

TERMS OF REFERENCE**For Digital Launch of UNITLIFE****A. Background:**

The UN Capital Development Fund (UNCDF) makes public and private finance work for the poor in the world's 47 least developed countries. Created in February 2020, UNITLIFE is a new initiative of UNCDF exclusively dedicated to fighting chronic malnutrition.

The first 1,000 days of a child's life (through a woman's pregnancy and until the child's second birthday) represent a critical period of growth and development. The rapid growth of their bodies and brains requires essential nutrients including protein, vitamins, and minerals. Children who do not receive the nutrients they need during this key development stage suffer from chronic malnutrition. The consequences of chronic malnutrition – a stunted growth, impaired brain development, and a weakened immune system - are largely irreversible, preventing children from reaching their full potential.

Today, 1 in 5 children worldwide are chronically malnourished. Compared with their peers, they will battle to do well in school and will on average earn 20% less income as adults. In addition to the human tragedy, chronic malnutrition is an enormous obstacle to countries' economic development. In Africa, where chronic malnutrition affects 1 in every 3 children, the cost of undernutrition is estimated at up to 16% of GDP in some countries.

Despite affecting 144 million children worldwide, chronic malnutrition remains little known, and underfinanced. As part of its mandate, UNITLIFE aims to raise awareness about this disease and initiate a global citizen solidarity. UNITLIFE ambitions to launch a digital campaign, with an emphasis on the following geographical areas: France and Western Europe.

Consequently, UNITLIFE is looking for a creative agency that will not only create a tailored and innovative concept, but also develop various elements of the campaign (images, videos, graphics, etc.) and deploy them.

With a well-created and implemented digital campaign, UNITLIFE can fulfill its ambition to create a buzz and get a media coverage worldwide. As a result, both UNITLIFE and chronic malnutrition will gain in visibility, understanding and interest.

B. Objectives of the digital campaign

1. Create awareness about chronic malnutrition and its consequences
2. Position UNITLIFE as an avantgarde startup UN initiative dedicated to fighting chronic malnutrition

C. Scope of work

1. **Concept Development:** Create an innovative and unique campaign concept that carries one central construct/slogan to ensure that the campaign can cut through the many messages in the marketplace and make the messaging itself more effective. The concept shall differentiate UNITLIFE from the other UN entities as it is an avantgarde startup UN initiative.
2. **Campaign Messaging:** Conduct quantitative and/or qualitative testing in markets to use the learning and your expertise to craft both top line and localized messages that can't be ignored and that will convene people.
3. **Visual Content Development:** Based on UNITLIFE's brand, create visuals for the campaign and develop PSAs, including conceptualizing and then creating content that will help raise awareness about chronic malnutrition and UNITLIFE.
4. **Campaign Implementation:** Develop a campaign's calendar and support UNITLIFE in the implementation and reach of the campaign, through developing a press and social media strategies.

The campaign is expected to be digital only, unique and energizing that inspires and engages as many people as possible and that can be deployed in both English and French.

Despite the gravity of chronic malnutrition and its consequences, the campaign should not be all about miserabilism and poverty but rather the campaign should show the opportunities / importance of investing in / financing chronic malnutrition programs.

For UNITLIFE, it's about saving the next generation, ensuring a more prosperous and healthier future can be reached for children. It's also about empowering women and mothers, creating them an income so that they can lift their families and communities out of poverty. Finally, it's about developing climate-smart and nutrition-sensitive agriculture.

The ideal campaign will be 2- to 3-month long and will build a sustainable constituency that UNITLIFE will be able to engage when needed for advocacy and fund-raising purposes.

In a nutshell, the campaign should be inspiring, unexpected, relevant, unifying, empowering and create an urge of global solidarity to fight chronic malnutrition.

To conclude, this campaign would be the first campaign launched by UNITLIFE in this market and it will shape communications actions in the way forward. Therefore, it will be created in very close collaboration with UNITLIFE's Secretariat.

D. Expected Outputs, Target Completion and Location of Work

The expected duration of the assignment is 3 months between March 2021 and May 2021. The creative agency is expected to undertake this assignment at their respective premises with regular brainstorm and sharing design meetings with UNCDF to be done virtually during office hours in Paris time zone. No facilities will be provided by UNCDF.

E. Outputs and payment schedule

- a) The contract price for this assignment is a fixed output-based price regardless of extension of the specific duration if required by the Creative Agency and accepted by UNCDF.
- b) Payment will be made within 30 days from meeting the following conditions and will be structured as follows:

Outputs	Percentage	Timing
At least two campaign concept proposals including the timeline and implementation plan submitted	50%	Within 2 weeks of signing the contract
Campaign editorial content and visuals created	30%	Within 6 weeks of signing the contract
Final report on the campaign results finalized & accepted	20%	Within one month of the end of the campaign

F. Provision of monitoring and progress controls

- The selected creative agency will work under the supervision of UNITLIFE Programme Manager and in close collaboration with the UNITLIFE Communications and Advocacy Consultant.
- Updates on the progress of the assigned tasks will be communicated by e-mail or by virtual meetings once a week.
- Payment is linked with deliverables and will be paid upon full and successful completion of the requested outputs and as per certification and evaluation of the direct supervisor. Final payment shall require a signed performance evaluation of the creative agency.
- The following supporting documents will serve as conditions for disbursement:
 - Submission of an invoice and Certificate of Payment (COP);
 - Review, approval and written acceptance of each deliverable/report by the UNITLIFE Programme Manager.

G. Professional Qualifications of the Successful Contractor and its key personnel

The request for proposals is open to entities that fulfil the prequalification criteria as specified below:

- At least 3-5 years of experience in developing and producing digital communication campaigns targeting the awareness raising, social and behavioral change
- Strong practice background in creative design using social media and digital channels
Previous experience of working with UN agencies is an asset
- The proposed staff members should be holding a degree in relevant industry such as communication or marketing and be fluent in both English and French language.

- The project leader must have at least 5 years of experience running successful campaigns in France while the rest of the team should have at least 3 years of experience. Ideally, different profiles of the team should be complementary.

H. Recommended Presentation of Proposal

Interested creative agencies must submit a detailed proposal made up of documentation to demonstrate the qualifications of the prospective proposer. This should include technical and financial proposals, details of which are listed below:

1. Technical Proposal

- (i) Name and Profile of the creative agency, details of registration, address and bank account; business registration certificate and corporate documents (Articles of Association or other founding authority);
- (ii) A detailed outline of the methodology, the outlines of the campaign proposal, the estimated timeline and implementation plan
- (iii) Description and samples of relevant digital campaign experience, with specific description of technical specialization of the creative agency in the required overall areas;
- (iv) List of current and past assignments of the Creative Agency;
- (v) Latest Audited Financial Statement;
- (vi) CVs of the proposed key personnel, who will be involved in completing the services.
- (viii) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List

2. Financial Proposal (including fees, travel cost, DSA, and other relevant expenses)

- (i) The financial proposal shall specify a total delivery amount in EUROS including all associated costs etc.
- (ii) In order to assist UNCDF in the comparison of financial proposals, the financial proposal will include a breakdown of this amount, disclosing the key assumption employed in costing the working. This must at least specify: the daily rates and number of anticipated working days (for each professional team member). Payments will be based upon output, i.e. upon complete delivery of the services specified in the ToR.

I. Evaluation and Award Criteria

The proposals will be rated on both technical and financial submissions. The following selection method will be used: Highest rate proposal using the combined scoring method, which assigns the weight distribution between the technical and financial proposals. The overall combined score will be 100 points, where weight distribution shall be 70% technical and 30% financial, as per steps below:

Step 1: Technical Proposal (100 points x 70%)

- Expertise of the Creative Agency (35 points)
 - At least 3-5 years of experience in developing and producing digital communication campaigns targeting the awareness raising, social and behavioral change (10 points)
 - Strong practice background in creative design using social media and digital channels (10 points)
 - Previous experience of working with UN agencies is an asset (5 points)
 - Quality of the provided work samples (10 points)
- Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (50 points)
- Management Structure and Qualification of Key Personnel (15 points)
 - Project lead's and Key Personnel's having a relevant degree e.g. communications or marketing and fluency in English and French (5 points)
 - Experience in running successful campaigns in France with the Project Lead having at least 5 years of experience and the rest of the team at least 3 years of experience (10 points)

Step 2: Financial Proposal (30%)

In the second stage, financial proposals of all proposers, who have attained the minimum 70% score in the technical evaluation will be evaluated. The following formula will be used to evaluate financial proposal:

Lowest priced proposal / price of the proposal being evaluated x 30%

The contract will be awarded based on the Cumulative Analysis weighted-scoring method. The award of the contract will be made to the tenderer, whose offer has been evaluated and determined as:

Responsive / compliant / acceptable with reference to this ToR, and;

Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation, with the ratio set at 70:30 respectively in technical and financial offer (this is to reflect the high-level skills mix required).

Assia Sidibe

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Programme
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