

Terms of References

Institutional Consultancy to develop the local digital platform for UNICEF Viet Nam

Summary

Title	Develop the local digital platform for UNICEF Viet Nam
Purpose	Develop a local digital platform for online users to support UNICEF Viet Nam plugged to our local CRM system (Salesforce NPSP)
Location	Ha Noi
Duration	December 2022 to December 2023
Start Date	December 2022
Reporting to	The Strategic Partnership and Marketing Specialist

1. Background

UNICEF Viet Nam is one of more than 190 offices of the United Nations Children’s Fund globally and part of the United Nations system in Viet Nam working in close collaboration with all UN agencies in the country. Guided by the Convention on the Rights of the Child, UNICEF has a universal mandate to promote and protect the rights of all children, everywhere – especially those hardest to serve and most at risk.

UNICEF’s mission in Viet Nam is to make sure every child in the country is healthy, educated and safe from harm, therefore having the best start in life and a fair chance to reach her or his full potential and benefit from the country’s prosperity. We believe children have a right to live in a more equitable society, where their voices are heard and needs met as a matter of priority in line with the Sustainable Development Goals.

UNICEF has core funding that supports operating costs and creates programmes and approaches that save the lives of children. However, as Viet Nam moves through middle income, this largely overseas Government and aid agency funding is increasingly being diverted to least developed countries. With considerable global experience in working with international and regional private sector and concerned individuals, in line with this changing country context, UNICEF Viet Nam seeks to identify new partnerships and relationships, introducing additional resource mobilization/funding opportunities in order to reach and address the challenges facing children in Viet Nam.

2. Justification for Requesting an institution

As a first step, UNICEF Viet Nam will establish a digital platform for online users to support UNICEF’s work for children. This TOR details the requirements for such a platform.

The local digital platform will drive online support from individual users all over the world, including diaspora of Viet Nam to generate programme resources for the children of Viet Nam.

In order to establish such a platform, recognising existing practices and lessons learnt from countries across Asia, an institution is needed to undertake this important assignment.

3. Purpose and objective

The institution will create a well-functioning local digital platform connected to a highly secure CRM system (Salesforce NPSP) and local services. The local digital platform will drive support from individual users online from all over the world to generate resources for programmes of UNICEF Viet Nam.

4. Scope of Work

The institution will be asked the following **deliverables**:

- 1) Wireframe of the platform, UI/UX of the whole page
- 2) Graphic design and mock-ups by UI specialist
- 3) Development of the interfaces
- 4) Back office to manage the forms, user flow on platform and “thank you pages” according to needs and campaigns
- 5) Connections with local payment gateway and ewallets payment gateway
- 6) Connections with CRM system Salesforce NPSP
- 7) Security features including SSL
- 8) Hosting solution and server sizing recommendations
- 9) Real time reporting of the visitors, drop off, and payment information by form
- 10) Tracking ability to set up marketing and conversion tags
- 11) Project management deliverables, project planning and milestones

5. Requirements:

Due to the complexity of the work, a Technical Briefing will be provided in a separate meeting with UNICEF Viet Nam upon receipt of a genuine Expression of Interest

6. Duration of the Assignment:

From December 2022 to December 2023

7. Payment schedules:

- First payment upon completion of deliverables 1-4 (30% of total contract value)
- Second payment upon completion of deliverables 5-7 (30% of total contract value)
- Third payment upon completion of deliverables 8-11 (40% of total contract value)

8. Management:

The assignment is undertaken under the overall supervision of and technical supervision of the Strategic Partnership and Marketing Specialist, UNICEF Viet Nam.

9. Qualification/Specialized Knowledge and Experience

The institution should have:

- Ability and proven experience in developing a digital donation platform for users plugged to payment gateway, bank account and CRM system (experience with Salesforce NPSP is an advantage)
- Qualified staff with higher education degree level in the field of website development, communication, advertising and a minimum of five years of relevant professional experience
- Experience in development of platform plugged in local payment gateway, ewallets payment gateway, CRM system, and connection with different platforms is an advantage

- Relevant experience to Viet Nam's context
- Ability and proven experience in multi-tasking, in taking the initiative and working effectively under tight deadlines
- Excellent written, oral and interpersonal skills (capacity to deliver in English and Vietnamese is required)
- Working experience with UNICEF and UN agencies are the assets
- Particular attention will be given to the experience of the institution on similar projects

10. Required documentation

Interested institutions are expected to submit the following documents to be eligible for this solicitation process:

1. Business registration;
2. Supplier Profile Form (templated attached to the Request for Proposal);
3. Certificate of the company bank account;
4. Technical Proposal (Front End and Back End);
5. Financial Proposal;
6. Request for Proposal for Services Form

11. Structure of the Proposal

Institution interested are required to submit a detailed Technical Proposal to answer its capacity to handle the services above alone or with third party institutions, with the following suggested details:

- Conception and design of the platform
- Development of the platform and back office
- Connections with Payment processor
- Connections with bank
- Connections with CRM system
- The precisions for the third-party institutions if there are.
- Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and assignments, including the samples of past relevant works.
- 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.
- Provide a short summary of the approach the agency would take in order to meet the specific objectives and deliverables outlined above.
- Project assumptions. Please provide description of quality assurance mechanisms and risk-mitigation measures that will be put into place, such as commitment to submit deliverables on time.
- Submissions must be made in English.
- No price information should be contained in the Technical Proposal.
- Financial Proposals must be submitted in Viet Nam Dong (VND), exclusive of taxes as UNICEF is a tax-exempted organization.
- Proposals must be duly signed and stamped, in pdf. files.

- Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.

12. Evaluation process and methods

Weighted ratio between the technical and the price criteria: (70:30)

The ratio between technical and financial proposal for this task is **70:30 respectively**. Only those proposals that score **50 points** (70% of technical points) on the technical proposal will be shortlisted. Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

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. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

The proposals will be evaluated against the following two elements:

a) Technical Proposal

Technical Criteria	Technical Sub-criteria	Maximum Points
Company and Key Personnel	Reputation of Organisation and Staff (Competence/Reliability)	05
	Range and depth of experience with similar projects: <ul style="list-style-type: none"> - Number of customers - Size of projects - Number of staff per project - Client references 	10
	Qualification: <ul style="list-style-type: none"> - Proposed team structure - Relevant experience, qualifications and position with firm 	10
Maximum Points for Company and Key Personnel		25
Proposed Methodology and Approach	Technologies used - compatibility with UNICEF	10
	Project management, monitoring and quality assurance process	10
	The creativity and novelty of the proposal, experience in Vietnamese UI/UX	15
	Instructional strategies	10
Maximum Points for Proposed Methodology and Approach		45
TOTAL Maximum		70

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Planning
- Creative Conception and Execution

- Designing and development process for each deliverable
- Monitoring and Evaluation.