style-type: none"> • Any travels shall be included in the costed proposal. The unit cost for each travel shall be stated in the financial proposal. • Venue rental and food & beverage cost shall be included in financial proposal (estimate 250 participants). • Cost of developing online registration platform shall be included in the financial proposal. • All the meetings shall be organized by the Contractor and included in the costed proposal. UNICEF Lebanon will be responsible for organizing and coordinating the meeting. 			

Budget*	<p>This Project falls under UNICEF's Communication for Development Officer.</p> <p>A. Technical Support</p> <p>Contract is budgeted based on a consultancy team comprising 1 or 2 individuals, with professional levels with more than 7-9 years of experience.</p> <p>Payment will be made as follows:</p> <ul style="list-style-type: none"> • 10% of total fee upon submission of the initial inception report and concept note. • 20% of total fee upon submission of list of speakers and panellists are confirmed. • 20% of total fee upon development of detailed program and a small booklet of the speakers. • 50% of total fee upon the successful delivery of the summit and submission of final reports and video. <p>B. Logistical Support</p> <p>Contract is budgeted based on a consultancy team comprising 1 or 2 individuals.</p> <p>Payment will be made as follows:</p> <ul style="list-style-type: none"> • 25% of total fee upon finalization of the venue layout / panellists' travel and logistics. • 25% of total fee upon the printing of the programmes. • 50% of total fee upon the successful delivery of the summit and submission of financial report.