

## TERMS OF REFERENCE

Institutional consultancy to produce a creative communication and training package to promote children and adolescents' participation in climate action, and environmental protection in Da Nang

### 1. Summary

|                                   |   |
|-----------------------------------|---|
| <b>Title</b>                      | Institutional consultancy to produce a creative communication and training package to promote children and adolescents' participation in climate action, and environmental protection in Da Nang, including digital communication toolkit/materials, training programme/materials, and delivering training workshops for children and adolescent champions. |
| <b>Purpose</b>                    | To empower and promote meaningful participation of children and adolescents through innovative and digital platforms.   |
| <b>Location</b>                   | Home-based and field visits to Da Nang.   |
| <b>Duration</b>                   | 4 months.   |
| <b>Start Date</b>                 | August – November 2024 (Tentative)  |
| <b>Reporting to</b>               | Social and Behaviour Change (SBC) specialist, Child Survival, Development and Environment (CSDE) Programme.   |
| <b>WBS/PBA Expiry Date</b>        | 5200/A0/06/884/003/003; SC230085; Expiry Date: 15 Feb. 2026.  |
| <b>Project and activity codes</b> | The Healthy Cities for Adolescents (HCA) Project – Phase 2, Activity 3.3.   |

### 2. Background

Da Nang, Viet Nam's third-largest city, aims to become a smart and child-friendly city. The city leadership is dedicated to introducing innovative and sustainable policies, plans, and programs to uphold the rights of children, adolescents, and young people and promote their optimal development.

Located in the central region of Viet Nam, Da Nang has an adolescent and youth population of approximately 253,000, making up 26 percent of the total population<sup>1</sup>. The city boasts several strengths, including a Strategy for Smart City Development aimed at enhancing citizen access to services. Da Nang ranked first in Viet Nam's Provincial Governance and Public Administration Performance Index (PAPI) 2022<sup>2</sup>, highlighting its excellence in public service delivery and e-governance. It also ranks among the top 10 cities and provinces in the Ministry of Labour, Invalids, and Social Affairs (MOLISA) bi-annual index for the implementation of children's rights<sup>3</sup>. Da Nang has implemented numerous policies and social assistance programs to support children from disadvantaged households, children with disabilities, and homeless children.

While Da Nang is recognized for its commitment to accountable and transparent governance, this dedication has not yet translated into meaningful and inclusive opportunities for adolescent and youth participation. Challenges persist in fostering community engagement and encouraging participation among the most vulnerable groups, including adolescents from impoverished households, those with disabilities, ethnic minority girls and boys, residents of remote areas, and those in industrial parks. Current mechanisms, such as children's councils, are newly established and await evaluation.

Although Da Nang's Smart City initiatives and e-government systems show promise, they do not specifically target adolescents.

Additionally, Da Nang, being a coastal city, faces increasingly complex challenges due to sea level rise and frequent coastline erosion, which adversely affect residential areas and coastal infrastructure. The city is also

<sup>1</sup> Central Population and Housing Census Steering Committee (2019). Results of the Viet Nam Population and Housing Census of 00:00 hours on 1 April 2019, Statistical Publishing House.

<sup>2</sup> PAPI is a flagship governance program initiated by the United Nations Development Programs in Viet Nam since 2009. PAPI measures and benchmarks citizens' experiences and perception on the performance and quality of policy implementation and services delivery of all 63 provincial governments in Vietnam to advocate for effective and responsive governance.

<sup>3</sup> Provincial Child Right Index, 2018. MOLISA

highly vulnerable to flooding exacerbated by climate change, which has intensified rainfall patterns. Population growth, urbanization, and economic development contribute to water source degradation, while industrial and medical solid waste, containing hazardous components, along with vehicle emissions, pose significant environmental pollution and health risks.

The Healthy Cities for Adolescents (HCA) Project, Phase 2, under the Da Nang Child Friendly City Initiative, aims to enhance the health and well-being of adolescents in Da Nang. Building on the achievements of Phase 1 (2021-2022), the project continues to develop innovative strategies and interventions to address the unique challenges faced by children and adolescents aged 12 to 19 in Da Nang.

This institution will assist in designing, developing, and producing a creative communication and training package aimed at building capacity and supporting peer education among children and adolescents to promote their participation and influence their behaviors towards climate action and environmental protection in Da Nang.

In an effort to empower and foster meaningful participation of children and adolescents in climate action and environmental protection in Da Nang, UNICEF seeks to engage **a national creative communication institution**. This institution will assist in designing, developing, and producing a creative communication and training package. The objective is to enhance capacity, promote participation and peer education among children and adolescents, aiming to influence their behaviors towards climate action and environmental protection in Da Nang. This creative communication package can be further incorporated into UNICEF's Youth Advocacy Guide<sup>4</sup> (Vietnamese version) to enhance its localization and ensure it is more comprehensive for long-term usage.

### 3. Justification

The proposed assignment calls for a national creative communication institution with extensive expertise and experience in developing and producing creative communication and training products tailored for children and adolescents. The institution must have relevant experience specific to the context of Viet Nam, including working with various groups of children and adolescents, particularly those from marginalized communities. UNICEF and its counterparts lack the necessary creative expertise and the time required to devote to this extensive assignment. Therefore, engaging a high-quality institution for the consultancy would be both time and cost-effective. The SBC team, CSDE, and related sections will provide technical guidance and quality assurance to the consultant throughout all stages of the design, development, and production of the creative communication package.

### 4. Objectives

The objective is to produce a creative communication and training package and build capacity to promote the participation of children, adolescents and influence their behaviours in climate action and environmental protection in Da Nang.

Specific outputs of the assignment are to:

- 1) Develop and produce a digital communication toolkit and materials for children and adolescent champions in Da Nang to effectively communicate and peer educate others (including those from marginalized communities) about climate action and environmental protection. The toolkit should include guidelines for planning and implementing peer education sessions.
- 2) Develop a training program and materials that include skills for using the digital communication toolkit, as well as planning and implementing peer education sessions, tailored for children and adolescent champions in Da Nang.
- 3) Deliver training workshops for children and adolescent champions in Da Nang.

### 5. Target Audience

Children and adolescents aged 12 to 19 in Da Nang, including those from marginalized communities.

---

<sup>4</sup> Please refer to the English version at <https://www.voicesofyouth.org/tools-resources/2022-unicef-youth-advocacy-guide-eng>

## 6. Methodology and technical approach

- The required criteria are creativity, participation, user-friendliness, and the use of peer education approaches.
- Gender preferences, age groups, ethnicity, disadvantage, and individuals with disabilities must be taken into consideration throughout the entirety of this assignment.
- To ensure buy-in from all stakeholders and target audiences, the production of the creative communication and training package will be a consultative and participatory process. This will involve engaging key stakeholders, UNICEF partners (such as VNUK Institute for Research and Executive Education, University of Da Nang - VNUK Institute, NGOs: HOPE School, Passerelles Numerique, etc.), relevant Da Nang City Authorities (such as Youth Union - YU; Department of Education and Training - DOET; Department of Labour, Invalids and Social Affairs - DOLISA; and Department of Natural Resources and Environment - DONRE). The primary target audience will be children and adolescents aged 12 to 19 in Da Nang, including those from marginalized communities.
- The production of the creative communication and training package must also engage teachers, parents, child caregivers, community influencers, and community leaders. Their input on social roles and opportunities for influencing the social norms and behaviors of children and adolescents is essential.
- The fieldwork testing:
  - i. The institution needs to conduct at least 2 fieldwork tests to understand the target audience's needs, key behaviors, and social drivers related to the adoption of positive climate and environmental protection actions. The purpose of these fieldwork tests is also to co-create solutions that align with the habits, hopes, and realities of the target audience.
  - ii. The following fieldwork testing methods are recommended, but not limited to:
    - Observational studies.
    - Focus group discussions.
    - In-depth interviews.
  - iii. The institution is required to submit a fieldwork testing plan that will include the following activities:
    - Testing of concepts, designs, approaches of the creative communication and training package to ensure comprehension, attraction, persuasion, identification and acceptability etc., among the target audiences.
    - Fieldwork testing participants need to include the representatives of target audiences and key stakeholders.
    - All products for testing use with community members, children and adolescents should be very visual and have limited text so that they can be understood by a low-literacy audience. The products will be developed through an iterative process that will include several rounds of development, field testing, revision, and pre-testing the final products.
    - All testing activities should include women, men, boys, girls and those from marginalized communities among target audiences and key stakeholders so that their needs and aspirations, motivations, breaking barriers, myths, social norms are reflected in the final packages.
  - iv. The institution will be responsible for all administrative arrangement and community entry for fieldworks testing. UNICEF may facilitate community entry for fieldworks testing in UNICEF project areas and accompany the institution on field trips when needed.
- The institution will be responsible all engagements with target audiences and stakeholders to be conducted in relevant languages (English, Vietnamese, Ethnic languages, Sign languages) when needed, for accommodating their needs and therefore maintaining the integrity of a co-creative process.
- The institution will work closely with UNICEF CSDE, Communication and Advocacy Section, Social Policy and Governance (SPG) Programme, and related programmes.
- UNICEF will facilitate the meetings of the project partner when necessary.

## 7. Summary of specific tasks and deliverables with a timeline

The following tasks and deliverables are expected from the institution over a period of the assignment. The exact timing of deliverables will be determined in close coordination with the UNICEF Team. All reports, documents and deliverables under this assignment will be developed both in Vietnamese, English.

The institution will be expected to produce the following deliverables in both Vietnamese and English:

**a) Deliverable 1:**

- Assignment workplan, setting out methodology and timeframe for activities.
- Brief reports on results of fieldwork testing - rapid need assessment for development of the creative communication and training package concepts, messages, and interventions.
- Final creative concept.

**b) Deliverable 2:**

- Draft a communication and training package that includes a digital communication toolkit and materials, a training program, and training materials. Ensure the package is creative, participatory, user-friendly (including for those from marginalized communities, such as developing communication toolkit and materials in sign language, if necessary), and incorporates peer education approaches.
- Brief reports on results of fieldwork to pre-test the communication and training package.

**c) Deliverable 3:**

- Finalizing the creative communication and training package.
- Deliver training workshops for 120 children and adolescent champions in Da Nang, and training report.

| No. | Task  | Deliverable   | Timeframe<br>(indicative) |
|-----|---|---|---------------------------|
| 1   | Work and consult with UNICEF, VNUK Institute (and HOPE School, Passerelles Numerique, if necessary), Da Nang Youth Union and relevant Da Nang City Authorities to develop workplan, plan and tools for fieldwork testing - rapid need assessment of communication and training package.   | <b>Deliverable 1</b> submitted and approved by UNICEF.                                      | Aug. 2024                 |
| 2   | <p>2.1. Conduct fieldwork testing - rapid need assessment to Da Nang to assess the needs and co-create the creative communication and training package with children and adolescents.</p> <p>2.2. Reproduce key messages on climate action, and environmental protection to use in communicating with and peer educating children and adolescents in Da Nang.</p> <p>2.3. Design, develop the draft version of the creative communication and training package.</p> <p>2.4. Conduct the fieldwork to pre-test the creative communication and training package in Da Nang.</p> | <b>Deliverable 2</b> submitted and approved by UNICEF.                                      | Sep. – Oct. 2024          |
| 3.  | <p>3.1. Finalizing the creative communication and training package.</p> <p>3.2. Deliver training workshops for 120 children and adolescent champions in Da Nang.</p> <p><b>Note:</b> UNICEF and its partners will be responsible for organizing the logistics and other arrangements for training children and adolescent champions in Da Nang.</p>   | <b>Deliverable 3</b> , including all of the final products produced and approved by UNICEF. | Oct. – Nov. 2024          |

**Expected deliverables:** All deliverables are expected to be developed in **Vietnamese and English**, with the responsibility for English-Vietnamese translation in all meetings with partners/informants belonging to the

contracted institution. UNICEF will introduce Long-term agreement contract vendors for translation services if needed.

## 8. Estimated budget: Lumpsum contract

| Item   |
|--|
| Consultancy fees (tentative duration) – lumpsum for team leader, members and trainers.<br>- 01 Team leaders: 35 working days; 02 Team members: 45 working days/person; 02 trainers: 12 working days/person.  |
| Travel cost for the field trip, including Air tickets, DSA, vehicle rental costs and costs for conducting fieldwork testing with target audience groups:<br>- 2 field trips to Da Nang (3 people).<br>- 1 field trip to conduct trainings for 120 children and adolescent champions in Da Nang (2 trainers).<br><br><b>Note:</b> The selected institution will not be responsible for the costs associated with organizing the logistics and other arrangements for training children and adolescent champions in Da Nang. |
| Misc. expenses (organizing review meetings, consultations, other fieldworks testing costs, etc.)   |

## 9. Management

The assignment will be undertaken under the overall supervision of the Chief of CSDE with the day-to-day supervision of the SBC Specialist and closely working related UNICEF Programme staff. The Chief of CSDE will facilitate final sign off and approval of the outputs, based on feedback from the review committee.

## 10. Inputs to be provided by UNICEF

UNICEF will provide reports of existing researches/studies and other programme documents/reports, example of relevant communication products, materials and tools. UNICEF will support institution for community entry of field testing and accompany the consultant(s) on field trips when needed. UNICEF will facilitate the meetings with project's stakeholders and organize the logistics and other arrangements for training children and adolescent champions in Da Nang.

## 11. Payment Schedules

Payment will be made upon satisfactory submission of the expected deliverables. Payment will be made in three instalments as follow:

1. Submission and approval of **Deliverable 1**: 30% of contract value.
2. Submission and approval of **Deliverable 2**: 40% of contract value.
3. Submission and approval of **Deliverable 3**: including the final products and the facilitation of the trainings for children and adolescent champions in Da Nang-30% of contract value.

## 12. Performance indicators for evaluation

- The quality of deliverables meets the standards set by UNICEF and specifications outlined in the contract.
- Deliverables are submitted in a timely manner, as per the timeline in the contract.
- Technical assistance is contextualized and draws on inputs provided by UNICEF and its partners.

## 13. Qualifications

The **national institution** should have:

- Ability and proven experience in crafting in developing and producing creative communication products for children, adolescents, and young people.
- Relevant experience to Viet Nam's context, working with children, adolescents, and young people in urban areas as well as other groups of disadvantaged children, adolescents, and young people.

- Qualified staff with higher education degree level in the field of creative design.
- Availability of technical equipment for creative concepts and execution.
- Ability and proven experience crafting messages and products in various formats targeting children, adolescents, and young people.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under tight deadlines.
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required).
- The institution needs to deploy team members who have knowledge and experience in the fields of climate change, environmental protection, peer education, and training for children, adolescents, and young people.

#### Association with other organization(s)

The institution may associate with other organizations (NGOs/ research and technical institutions/ profit agencies, etc.) to enhance their qualification and expertise for this Consultancy. In such instances, there should be a lead agency and the other agencies should be its sub-contractor(s)/ associate(s). The assignment proposal should indicate the role and other details of the sub-consultant(s)/ associate(s). However, overall responsibility for planning, management, and coordination (technical, financial, administrative), M&E and quality assurance will vest with the lead institution.

### 14. Structure of the Technical Proposal

Interested institutions are required to submit a technical proposal including the following:

1. Credentials document outlining the expertise of the Institution, detailing general and specific experience with similar clients and assignments, **including the samples (e.g., reports, materials, products) of past relevant works.**
2. Details of the proposed team for the assignment including the following information:
  - Title/Designation of each team member on the project
  - Past experience in working on similar project and assignments – List similar projects they worked on and their roles on the project.
3. Provide a short summary of the approach the institution would take in order to meet the specific objectives and deliverables outlined above.
4. Assignment implementation plan and timelines.

#### **Notes:**

- *Submissions must be made in English.*
- *No price information should be contained in the technical proposal.*
- *Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.*

### 15. Evaluation process and methods

Weighted ratio between the technical and the price criteria: (75:25)

Given the complexity, and strong requirement of creativity of the task, the ratio between the technical and the financial proposal for this task is 75:25 respectively.

First, the Technical Proposals will be evaluated. A maximum of 75 points is allocated to the technical component. Technical Proposals receiving **52.5 pts or higher**, will be considered technically qualified and the Financial Proposals will be opened. Proposals which are considered not technically compliant and non-responsive, will not be given further consideration.

The maximum number of points (25 pts) shall be allotted to the lowest Financial Proposal that is opened/evaluated and compared among those technical qualified candidates. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

The proposals will be evaluated against the following two elements:

**a) Technical Proposal**

| Criteria |  | Points    |
|----------|--|-----------|
| <b>1</b> | <b>Company Information</b>   | <b>5</b>  |
| 1.1      | <i>Legal Structure (Registration and taxes)</i>  | 3         |
| 1.2      | <i>Years of expertise and experience</i>   | 2         |
| <b>2</b> | <b>Technical Expertise</b>   | <b>25</b> |
| 2.1      | <i>Relevance of the approach to meet the specific objectives and reach the specific target audience</i>                  | 10        |
| 2.2      | <i>Present/prior similar experience working with high profile customers (name of clients and project engagements)</i>    | 10        |
| 2.3      | <i>Technical services (equipment, studio facilities, outsourcing suppliers, placement services)</i>                      | 5         |
| <b>3</b> | <b>Personnel</b>   | <b>30</b> |
| 3.1      | <i>Management position and technical competencies (CV)</i>   | 20        |
| 3.2      | <i>Number of key staff assigned to the project management</i>  | 10        |
| <b>4</b> | <b>Innovative and Creative portfolio</b>   | <b>15</b> |
| 4.1      | <i>Samples of innovative and creative communication and training products for children, adolescents and young people</i> | 10        |
| 4.2      | <i>Samples with demonstrated experience in the field of creative concept development and execution, peer education.</i>  | 5         |
|          | <b>Total</b>   | <b>75</b> |

**b) Financial Proposal**

The Financial Proposal should be broken down for each component of the proposed work. Financial proposal should be all-inclusive lump-sum cost. Ensure that the price proposal includes separate line items based on key tasks and deliverables, including:

- Professional fees for different team's positions.
- Travel costs.
- Operating expenses: communication expenses, supplies and materials, equipment, training expenses, other expenses, etc.
- Administrative/management fees.

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals.
- Financial proposal should be quoted in Viet Nam Dong (VND).
- UNICEF applies EU-UN cost norms for local consultancy.
- Proposals must be duly signed and stamped, in pdf. files, and prepared in English.

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