

## Terms of Reference for Institutional Contracts

Developing Management and Service Standard Manual and Assessment Tools  
for the project: ‘Community-based support for early learning and responsive care for children aged 0–6 years in China’

### 1. Background of the project

To ensure that all children – particularly the most disadvantaged in China – are given equal opportunities during the early and formative years of life, UNICEF in partnership with the All-China Women’s Federation (ACWF) launch the project “Community-based support for early learning and responsive care for children aged 0–6 years in China”, which seeks to engender positive behavioural change among caregivers to better support child development, including Learning through Play (LTP) and development of sustainable systems for scalable community-based family support (CBFS) services. Building on the success of previous program and learning from the LEGO Foundation, UNICEF will work closely with ACWF and local government, university experts, childcare service providers, communities and families to improve CBFS services.

Community-based implementation will focus on children and their caregivers in 200 disadvantaged rural communities with a high proportion of children affected by migration across 10 provinces and autonomous regions: Gansu, Guizhou, Hebei, Hubei, Hunan, Inner Mongolia, Jiangxi, Shanxi, Sichuan and Yunnan. These project supported CBFS centres to operate as demonstration models and help build an evidence base to support wider advocacy efforts for possible national scale-up. As a result of the project, an estimated 20,000 children aged 0–6 years and their 40,000 caregivers across the 200 communities will benefit directly from access to better-quality CBFS services, improved parenting practices and behaviours and use of age-appropriate play materials. An estimated 50,000 children aged 0–6 years and 95,000 caregivers will indirectly benefit through access to improved quality of CBFS services at non-project ACWF ECD centres in project provinces.

Outcome of the project is:

By 2025, national and selected provincial governments and other partners would have strengthened capacities to deliver community-based early learning and responsive care services at scale for more girls and boys aged 0-6, especially those left behind;

Expected outputs/deliverables of the project are:

- Resource development: Package of resources to support early learning and responsive care (ELRC) at the community level is to be developed and made available for replication and potential scale-up.
- Building sustainable national and provincial support systems for CBFS services: National and provincial expert teams are to improve the knowledge of and competencies in ELRC to promote LTP.
- Strengthened family-support services in communities: Service providers in selected communities are to be able to better provide quality ELRC support to children aged 0–6 and their caregivers, including by helping caregivers improve their play-centred parenting skills.
- Advocacy for replication and scaling-up: Documented evidence and lessons learned are to be disseminated to influence decisions for wider scale-up and contribute to the development of national family education legislation.

To prove the smooth implementation and management of the project, as well as to support government to scale up and replicate this model after the project end, one of the key components of the project is to develop management and service standard manual and self-assessment tools to better define and clarify the project implementation procedures and standards and establish service system to be scaled up and replicated by other regions. The expected deliverables for this TOR will include a set of management and service standard manuals for CBFS centers and volunteers/women’s cadre self-assessment tools.

### 2. Purposes

**Purpose:**

The proposed consultancy is to develop a set of management tools to support the standardization of CBFS-service for future replication.

### 3. Expected Deliverables

The key deliverables should include:

1. Management and Service Standard Manual, specifically:
  - ✓ Management and Service Standard Manual for CBFS centers--including center construction standards, management standards, service procedures, service content, center service standards, et al
  - ✓ Management and Service Standard Manual for CBFS volunteers--including volunteer management standards, service procedures, service content, service standards, et al
2. Self-assessment tools, including self-assessment indicators, scoring basis, scoring tables, the key component should include two part at below:
  - ✓ Tool 1: Self-assessment form for community/village-level managers (community women’s cadre)
  - ✓ Tool 2: Self-assessment form for volunteers

**Proposed timeframe:**

Phase	time	Contents
Preparation	1 month	Develop a development plan Determine the outline of the manual and self-assessment tool Develop survey and interview plans Design survey questionnaires and interview outlines
Collect information	1 month	Conduct survey and interview
Manual draft	1 month	Prepare first draft of the manual and self-assessment tools Revise to the final draft
Test and improvement	8 months	Test and refine the manual and self-assessment tools, final version submitted

The above proposed timeframe only for candidate's consideration, the suitable candidate should provide a table of tasks by phase, and deliverables with timeframe along with the proposal according to the complexity of the tasks.

**1. Payment term**

The payment of consultation fee is dependent on the satisfactory completion of deliverables by phase, as indicated in the Section of Description of Assignment.

Proposed payment schedule are as below:

1. 20% payment after received the framework and work plan of all proposed deliverables
2. 50% payment after all the proposed deliverables drafted
3. 30% payment after the final version manual and self-assessment tools approved

(\*National consultants/contractors are to be paid in local currency. UNICEF will not bear bank charges for transferring hard currency abroad for int'l consultants/contractors)

**2. Content of technical proposal****Structure of the Technical Proposal**

The technical proposal can be submitted in English, and it should include but not limited to the following:

- 1) Background review, description of the initial framework of the management and service standard manual based on the understanding of the 'Community-based support for early learning and responsive care for children aged 0-6 years in China' project proposal and the requirement of this TOR (2 pages)
- 2) Detailed methodology/approach to demonstrating how you will meet or exceed UNICEF requirements for this assignment, including a) framework on the proposed set of the management and service standard manual, b) justifying how to support or benefit CBFS center and volunteers, c) description of your plan to carry out this assignment step by step, a table should be provided to include tasks by phase, deliverable in each phase and timeline for each phase; d) quality assurance processes; and e) description of the limitations or risks, occurrence and its mitigation measures. (6 pages, maximum)
- 3) Detailed description of the bidding institution's own ethical review procedures in compliance with UNICEF's ethics standards, or willingness to specifically include such procedures for the assignment<sup>1</sup>. (1 page)
- 4) Corporate profile highlighting the bidder's qualifications and experience in implementing the assignment, please include details of specific experience with similar assignments in the past five years. Bidders are requested to back up their submissions by providing:
  - o Evidence in the form of job completion certificate, contracts and/or references.
  - o Details of the proposed team for the assignment including the following information:
    - 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 those projects.

The format shown below should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be

<sup>1</sup> Specifically, proposals should:

- a. Identify any potential ethical issues and explain how these will be addressed, including:
  - Measures to ensure that the selection of participants and sampling will promote equity
  - Potential harms and risks to the safety and well-being of participants or their communities, and how these will be prevented or mitigated
  - The nature of informed consent by participants, and the measures that will be taken to obtain it
  - The measures to ensure privacy and confidentiality in data collection, analysis and storage
  - Explanation and justification of payment or other compensation to participants.
- b. Identify any actual or potential conflicts of interest, and if these exist, indicate how they would be managed.
- c. Describe the process for ethical review and oversight of data collection and analysis.
- d. Indicate that data collectors and others involved in the study will have completed basic ethics training before the commencement of activities. (UNICEF China can provide information and suggestions for basic ethics training.)

required or applicable but are indicated to serve as examples.

PRICE SCHEDULE				
	DESCRIPTION OF ACTIVITY/ITEM	NUMBER OF STAFF	UNIT RATE	ESTIMATED AMOUNT
1	Services/consultation			
2	Travel (including per diem allowance)			
3	Reproduction and reports			
4	Other items			

**Duty station:** The workplace of the research team.

**Duration:** 11 months in total.

Expected start date: 15th December 2021

Expected completion date: 15th November 2022

**Travel Required:** Field trips to the project sites for testing the manual and improvement

**Support Provided by UNICEF:** UNICEF will supervise the assignment and facilitate discussion with the government counterparts and experts.

**Supervisor:** Education specialist, UNICEF China

**Type of Supervision Required:** Regular review of progress and technical advice.

**3. Documents/Information Available to Candidates:**

- 1) Proposals for 'Community-based support for early learning and responsive care for children aged 0–6 years in China'
- 2) Mid-term review of the 0-3 community based ECD project
- 3) UNICEF Ethical Guidelines
- 4) Tools and materials developed by this project
- 5) List of project sites

**4. Qualification or Specialized Knowledge/Experience Required for the Assignment:**

- 1) University institute with proven knowledge, research background and relevant experience.
- 2) Leading person and the working team members with degree in early childhood education/development
- 3) Leading person with 10 years of applied experience in ECD, preferably in early learning, in particularly experiences in developing community-based programme management tools as asset.
- 4) Leading person and team members with appropriate ICT skills, including competence in using statistical software (e.g. SPSS), MS Office especially EXCEL
- 5) Leading person and team members familiar with the child rights based and gender sensitive approach to applied to this assignment.
- 6) Previous experience working with UNICEF (UN) and/or with local governments an asset
- 7) Fluency in Chinese and working knowledge of English required, proficiency in English an asset

**5. Evaluation criteria**

The evaluation procedure will focus on both technical and financial suitability. The weights of 70% and 30% shall be applied for technical and financial compliance respectively. Only organizations scoring at least 70% of the maximum score during technical evaluation will be considered for financial evaluation.

Technical Evaluation Criteria

1. Overall response - 10 points
  - 1.1 Completeness of response - 5 points
  - 1.2. Overall concord between RFP requirements and proposal - 5 points
2. Proposed methodology and approach - 30 points
  - 2.1 Relevance and quality of proposed methodology - 20 points
  - 2.2 Project timelines and workplan - 10 points
3. Experience and qualifications of organization and key personnel - 30 points
  - 3.1. Organization profile (establishment, facilities, personnel, financial capacity) - 5 points
  - 3.2 Experience in similar projects - 15 points
  - 3.3. Relevance of qualifications & expertise of proposed team of consultants - 10 points

Total technical: 70 points

## 6. Award Criteria

The following methodology will be used for evaluation of price proposals and contract award. Only price proposals of the technically responsive Offerors will be opened and evaluated.

The price should be broken down for each component of the proposed work. The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited organizations/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

$$\text{Score for price proposal X} = \frac{30 * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.

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.

UNICEF will award the contract to the vendor whose response is of high quality, clear and meets the project goals. The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria.