

TERMS OF REFERENCE

INSTITUTIONAL CONSULTANCY TO UPGRADE E-LEARNING PLATFORM & RE-DESIGN PARENTING E-LEARNING COURSE

Summary

Title	Upgrade E-learning platform and re-design Parenting e-learning course
Purpose	To upgrade the e-learning platform of the Department of Children's Affairs (DCA) under the Ministry of Labour, Invalids, and Social Affairs (MOLISA) and redesign the existing parenting e-learning course to appeal to a broader parent audience.
Location	Ha Noi
Duration	May 2024 to the end of 2025
Start date	1st May 2024
Reporting to	Child Protection Specialist

1. BACKGROUND/RATIONALE:

In Viet Nam, improving parents' knowledge and skills in holistic nurturing, care, and child development is of utmost importance. The United Nations Children's Fund (UNICEF) and the Ministry of Labour, Invalids and Social Affairs (MOLISA) have collaborated on the Integrated Early Childhood Development (IECD) Holistic Parenting programme, which aims to empower parents in providing comprehensive nurturing, care, and protection for their children's development. By equipping parents with enhanced knowledge and skills, the programme contributes to better child development outcomes and overall family and community welfare.

In addition to supporting the expansion of the Holistic Parenting programme to multiple provinces, UNICEF and MOLISA have also partnered to develop an e-learning programme based on the face-to-face IECD holistic parenting programme. The e-learning programme consists of 20 lessons that provide learners with knowledge and skills on holistic parenting to nurture, care and protect children for their fullest development. UNICEF and MOLISA aim to reach 220,000 parents/caregivers through the e-learning course. Initially, the e-learning program was hosted on the learning page of the National Child Protection Hotline 111 website. However, the website has certain limitations that hinder audience access and learning speed.

Furthermore, the existing parenting e-learning course with 20 sessions appears to be too long for parents and the diverse topics covered may not suit the specific needs of different groups of parents. Therefore, it is necessary to redesign the course into several shorter courses, each focusing on specific topics tailored to different groups of parents. This approach will help achieve the goal of reaching 220,000 parents/caregivers.

JUSTIFICATION FOR REQUESTING AN INSTITUTION

Given the technical nature of the assignment, in consideration of the availability of technical expertise within UNICEF and MOLISA in this area, it is recommended to hire **a national institution**, referred to as the 'Vendor', that possesses strong technical expertise and experience in the development of e-learning platforms and e-learning courses to undertake the assignment.

PURPOSE, OBJECTIVES AND TARGET AUDIENCE

Purpose and objectives:

The overall purpose of this assignment is to upgrade the e-learning platform of the National Child Protection Hotline 111 website and redesign the existing parenting e-learning course to better suit the specific needs of different groups of parents with children 0-8 years old and other potential audience from the public.

Specific objectives include:

- To build a robust open-source e-learning platform from the existing e-learning page of the National Child Protection Hotline 111 website. The new/upgraded e-learning platform is expected to meet all the requirements in relation to functionalities and user interface. The new/upgraded e-learning platform also needs to have capacity to accommodate various e-learning courses along with the Parenting e-learning course. In addition, it is necessary for the platform to be able to accommodate a database of users to serve for reporting the enrolment and completion of the learners.
- To re-design the existing 20-lesson Parenting e-learning course into at least four shorter courses to suit the specific needs of different groups of parents with children 0-8 years old.
- Provide training for relevant staff from the Department of Child Affairs (DCA) and UNICEF for the administration of the Learning Management System (LMS).
- To provide technical support and maintenance service of the platform and the course until the end of 2025 before hand-over to MOLISA DCA.

Target audience:

- The target audience of the e-learning platform are organisations and institutions that are partners of MOLISA and would like to upload e-learning courses into the e-learning platform upon agreement of the DCA.
- The main target audience includes parents and caregivers of children aged 0-8 nationwide. This audience group will be encouraged to set up an account to access the learning programme and will be certified upon completion of the training programmes. There would be no cost associated with the certification. It is anticipated that the majority of the audience will use their smartphone to access the e-learning courses.
- Anyone from the general public who is interested in this topic can also create an account to have free access to the e-learning courses.

There is an estimated number of more than 220,000 people who will enroll in the Parenting e-learning courses and another 50,000 people will enroll in other e-learning courses.

2. METHODOLOGY AND TECHNICAL APPROACH

2.1. General description of the e-learning courses

Under this assignment, the Vendor will develop an open-source e-learning platform –promoting Digital Public Goods and re-design the Parenting e-learning course using a creative approach for the Detailed Functional & Technical Requirements in **Annex 7**.

The newly designed Parenting e-learning courses will comprise a minimum of 20 e-lessons, each lasting 15 minutes. Additionally, each course will include a 10-minute e-lecture that provides a theoretical overview of the topic. To enhance the learning experience, end-course exercises such as quizzes and case scenarios will be incorporated for students to complete. These re-designed e-learning courses will be developed by a team of experts from the Integrated Early Childhood Development (IECD) Holistic Parenting Programme, utilizing existing scripts, voice-over recordings, video clips, and other supporting materials. Technical support for this endeavor will be provided by a UNICEF specialist.

The topics for each e-learning course and the key content of the e-lessons will be determined by the teams of experts on Integrated Early Childhood Development (IECD). These experts will provide technical inputs for the development of the e-lesson scripts, including lesson exercises. They will also assist in identifying and suggesting additional learning materials to be uploaded to the learning management system, as well as reviewing the structure and format of the uploaded materials for each topic.

The e-learning courses will be conducted in Vietnamese. Throughout the project, the Vendor will collaborate closely with the IECD experts, MOLISA DCA, and UNICEF to fully understand the objectives and target audience of the e-learning courses, ensuring the development of appropriate content. Regular communication via email, telephone, online, and offline meetings will be conducted as necessary.

2.2. Security

The final product must adhere to UNICEF Policies on Information Security and Data Privacy and recommendations. Please see **Annex 4a, 4b and 4c** for full requirements.

2.3. Performance

Page load time and low bandwidth

The e-learning courses should be run smoothly and be optimized in all different layers (CMS implementation, database and page caching, frontend markup, server settings, etc.) to ensure a low page load time (<3 sec) and proper display and performance in low-bandwidth environments.

Browser compatibility

- The e-learning courses must be supported by the latest and two (2) previous versions of Chrome, Mozilla Firefox, Safari, Microsoft Edge
- The e-learning courses must perform well in different browsers.

Search engine optimization and analytics

- Improved search by keyword/suggestions which works for text and documents
- The user interface for the system needs to be in line with UNICEF SEO standards – see **Annex 3**.
- The system should support the use of friendly multilingual URLs
- The vendor should implement tracking via Google Analytics using a code specific for this initiative. The vendor should set-up the Google analytics dashboard in coordination with UNICEF-DOC team to include basic information, such as: bounce rates, pageviews, top referrals, number of unique users, where they are, gender, age if using google profile etc.

2.4. Usability

The e-learning courses must provide mobile-first and tablet-friendly layout and navigation (including search and filter options) and support low-bandwidth locations. Images, graphics, music, footages etc. used for the e-learning courses must be appropriate to the context of Viet Nam.

Web/graphic design

- A contemporary user interface (UI) consistent with DCA and UNICEF brand guidelines and in adherence to industry best practices and intuitive navigation.
- The site must utilize existing styles, conventions, and components including the treatment of fonts, colors, branding and global navigation. When additional functions are necessary, they must work seamlessly with the existing styles.
- If within the scope of the project, create standard templates, and final assets, for Data Visualisations with easy expand/collapse feature for topics or filters/dashboards to clearly communicate complicated data sets.
- The e-learning platform will need to follow UNICEF branding. Please refer to the UNICEF brand book for full guidance on the appropriate use of colors, logo, etc. (**Annex 1**). Additional resources, including source design files will be made available for reference when deemed necessary by UNICEF for the project and final designs may be subject to approval by the UNICEF Division of Global Communication & Advocacy (GCA).
- Create standard templates, and final assets, for Data Visualisations to clearly communicate complicated data sets.
- Easy expand/collapse feature for topics or filters/dashboards

Accessibility

- The system should adhere to the Web Content Accessibility Guidelines(WCAG) 2.0 level AA developed by the World Wide Web Consortium(W3C) for effective application of accessible design and development practices to ensure that all users have equal access to the system functionality, including those with different disabilities (**Annex 2**).

Content and functionalities

- Improved flow of data and level of information: From the landing page, quick and intuitive navigation to filters/dashboards.

- Innovative display of different views and contexts (output-level details)/In built reports for most-common use cases
 - o Allow users to build their own data table or visualization using the XML data from the portal. Users can export customized data (e.g., filter or page) in different formats and into tailored visualizations, dashboards, profiles, and reports, with a preview.

Robust search functionality

- Improved search by keyword/suggestions implemented in the system
- Provide design for industry standard searchability functions such as predictive search (search providing suggestions and auto complete), and faceted search (a robust filter system to further narrow down results).
- Search functionality should allow users to search for content based on relevance to the search word (topic)

2.5. Hosting, Support, Maintenance, and Upgrades

After implementation, UNICEF requires ongoing support and maintenance from the Vendor for about one year before the final handover to the government. The Vendor will host the e-learning platform in Viet Nam, provide support and maintenance for up to a year after the end date of the contract, until its handover to the DCA.

The Vendor is required to provide a detailed description of their support and maintenance schemes, including internal procedures for problem resolution and strategies for service improvements. Additionally, the Vendor should specify a support scheme that meets the requirements of DCA and UNICEF, outlining specific maintenance entitlements such as software fixes, releases, updates, toll-free telephone support, 24/7 telephone support, access to bulletin boards, newsletters or general information, and account management services.

The Vendor shall also provide:

- At least one (1) year warranty **free of charge** from the date the solution goes into production, for the implemented solution including configurations and customizations.
- Ensuring a response time within 24 workday hours (except the official holidays/weekends based on the country context· holiday yearly schedule).
- Changes to system and/or application post baseline will be documented (version / build number), along with description via a formal change management process. The Vendor shall describe the Change Management Methodology including deployment of new releases, management of existing user requested changes and inclusion of new change requests.
- Include sample documentation or tools and forms used for change requests, enhancements etc. The Vendor shall report the following information about patches at a minimum: type, version, reason, post test results after implementation. Patches that fail testing will also be recorded and documented. The Vendor should clearly define the procedure to handle escalation issues, bugs, and service packs.
- Script/ Code Updates - adding, editing, removing, and installing any scripts, programs or software to the solution provided it does not change the overall design or look of the system.

- Implementation of any technical updates needed such as installing new versions or plugin update.
- A maintenance visit report submitted to UNICEF after the completion of each maintenance request that includes the findings and a briefing of the current situation.
- Provision of ongoing and regular maintenance services during the contract period for the microsite including, but not limited to, the following:
 - o Capacity monitoring
 - o Performance monitoring and tuning
 - o Software packages updates and patches
 - o Design updates and minor changes
 - o Technical troubleshooting.
- Support does not include:
 - o Implementing new features
 - o Design change requests
 - o Updating the content on regular basis
- Maintenance may be split from the design and development phase and may be contracted separately through subsequent contracts.

2.6. Documentation

As part of the initiative delivery, a handover to the DCA and UNICEF is conducted to enable them to manage and maintain the e-learning courses.

- o Vendor should provide all needed documentation related to development of the e-learning courses e.g., the technical documentation as it was set up and configured, end-user documentation etc. This documentation shall be in digital format; either as standalone material or can be part SCORM-compliant training materials.
- o Vendor is expected to provide the DCA with initial training and documentation on the maintenance of the software including analytics dashboard.
- o Vendor is expected to provide technical team for code walk-through and technical documentation.

2.7. Testing/Quality Assurance

The e-learning courses will be tested by the DCA, IECD experts, pre-test users and UNICEF. The proposal should include a recommended test plan that can be used during testing/validation. The final approval of the e-learning courses will require formal sign offs by business focal points which will be based on acceptance tests where business users validate functionalities against the requirements.

The proposal should include the Vendor's process in ensuring that no configuration or executable code will be implemented into the Production environment until evidence of confirming to the testing criteria (user approval, QA, or the equivalent) is acquired and the associated program source libraries have been updated.

Prior to commencing development, the vendor should share a test plan (pl refer to **Annex 5** for Solution test plan) that will include detailed information on the different functional and non-functional tests (pl refer to **Annex 6** for recorded non-functional tests; please expand as needed) to be performed.

2.8. Data

UNICEF recommends a non-disclosure agreement (NDA) between the vendor and UNICEF, to be agreed upon and finalized at the kick-off meeting.

The Vendor will be the data controller and data owner until the e-learning programme is handed over to the DCA and UNICEF, but not longer than a year since the end date of the contract. The data controller is recommended to have a privacy policy in place to inform individuals about the purpose of personal data collection and the rights to access/rectification and deletion of their data. The vendor shall also have a mechanism in place to ensure that it complies with these requests.

In addition, the vendor shall delete from any of its systems any personal data relating to a user, if such user has not used an account for [2] years, and all personal data relating to all users within 2 years following the end of the project and/or the handover of the project and the data to the government. It shall provide a certification confirming such deletions to UNICEF, and, following the project handover, to the Government.

If applicable, the Vendor shall migrate data from existing legacy platform to the Vendor's offered solution. Data migration strategy and details will be documented, and personnel identified by UNICEF will be trained on this process.

2.9. Training

Knowledge transfer and training needs on the entire application, both for users and administrators, should be included. This should include training materials that must be SCORM-compatible which can be published in UNICEF's platform for online trainings.

The Vendor shall provide:

- Onsite or online technical training (as agreed) to UNICEF Team and other key stakeholders in all aspects of maintenance and administration, operating and troubleshooting the software solution. Training shall also cover the basic and advanced functionalities of the platform and any other necessary functions for the software application.
- Onsite or online training (as agreed) in all aspects of maintenance, configuration, and customization (where applicable). Training shall also include the technical knowledge transfer on how to adjust, update or modify the configuration and customization applied to the solution implementation.
- Technical guide/manual on the platform management and administration and users guides for the end-users.

The Proposal shall include:

- Comprehensive plan on how to implement the trainings.
- Description and examples of the training materials that the Vendor had previously developed / produced in similar format as required (if any).

3. TASKS, DELIVERABLES AND TIME FRAME:

UNICEF suggests the following deliverables. In the proposal response, please propose and justify changes as appropriate. Please note that any digital assets created during the initiative may be made available to the public on appropriate open source or creative commons license terms.

Tasks	Detailed description	Deliverables	Timelines
Task 1: Develop a robust open-source e-learning platform.			
Consult DCA (the Hotline 111) and UNICEF on planning to upgrade the e-learning platform		01 face-to-face or online meeting with DCA, UNICEF and concerned experts to discuss and consult on plan to develop the platform and e-learning course	May 2024
Develop a technical proposal for the new/upgraded e-learning platform with detailed functions; share with DCA & UNICEF for feedback and finalize.		An agreed proposal for the new/upgraded e-learning platform with detailed functions	May 2024
Develop, customize and configure the open-source e-learning platform to meet functional and non-functional requirements.	Not limited to UX design, feature prioritization, configure modules and plug-ins, theme customization, language-code-database customization	Learning platform customized	June – Aug 2024
Develop plans on testing and go-live including relevant checklists		Test plan submitted and approved by DCA and UNICEF Go-live approved by DCA and UNICEF	Aug 2024
Task 2: Redesign the existing 20 Parenting e-learning lessons into the new e-learning courses on IECD Holistic Parenting			
Conduct meeting with UNICEF, DCA and selected Parenting experts to	To agree on target audience, total number of e-learning courses,	An agreement reached on the target audience, number of e-learning courses,	May 2024

discuss the plan for redesigning the existing parenting e-learning course	identify topics for each course, how to use existing materials for the new courses. It is estimated that 04 e-learning courses will be developed from the existing one 20-lessons parenting e-learning course. However the actual total number of new e-learning courses will be decided at the end of the meeting.	topics identified for each course, how existing materials will be used, and who will do what in the redesigning process.	
Work in collaboration with UNICEF, DCA and identified Parenting experts to support and coordinate the development of scripts for new e-learning courses.	It is estimated that it will take 05 working days for one expert to write the script for each e-learning course. Thus, 4 courses * 5 days = 20 man-days	Scripts for the new e-learning courses available for comments	June 2024
Coordinate the consultation and comments for finalization of the scripts of the new e-learning courses.	Share the draft script of the new e-learning courses to UNICEF, DCA and follow-up to obtain comments and share back with responsible identified parenting experts. Finalize the scripts for new e-learning courses	Scripts for the new e-learning courses finalized	July 2024
Design the scripts into storyboards (time frame, visual frames, descriptions of illustration and motions) to meet the agreed learning objectives	The visual frames and motions of figures should be creative and sufficient to present and convey lectures in animation. Refine and finalize based on inputs from the DCA, IECD experts and UNICEF.	The new e-learning courses with detailed story boards proposed	Aug 2024
Produce the new e-learning courses with necessary e-lessons that are	The lessons should be in line with the guidelines of UNICEF and DCA audio – video production and	All the e-learning lessons of the new e-learning courses produced.	Sep 2024

visually attractive to learners and with good audible quality, subtitle, and voiceover in Vietnamese.	brand image. The voiceover needs to have pace and tone to provide attractive and interesting lessons.		
Testing of the platform and the e-learning course		Test results and feedback	Oct 2024
Refine the e-learning courses based on feedback from concerned stakeholders and end-users during the development process, test results, and throughout the maintenance phase.		All the lessons of the new e-learning courses refined and finalized, and successfully tested	Nov –Dec 2024
Task 3: Train relevant staff from DCA and UNICEF for administration of the Learning Management System			
Develop a manual for administration of the e-learning platform and e-learning courses (or Learning Management System – LMS) for DCA and UNICEF		A finalized manual to be handed over to DCA and UNICEF	Dec 2024
Train relevant staff from DCA and UNICEF for administration of the Learning Management System (LMS)		01 Training session provided for stakeholders on LMS administration conducted	Jan 2025
Task 4: Provide technical support and maintenance service of the platform and the course until the end of 2025 before hand-over			
Provide technical support and maintenance service of the platform		Timely technical support provided for platform users and reliable maintenance services provided to ensure platform performance	Dec 2025

4. TESTING/QUALITY ASSURANCE

UNICEF Child Protection Specialist, T4D Officer, other UNICEF concerned staff and DCA staff will guide and work closely with the Vendor to ensure the quality of the deliverables and compliance with the Communication and Visibility guidance of UNICEF and DCA.

The e-learning courses will be tested by the learners identified and agreed upon by both parties in the initial meeting. The proposal should include a recommended test plan using templates of UNICEF for testing (please refer to **Annex 6** for more information) that can be used during testing/validation. The final approval of the e-learning courses will require formal sign offs by focal points of the DCA which will be based on acceptance tests where the learners validate functionalities against the requirements and usability testing, in case of any new user interfaces built as part of this project.

Prior to commencing development, the Vendor should share a user acceptance testing (UTA) and user interface/user experience (UI/UX) testing to be performed. The Vendor should also share the final acceptance testing of the system ("Acceptance Testing Plan"). The Acceptance Testing Plan will be integrated into the Business and Technical Requirements. The Acceptance Testing Plan will incorporate UAT and UI/UX in the field as part of a structured, iterative process of development and acceptance testing. The vendor will be available for field visits and validation exercises and will be responsive to the input of DCA and UNICEF. Acceptance testing will be conducted to:

- For UAT: (i) determine whether Software Product performs in accordance with the Requirements, (ii) ensure that Software Product is capable of running, processing, handling, and reporting on a variety of data without failure, and meets the runtimes and other performance standards set out either in the relevant Requirements or in the Acceptance Testing Plan, and (iii) assess the security of system; and
- For UI/UX: (a) verify how usable the systems are, (b) ensure that system can be effectively used by end users in the intended environment, and (c) test interface preferences with end users.

5. COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS

The use of any copyrighted materials (e.g., images, graphics, music, footages, etc.) for the development of above-mentioned products must be legally licensed. The Vendor is required to avoid copyright infringements in any way possible. Any legal disputes over the materials employed by the Vendor will be entirely of the Vendor's responsibility before the law.

DCA and UNICEF will have the master ownership of the system upon being handed over by the Vendor.

All outputs produced in this action shall remain the property of DCA and UNICEF who shall have exclusive rights over their use.

The Vendor may not use, reproduce such works without prior consent from UNICEF and DCA.

6. CONTRACT/PROJECT MANAGEMENT:

The assignment will be supervised by the Child Protection Specialist with technical support from T4D officer and under the oversight of the Chief of Child Protection. The UNV Child Protection Officer will provide support for coordinating technical inputs from the DCA and identified IECD experts, facilitating the communication among concerned stakeholders, as well as day – to – day monitoring of this assignment. The Chief of Child Protection will be responsible for providing overall guidance and approval of intermediate and final products.

The Vendor is responsible for making payments to concerned DCA staff, IECD experts and end-users for their inputs for relevant work such as finalization of scripts, storyboards and testing of the

produced courses. Payment will be made by bank transfer and under the supervision and monitoring of UNICEF. Signed list of recipients and bank transfer proof need to be submitted to UNICEF for liquidation.

7. PAYMENT SCHEDULES

Deliverables	Payment schedules (including travel/misc. costs) subject to satisfactory deliverables (VND)
Upon completion of tasks 1	30% of the total contract
Upon completion of task 2	30% of the total contract
Upon completion of task 3	30% of the total contract
Upon completion of task 4	10% of the total contract

8. QUALIFICATIONS AND EXPERIENCE REQUIRED

The competencies required for the bidders include:

- A national institution in EdTech or ICT areas, with requisite expertise and experience in development of open-source E-learning platform
- Minimum of 5 year-experience in developing online learning programmes, producing e-learning/online lectures and multimedia content for e-learning application, including animations, videos etc.
- Previous work with UNICEF or other UN agencies, international organizations or donors is an asset.
- Proven experience and familiarity with methodology and approach as specified in Section 2 above.

Team leader:

- Advanced university degree in EdTech or ICT, Communication or equivalent.
- Expertise in video production, including developing storyboards, graphic animation, video production, narration, etc.
- Effective communication skills with clients.
- Experience in developing e-learning videos is an asset.
- Experience in developing learning management system

Team member(s)

- Having university degree in Information Technology, Computer Programming, Communication or equivalent.
- Having experience on audio – visual recording, editing, and media production.
- Clear understanding of the technical aspects of video making process along with experiences on using different tools and techniques in developing appropriate and quality audio – visual products.

- Experience in user interface design, especially design and functions of learning management system, web development.
- Having one member with knowledge and expertise on integrated early childhood development holistic parenting programme would be ideal (the Vendor can sub-contract with someone who specializes in this particular field).

9. PROPOSAL STRUCTURE

Proposals must be clear and concise, comprehensive, and directly address the specifics of the proposed service work. UNICEF is not expecting or desiring to receive a significant amount of “general marketing literature” from the Vendor. All Vendors shall state explicitly their understanding of the dependencies and inputs they need from UNICEF.

The Proposals must provide sufficient information to address compliance with UNICEF’s requirements outlined in this document to ensure the evaluation team can make a fair assessment of the company based only on its proposal.

Note: UNICEF reserves the right to either reject entirely or significantly lower the assessment score for any proposal that appears to be incomplete or inconsistent in terms of documentation and information provided.

Please structure your proposals in a clear, straightforward manner and in accordance with the outline of the respective sections below. Please separate your proposals into two parts:

- **Technical proposal**
- **Financial proposal**

Note: Failure to comply with the requirement of separation between Technical and Financial parts of the Proposal will result in immediate disqualification of the Proposal.

Technical Proposal

The Technical Proposal should include, but not be limited to, the following:

- **Detailed Methodology/Approach demonstrating how you meet or exceed UNICEF requirements for this assignment**

This must include the following detailed information:

- Detailed information of the proposed solution; at the very least, this should cover all mandatory technical requirements.
 - Information on programming language used.
 - High-level summary of methodology to be used in analyses, assessments and testing including the breakdown of the tools to be used.
 - Project team structure, project communication plan for an effective project implementation
- **Proposed workplan and timeline for the deliverables mentioned in Section 3 and a clear process to coordinate with UNICEF technical team that efficiently meets the objectives defined:** The response should include a detailed project plan along with resources and timelines that covers, but is not limited to, customization, integration, UAT, and implementation of the full scope of the project as mentioned above. This should clearly state the resources and efforts required from UNICEF side.
 - **Company Profile with description of Vendor’s expertise:** Description of Vendor’s approach to overall management of service and account management systems and methodology; including:

- Outline of Vendor's project management procedures
- Project dependencies and assumptions
- Project implementation and work plan showing the detailed sequence and timeline for each activity and milestone including the man days required for each proposed team and activity as necessary.
- **Business Registration:** Vendors are required to submit duly authenticated business registration or certificate and other supporting documents as evidence of their solid legal standing.
- **Expertise of Company detailing general and specific experience with similar assignments in size, scope, and complexities in the past five years.** Vendors are requested to back up their submissions by providing evidence in the form of job completion certificate, contracts and/or references and client references.
- **Completed Client Reference Forms**
 - The Vendor is required to provide three (3) completed Client Reference Forms using the template contained in Technical Response Form providing references of clients to whom the Vendor is currently providing or has provided similar services to those described in this TOR within the last five (5) years. The Form shall include a detailed description of the relevant services the Vendor wants to present as proof of relevant experience. A separate Client Reference Form must be completed for each service and client reference.
- **Proposed team members and their roles** along with their expertise and experience in tools/programming language(s) proposed to be used in this initiative. Please include the following information for the team members:
 - Type of engagement, e.g., regular staff, consultant, contractor, sub-contractor, etc.
 - Title/Designation of each team member on the project.
 - Educational qualifications and professional experiences.
 - Experience in working on similar project and assignment – List all similar projects they worked on and their roles on the project.
- **Details of the management of implementation services approach** including the following information:
 - Policies and conditions regarding the release of Vendor's personnel for appointment to regular UNICEF's posts as per attached statement of requirements
 - Approach to the replacement of personnel when UNICEF is dissatisfied with the performance of an individual assigned by the vendor.
- **Description of the Vendor's approach in providing training materials.** Vendors are required to back up their submission by providing evidence of training materials (SCORM-compliant, if applicable) that they have developed and delivered in the past 5 years, with relevant information such as:
 - Softcopy or active link to the training materials
 - Software used
 - Development approach, e.g., in-house developed, sub-contracted, etc.
 - Brief description of the Client
- **Quality assurance mechanism** and risk mitigation measures put in place.
- **Service Level Agreement (SLA):** Acceptance and confirmation to adhere to SLA (e.g: Performance metrics, Service levels, etc....) as defined in Section 2 under **Support, Maintenance, and Upgrades.**

Note:

- *Submissions can be made in English or Vietnamese.*
- *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.

Financial proposal

- The Financial Proposal should be broken down for each component of the proposed work.
- All prices/rates must be in Viet Nam Dong, 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, and who gets the highest combined scores.

10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

The evaluation panel will first review each response for compliance with the mandatory requirements of this RFPS. Failure to comply with any of the terms and conditions contained in this RFPS, including provision of all required information, may result in a response or proposal being disqualified from further consideration. Kindly also refer to the detailed instructions in the main LRPS document.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFPS, the total rating allocated to the technical proposal is 70. To be further considered for the financial evaluation a minimum score of 50 points is required. Only proposals with a score of 50 or more points in the technical evaluation will be financially evaluated (i.e., the financial proposal will be opened). For further details and the distribution of points kindly refer to **Table 1** below. Example below, needs to be developed for each initiative depending on the content of the TOR, and the evaluation criteria.

The weight allocated to the financial proposal is 30 as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Financial proposals should be submitted on an all costs inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) 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.

Table 1: Evaluation Criteria and distribution of points

CATEGORY	Points
1. OVERALL RESPONSE <ul style="list-style-type: none"> • Understanding of, and responsiveness to the requirements (5) • Understanding of scope, objectives, and completeness of response. This is an opportunity to comment on the proposed scope and to highlight keys to success. (5) 	10

2. APPROACH METHODOLOGY <ul style="list-style-type: none"> • Quality of the proposed approach and methodology (10) • Quality of proposed implementation plan, i.e., how the bidder will undertake each task, and time-schedules and how they will deliver on the objectives of the initiative. This is an opportunity to comment on the methodologies proposed in the Terms of Reference and explain how they can best be employed (or alternatives utilized) (5) • Risk assessment - recognition of the peripheral problems and methods to prevent and manage peripheral problems / quality controls. Any assumptions made regarding the technical proposal should also be captured. (5) • System Architecture: Proposed system architecture to support the functional and non-functional requirements specified in the Terms of Reference. Applicants must explain how the proposed architecture promotes a flexible, scalable, secure, and cost-effective development approach (5) • Support Structure: provide details of their application service support approach. This includes identification of support requirements and indicative team structure. (5) 	30
3. PROPOSED TEAM and ORGANISATIONAL CAPACITY <ul style="list-style-type: none"> • Team members - relevant experience, skills & competencies, roles and responsibilities and level of effort in the assignment (15) • Professional expertise, knowledge and experience with similar projects, contracts, clients, and consulting assignments. Share your experience in the following: <ul style="list-style-type: none"> ○ development of technical solutions in a similar programmatic context indicating the sustainable outcomes achieved (including references) ○ development of technical solutions using the proposed digital tools or products in a variety of contexts (including references) (15) 	30
TOTAL POINTS FOR TECHNICAL PROPOSAL (min. passing score = 50 points)	70
4. FINANCIAL PROPOSAL <ul style="list-style-type: none"> • Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price. 	30
TOTAL POINTS	100

The passing score for the technical evaluation is set at **50 points**. The evaluation process will consider both technical and price criteria, with a weighted ratio of 70:30. The higher weight placed on the technical criteria is justified by the complexity of the assignment.

Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.

ANNEXES

Annex 1: UNICEF brand book

Annex 2: UNICEF Accessibility Standards based on WCAG 2.0 AA

Annex 3: UNICEF SEO standards

Annex 4a: UNICEF Policies on Information Security and Data Privacy and recommendations

Annex 4b: UNICEF-security-requirements CLASS I

Annex 4c: UNICEF-security-requirements CLASS II

Annex 5: Solution Test Plan

Annex 6: Acceptance Test Report

Annex 7: Functional, Non-Functional and Technical Requirements