

Terms of Reference for Institutional Contracts

1. Identification

Description of the services: LTA for publication/printing of the ECD storybook

Expected start date: September 1, 2022

Expected completion date: June 30, 2025

Reporting to: UNICEF China Partnerships & Innovation Manager

2. Background and objectives

UNICEF China is seeking professional publisher(s) to provide services of publishing and printing the story book pack of Education programme. The pack including 6 classic Chinese stories endorsed by Ministry of Education were selected to be used in UNICEF ECD programme's pilot sites for years and proved to be of good quality. These story books will be proposed to publish for multiple purposes:

- 1) Copyright protection: this story book pack as one of training/parenting materials were co-developed with the counterparts during past years and have been counting to be used in ECD programme.
- 2) Training materials for parents and teachers of ECD programme, these 6 story books provide supports to ECD programme implementation.
- 3) Pilot local Inspired Gifts product to leverage resources to support China local programme. These ECD story books can also benefit supporters who need ECD guidance for their child, meanwhile can mobilize resources to provide earmarked fund to support local programme.

So that we are now seeking publisher(s) with relevant expertise and experiences in production and book marketing to provide and implement a solution for above purposes.

*6 ECD story books include «Little Tadpoles Looked For Mother», «Kitty Goes Fishing», «Mouse and Elephant», «The Shepherd Boy and the Wolf», «Grandma Wolf» and «Carry Bamboo Pole into the City».

3. Scope of Work

The vendor is responsible whole process of book publishing including review, editing, International Standard Book Number application, typesetting, pricing, printing, distribution, and sales of the books.

Task A: Book publication

- Propose a detailed and feasible publication solution and timeline upon UNICEF requirements
- Publish and Printing of 6 story books:
 - Size: 250×250 mm
 - Page: 28 pages including cover for each of the books
 - Paper Cover: 200g copper plate paper with lamination; Content: 157g matt copper plate paper
 - Printing: 4 color printing for both cover and inner pages
 - Binding: Glue
 - Each set contains 6 books and should be binded with printing sleeve corset, which laminated on the outside
 - Parent Guide leaflet:
 - A leaflet needs to be designed and printed, in order to accompany the story book to provide reading instructions for parents
 - Size: open to proposal
 - Printing: 4 color printing for both cover and inner pages
 - Incentive:
 - Easy-to-use kits matching content of the story books that parents can use to tell stories to children, form and design are open to proposal
 - We recommended to have “十环认证” standard for printing items.
- International Standard Book Number (ISBN) application: including all the materials preparation required for the ISBN application, responsible for whole process of review, submission, and application.

- Review the manuscript according to the issuance rules and put forward specific modification suggestions
- Provide evidence-based suggestions on the volume estimation of printing and pricing
- Be responsible for arranging the printer for typesetting, printing, and binding to achieve agreed quality standards.
- Can coordinate qualified 3rd party inspection agency to conduct on-site quality check upon UNICEF's standards for satisfied delivery.

Task B: These ECD story books can also benefit supporters who need ECD guidance for their child, Distribution and Sales

- Propose a comprehensive distribution and marketing plan upon the sales target and estimated performance.
- Implement full-function distribution services through suppliers' scalable sales channel and network.
- Monitor performance and actively optimize efficiency of the process.

4. Deliverables and payment schedule

- Provide comprehensive publication solutions to suit UNICEF's needs, including planning and execution for UNICEF products
- Implement UNICEF agreed workplan with effectiveness and efficiency
- Designate a focal person with rich experiences responsible for liaising with UNICEF for the duration of the assignment
- Actively respond to emergencies during project implementation and propose feasible solutions to solve problems

PAYMENT SCHEDULE:

Normally UNICEF pays the services and products upon satisfactory completion of delivery and submission of invoice.

All costs should be paid per the budget submission and based on actual cost incurred.

Breakdown of the costs should be prepared and submitted (services, products).

Price Schedule Form:

Template is attached to this ToR.

The Offerors are encouraged to submit the associated costs linked to the technical proposal and deliverables in full detail.

Breakdown of the cost/expenses shall be included, and the price proposal shall as minimum per the template. It should include the direct costs (professional fees, etc.) and out of pocket expenses, if applicable.

5. Qualification requirements

- Proven capability and experience in providing cost-effective solutions for publication
- Proven track-record of carrying out similar projects to commercial clients or NGOs
- Ability and passion to develop solutions and work together with the client for the best completion of the assignment
- National certified license for book publishing, sales, operation, and service
- Ability to work on tight deadlines

6. 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 firms 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 - 25 points
 - 2.1 Relevance and quality of proposed methodology - 15 points
 - 2.2 Key personnel: i) Relevant Experience ii) Qualifications iii) Certifications - 10 points
 3. Experience and qualifications of firm and key personnel - 35 points
 - 3.1. Company 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 - 15 points
- Total technical: 70 points
The vendors may be invited to present their proposal for better understanding.

7. Content of technical proposal

Structure of the Technical Proposal

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

- 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.
- Detailed understanding of UNICEF's requirements for this assignment and bidders value proposition
- Detailed Methodology/approach to project demonstrating how you meet or exceed UNICEF requirements for this assignment
- Proposed timeline
- Bidders are requested to back up their submissions by providing:
 - Three case studies containing the following information:
 - Name of Client
 - Title of the Project
 - Year and duration of the project
 - Scope of the Projects/Requirements
 - Proposed Solutions and Outcome – include visuals, web-links, etc.
 - Reference /Contact person details
- 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.
- Project implementation and work plan showing the detailed sequence and timeline for each activity and days necessary for each proposed team member
- Quality assurance mechanism and risk mitigation measures put in place

The Price Proposal shall include, but not limited to, the following:

The format shown on the following pages should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

PRICE SCHEDULE			
	DESCRIPTION OF ACTIVITY/ITEM	DESCRIPTION AND REQUIREMENTS	UNIT RATE
1	Publication service fee	Include all publication related service fee with detailed explanations	
2	ISBN application fee	Cover the full-service fee of ISBN application	
3	Printing fee	Proposed quailed printing service and procedures to implement printing confirmed publications upon national standards and UNICEF's requirements	

4	Inspection service	Cover professional inspection service fee for each batch of printing based on national standards and UNICEF's requirements	
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***Continue separately as necessary**

8. Award Criteria

Further to para 6 above, 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 firms/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.