

TERMS OF REFERENCE

Section:	Child Protection Programme	Date:	16 February 2021
Title:	Qudwa Initiative on Child Development	Duty station:	Beirut
Reporting to:	Child Protection and Communication for Development Section	Contract type:	Institutional Contract
Duration:	6 months	Start date:	Q1 2021

Section	Content
Background	<p>In 2019 UNICEF supported the development of a Social Behavioural Change and Communication Plan (Qudwa)¹ which aims at preventing child marriage, child labour and violence against girls, boys and women, in Lebanon. In order to achieve this, the Plan's success is defined by "behaviors that promote the wellbeing, dignity and equality of women, girls and boys are practiced and become the norm in Lebanon".</p> <p>The plan is the result of an evidence-based participatory process which took place from October 2018 to June 2019. The plan contributes to the MoSA Strategic Plan on Child Protection and Gender-Based Violence: 2019-2026 and is the heart of the prevention component. The plan includes a number of communication activities which range from community theatre and puppet shows to partnerships with small business to larger mediatic productions such as soap operas and children's books.</p> <p>MHPSS, CP and GBV sectors and steering committee as advised by UNICEF. UNICEF will also be developing an App in parallel targeting children. The contractor needs to ensure that there are linkages between the two mobile applications. UNICEF will provide support and guidance.</p>
Purpose and Objectives	<p>The objective of this consultancy is to develop a mobile app for caregivers to keep track of their children's developmental milestones, access information on child development and ways to support children including non-violent declinatory practices as well as a community of other parents and caregivers to share experiences with self-care tips. The app will foster a community of shared positive inputs that will be promoted through a combination of ground-rules and promoted 'nudges' within the app. The app will go through 2 phases: the first phase will be the Child protection technical phase that will be consisting of collecting feedback from caregivers and stakeholders, creating the material, structuring the app and developing the different faces of the app. The second phase will be the software phase where the design and the coding/software development will occur. The App will be in both languages' Arabic and English.</p> <p>In parallel, UNICEF along with partners will also be developing a different mobile application targeting children with a focus on MHPSS. Where it is needed, the contractor should ensure that there are linkages and proper coordination between the two mobile applications. UNICEF will provide support and guidance.</p>
Scope of work	The contractor will be required to develop the actual software of the application and ensure its functionality even in off-line modalities as well as the content off the Application.
Stakeholders	<ul style="list-style-type: none"> UNICEF and Child Protection and Gender-Based Violence (GBV) Sector Partners Psychosocial Support Committee under the Child Protection Working Group and Potentially National Mental Health Program UNICEF ECD Coordination Committee

¹ Qudwa is the brand name to be used for the SBCC plan.

	<ul style="list-style-type: none"> UNICEF Regional office CP and C4D sections UNICEF Gender committee 									
Reference List	<p>The below list is suggestive, but not limited to the following:</p> <ul style="list-style-type: none"> Social Behavioural Change and Communication (Qudwa) Plan which aims at preventing child marriage, child labour and violence against girls, boys and women. Caregiver resources such as IRC “Families Want to Belong”, Save the Children’s “Positive Discipline in Everyday Parenting”, Kafa “Citadel of Protection”, Abaad and Promundo “Program P” ... etc <p>Note: Other credible references suggested by the company/organization are welcomed.</p>									
Deliverables and Schedules	Deliverables	# of working days	March 2021	April 2021	May 2021	June 2021	Oct 2020	Nov 2020	Dec 2020	
	Deliverable 1:	15	x							
	<ul style="list-style-type: none"> Conduct FGD with male and female caregivers or KII (if COVID 19) Conduct KII with NGOs and Key stakeholders Inception Report with Work Plan inclusive off suggested application models which could serve the purposes of this target audience/issue. 									
	Deliverable 2: Development of Design and concept of the APP (including name) and Suggested structure/functionality for the APP including utilization in offline modalities	15	x	x						
	Deliverable3: Content Development (in both Arabic and English) for the App to be submitted in two parts to allow for feedback from UNICEF before finalization.	22		x	x					
	Deliverable 4: Finalization of APP with both system (Andriod and IOS) and content merged	22		x	x	x				
Deliverable 5: Development of Guidance both written and via video/	10					x				

	<p>speaking (eg downloadable on WhatsApp) on how to utilize the APP</p>							
	<p>Deliverable 6: Testing and delivery of final functional App</p>	<p>6</p>				<p>x</p>		
	<p>Total working days:</p>	<p>90 days</p>						
<p>*** Materials under this assignment are the property of UNICEF. ***UNICEF needs to approve deliverables prior to moving to a next phase).</p>								
<p>Timing</p>	<p>Duration of assignment: 90 days (within a period of 6 months). Start date: Q1 2021</p>							
<p>Reporting Requirements</p>	<p>The Contractor will report directly to UNICEF Lebanon’s Child Protection Team in coordination with colleagues from the Communication for Development (C4D), PRIME and Communication sections.</p> <p>The contractor will coordinate with MHPSS, CP and GBV sectors and steering committee as advised by UNICEF. UNICEF will also be developing an App in parallel targeting children. The contractor needs to ensure that there are linkages between the two mobile applications. UNICEF will provide support and guidance.</p> <p>The contractor will coordinate and collaborate with different local and International non-governmental organizations mainstreaming social and behavioural change initiatives through their CP and GBV interventions in 2021.</p> <p>A technical and financial proposal should be resubmitted by the Supplier. The technical and financial proposals should be submitted in separate envelopes. No financial information should be included in the technical proposal.</p> <p>Below is a list of items that should be submitted in the separate technical and financial proposals. Technical Proposal should include the following:</p> <ul style="list-style-type: none"> • Company Profile & registration documents • List of previous similar project undertaken • Minimum 3 reference from previous clients (UN agency or other international organisations if available) • Samples of previous mobile application developed. • Workplan for implementation of the contract • Methodology • Team Composition • CV’s of all proposed team members <p>Financial Proposal should include all costs associated with implementation of the TOR, including: Bidders are expected to submit a lump sum financial proposal to complete the entire contract based on the terms of reference. The lump sum however be broken down to show the above detail.</p> <p>a) Resource Costs: Daily rate multiplied by number of days b) Content development: Include all operational costs c) Testing and delivery</p> <p>UNICEF does not provide transport, accommodation, insurance or other logistical support for the Suppliers’ staff and all costs should be included in the lump sum financial proposal.</p> <p>These lines of communication and liaison will remain open for regular contact throughout the assignment, and staff will remain available to assist and participate in the assignment as necessary</p>							

	<p>or appropriate. Ultimately however, the institution is expected to have the self-sufficiency to work independently in Lebanon.</p>												
<p>Profile Requirements</p>	<p>The institution consists of a team of full-time individuals who will be coordinating directly with the Child Protection Team at the UNICEF LCO. The applicants should have a combination of both technological skills (app platform development) and technical skills (content development - in child protection and caregiver’s programs). This means that we would accept a technological company who can identify a strong content developer or equally a company that is strong on content who will hire related technicians. Fluency in Arabic and English amongst the team overall is a must to understand community needs and ensure all the tools are delivered in both languages. The team leader should have at least 7 years of work experience in developing similar products.</p> <p>The composition of the team would need to combine the following expected profiles and skills: The Project manager will be responsible to ensure timely and effective implementation of the contract. The proposed person should have experience of undertaking a similar role. All other proposed personnel should have qualifications and experience applicable to the position that they are being proposed for.</p> <p>Experience:</p> <ul style="list-style-type: none"> • Experience in child protection and caregivers’ program. • Minimum 5 years’ experience in delivery of similar products <p>Technical knowledge:</p> <ul style="list-style-type: none"> • Know the theoretical framework needed for working on issues related to child protection and gender-based violence. • Understands the value and impact of communication for social behavioural change and can apply its key principles operationally. • Know and understand the local context including community dynamics vis a vis child protection and gender-based violence. • Strong knowledge in the development of materials aiming parents and caregivers. • Understands community dynamics in Lebanon across population cohorts and different settings. <p>Languages:</p> <p>Mastering Arabic and English reading, writing and speaking.</p>												
<p>Evaluation Process and Method</p>	<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 56 points.</i> <table border="1" data-bbox="300 1697 1487 2027"> <thead> <tr> <th data-bbox="300 1697 735 1738">Evaluation criteria</th> <th data-bbox="735 1697 839 1738"></th> <th data-bbox="839 1697 1334 1738"></th> <th data-bbox="1334 1697 1487 1738"></th> </tr> <tr> <th data-bbox="300 1738 735 1778">Criteria</th> <th data-bbox="735 1738 839 1778">Marks</th> <th data-bbox="839 1738 1334 1778">Benchmarks</th> <th data-bbox="1334 1738 1487 1778">Comments</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 1778 735 2027">Overall concord between the Request for Proposals and the submission, with clear methodology and approach based on understanding of UNICEF requirements.</td> <td data-bbox="735 1778 839 2027">10</td> <td data-bbox="839 1778 1334 2027">Briefly outline the proposed methodology for the assignment including a specific timeline vis a vis the assignment deliverables</td> <td data-bbox="1334 1778 1487 2027"></td> </tr> </tbody> </table>	Evaluation criteria				Criteria	Marks	Benchmarks	Comments	Overall concord between the Request for Proposals and the submission, with clear methodology and approach based on understanding of UNICEF requirements.	10	Briefly outline the proposed methodology for the assignment including a specific timeline vis a vis the assignment deliverables	
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	Expertise of the company (or subcontracted companies) on production of mobile application (ICT).	30	<ul style="list-style-type: none"> Production of at least one mobile application on social issues. 10 points per previous assignment Sub contracted company/company portfolio. 20 points for company portfolio. 	
	Expertise of the team in SBCC, caregivers’ programs, CP and GBV particularly in edutainment including production of relevant mobile application.	15	Resume of team leader and other team members. 5 points per resume	
	Experience in delivery of guidance or training material	5	The production of at least 2 training material or guidance on any topic. 2 material is equivalent to 5 points	
	Experience in having delivered SBCC products or communication material in products in Lebanon and one other product outside of Lebanon (preferable in MENA region).	10	Provide reports of previous assignments in the mentioned field. 5 points per report	
	Previous experience working closely with production companies /media firms and UN agencies or similar large-scale organizations.	10	Provide reference letters or project reports/ evaluations of previous partnership with agencies on similar projects. (5 points per letter of reference, up to 10 points)	
	Total	80		
Administrative Issues & Logistical Activity	Financial Evaluation Criteria:			
	<ul style="list-style-type: none"> Only bidders obtaining the minimum pass mark in the technical evaluation (56 points) will be considered for the financial evaluation; 			
<i>Financial evaluation is composed of 20 points. The lowest financial offer will obtain 20 points.</i>				
Administrative issues:				
<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 and approval of draft and final products. The institution should have a team leader who will closely coordinate with the Child Protection Team at UNICEF LCO. Assignment to be a combination of office/desk work and field work; with frequent consultations, meetings and site visits throughout Beirut and the rest of Lebanon. 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, workshops and FGDs, as well as transport means needed for the field visits and local level consultations. 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. 				
<u>Logistical Activity:</u>				
Any travels shall be included in the costed proposal, data collection related or others. The unit cost for each travel shall be stated in the financial proposal.				

	All the meetings, consultations and interviews will be organized by the Contractor together with UNICEF Lebanon and its partners who will support in organizing and coordinating relevant meetings with partners and other key stakeholders (trainees, etc.,).
Payment	<p>Contract is budgeted based on a consultancy team comprising of at least 2 individuals, with professional levels with more than 5 years of experience.</p> <p>Payment will be made at a rate of:</p> <p>Deliverable 1: 15%</p> <p>Deliverable 2: 25%</p> <p>Deliverable 3 &4: 30%</p> <p>Deliverable 5 & 6: 30%</p>