

# STATEMENT OF WORK AND TERMS OF REFERENCE

## Title: Developing Capacity Building Package on Creating Child-friendly City

### 1. INTRODUCTION OF THE SECTION

For 70 years, UNICEF has been working on the ground in 190 countries and territories to promote children's survival, protection, and development. We support child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS.

UNICEF in China promotes policies and laws that better deliver on children's rights. The overall purpose of UNICEF China's Social Policy programming is to ensure that fewer children in China are subject to multidimensional poverty, by being better able to access affordable social protection mechanisms and quality social services. This will allow children's rights to be protected – particularly the most vulnerable and those lagging behind - to better achieve their educational potential, be guaranteed of improved health outcomes and assume their role as productive members of their society, community, and family in the rapidly transforming environment in China.

### 2. GENERAL BACKGROUND INFORMATION

The Child Friendly Cities Initiative (CFCI) is a UNICEF-led initiative launched in 1996 that supports municipal governments in realizing the rights of children at the local level using the UN Convention on the Rights of the Child as its foundation. It is also a network that brings together government and other stakeholders such as civil society organizations, the private sector, academia, media and, importantly, children themselves who wish to make their cities and communities more child friendly.

The Social Policy Section (SPARC) of UNICEF China has been long working with the Government of China (GoC) to uphold child rights in the delivery and uptake of essential social services. In recent years, the two sides have broadened the scope of collaboration and joined hands in an emerging area – child-friendly cities (CFCs). GoC's commitment to CFC has been factored into the 14th Five-Year Social and Economic Development Plan (FYP) in March 2021, in which building CFC has been articulated as an essential service for children.

To make a lasting difference in the lives of children, it is important to foster a genuine understanding of the objective of CFCs from a child rights perspective. It is also necessary to build the capacity of all adults and children to implement them. Municipal personnel, professionals, civil society organizations (CSOs), parents/caregivers, and children need to be aware of child rights and to be technically empowered and supported to put the child rights approach into practice via CFC building. Therefore, UNICEF's CFCI emphasizes an evolving approach to strengthen child rights through long-term commitment and sustained capacity building, particularly for local level implementing partners of CFCs.

Among the various stakeholders who will be involved in the CFC process, local stakeholders consisting of governments, urban planners, researchers, CSOs, etc. in China play an instrumental part in facilitating the building of child-friendly cities. It is of great importance for them to possess the knowledge and know-hows of understanding the underlying principles and building blocks of CFCs so as to promote and implement CFCs continually. Meanwhile, despite of the emergency of CFC in China, it is a relatively new area with limited experience or well-established modes to learn from for Chinese stakeholders specially for most of the local actors. In this context, a holistic capacity building package made up of training materials and delivery of the trainings - is very much needed at this stage to build up stakeholders' awareness,

knowledge, and capacities of implementing CFC in China. UNICEF China is planning to take a holistic approach to develop a CFC capacity building framework consisting of a width of overarching, cross-cutting and sectoral topics by integrating the existing materials and lessons learned of global CFCI, as well as contextualizing or tailor-making the materials to better cater for national contexts and demands.

The general Scope of Work (SoW) is seeking a team/agency to support UNICEF on developing a capacity building package on CFC, to strengthen the concerned partners and stakeholders' capacities of reshaping cities to be more responsive and inclusive for every child.

### **3. PURPOSE, OBJECTIVES AND SCOPE OF WORK**

The objective of the capacity building package is to enlighten, empower and enhance the awareness and abilities of all stakeholders particularly at sub-national level in understanding and implementing CFC in China. The capacity building package to be developed would add to the existing literature and knowledge products catering to the needs of policy-makers, local governmental entities, researchers, trainers, civil society organizations etc.

The scope of work is expected to focus on the following areas:

- 1) Support in conceiving and developing the overall framework of the capacity building package, which will work as the master file and guiding document of the whole process of development. The framework will be structured and comprehensive, including but not limited to the following sections: background, rationale, overall objectives, principles and approaches, formats of the training sessions, methods of delivering and disseminating the package, training contents, methods of evaluating the outcomes of training sessions, etc.
- 2) Mapping, consolidating, and archiving existing materials and knowledge products within and beyond UNICEF that could be useful as reference reading materials or adaptable to be converted into training-oriented contents for capacity building (the topics of the materials refer to below bullet point 3)).
- 3) In line with the conceived framework mentioned in bullet point 1), the contracted team will translate, adapt, contextualize and tailor-make training contents in below suggested sessions/areas including but not limited to:
  - Understanding children from the perspective of UNCRC
  - Understanding children and child rights in urban setting
  - Contextualizing and distilling the framework and core components of UNICEF's global CFCI
  - Child participation in the context of CFC
  - Procedures and process of building CFC, including situation analysis, monitoring and evaluation
  - Child-friendly governance
  - Urban planning and urban spaces for children
  - Gender mainstreaming in urban planning and development for children
  - Thematic areas relevant to CFC building (education, health care, protection, etc.)
  - International and local case studies
  - An annex of all reference materials and a source of all toolkits
- 4) Formatting or visualizing the training package for easy dissemination especially via online platforms, such as making PPTs, retrofitting into online courses, recording e-lectures, etc.
- 5) Test running the capacity building training sessions with selected target audiences

### **4. EXPECTED RESULTS**

The services provided to fulfil the capacity development elements of this SoW will include the provision of support to:

1. the overall design, development and dissemination of the contents and formats of the capacity building package
2. on-site or online testing of the capacity building package
3. other tasks relating to the development of the capacity building package

## 5. EXPECTED DELIVERABLES AND TIMELINE

<b>Deliverable (all deliverables in both Chinese and English)</b>	<b>Estimated Timeframe<sup>1</sup></b>
<b>Deliverable 1:</b> A structured and comprehensive framework of the capacity building package (English and Chinese)	10 days
<b>Deliverable 2:</b> An organized resources pool/archive consisting of referenceable and useful materials and knowledge products (the resources pool will comprise English reference materials in majority, with relevant Chinese resources listed)	20 days
<b>Deliverable 3:</b> The production of the training package including translation (English and Chinese)	90 days
<b>Deliverable 4:</b> min. two test runs of the capacity building package (English and Chinese)	15 days

## 6. OVERALL KEY SKILLS, TECHNICAL BACKGROUND, AND EXPERIENCE REQUIRED FOR THE SCOPE OF WORK

The institution should preferably be a technical agency that adequately demonstrates the availability of high-caliber experts for supporting China’s child development via various capacity building and technical support programmes including CFC.

The selected institution must demonstrate commitment to ensuring that all activities adhere to the guiding principles of programming, employing human rights, participatory and survivor-centered approaches.

In addition to the overall support of the institution for key elements of the SoW, the key deliverables will be delivered by a core team comprised, at minimum, by one senior advisor for the project and two more junior, but experienced advisors. Additional team members are at the institution’s discretion. All team members will preferably possess the following qualifications:

- Advanced university degree in social science and policies, child rights and development, governance or a related field, preferably with multi-disciplinary training.
- Having excellent research background in areas relating to child development in China
- Hands on experience of applying child-rights based approach in planning, programming and other activities
- Prior and extensive experience of developing and implementing training materials and sessions for promoting child well-being in China especially at sub-national level
- Possessing good network with local governmental and non-governmental stakeholders, as well as with expert groups

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<sup>1</sup> Working days listed do not imply sequential days. Days may be divided among different deliverables, and there may be gaps between activities.

- Prior experience of working on gender mainstreaming for children
- Having proven knowledge of working with UNICEF and its stakeholders
- Language proficiency: Fluency in Chinese and English

**7. DURATION:**

The validity of the contract will be 12 months from specified date of start. Up to 6 months extensions may be further granted to selected providers upon completion of satisfactory services, favourable review by contracting offices, demonstrated continued need for services within UNICEF. Successful proposers will be expected to be available for potential contracts immediately after the anticipated award date.

**8. EVALUATION OF THE PROPOSAL**

In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation Team first reviews the technical aspect of the offer followed by the review of the financial offer of the technically compliant vendors.

**General Requirements:**

Proposals must be clear and concise, comprehensive, and directly address the specifics of this SoW/ToR. UNICEF is not expecting or desiring to receive “marketing literature” from the vendor, and **please submit your proposal in both English and Chinese versions.**

The proposals will be evaluated against the following two elements:

**a. Technical Proposal:**

The technical proposal should address all aspects and criteria outlined in this Request for Proposal. However, all these requirements represent a wish list from UNICEF. The bidders are free to suggest/propose any other solution. UNICEF welcomes new ideas and innovative approaches.

**No price information should be contained in the technical proposal.**

WEIGHT OF TECHNICAL EVALUATION IS 70 POINTS.

Criteria	Points
<p><b>1) Company/institutional structure and experience, and key personnel to fulfill the requirements including:</b></p> <ul style="list-style-type: none"> <li>• <i>Information which will enable us to determine whether your institution (or your team) have relevant specialized knowledge in the areas that are critical to this work.</i></li> <li>• <i>Vendor must be able to demonstrate experience in, and knowledge of, the following by describing at least two projects from recent years (in no more than 2000 words):</i> <ul style="list-style-type: none"> <li>i) <i>Child-friendly cities (CFC) with specific reference to child rights &amp; child participation related capacity development including remote capacity support and other support mechanisms;</i></li> <li>ii) <i>Technical leadership and capacity building on CFC programming including breadth and depth of child rights experts on staff</i></li> </ul> </li> </ul>	30

<p style="text-align: center;"><i>and roster that will be available to provide support;</i></p> <p style="text-align: center;"><i>iii) Composition of the Bidders proposed team to carry out the work including a summary (maximum one-page) CV of each member</i></p> <ul style="list-style-type: none"> <li>• <i>Vendor must be able to demonstrate experience in working with and understanding of the work of the UN and NGOs (in no more than 500 words)</i></li> </ul>	
<p><b>2) Technical Approaches and Methodology.</b> Will include:</p> <ul style="list-style-type: none"> <li>• <i>Detailed description of vision and methodology to be used to achieve key outputs/deliverables (in no more than 1500 words)</i></li> <li>• <i>Detailed proposal with main tasks, reporting structure and key outputs identified guided by this scope of work (in no more than 1500 words)</i></li> <li>• <i>Realistic and timed plan of action</i></li> <li>• <i>Report, materials and resources provided at the end of the consultancy.</i></li> </ul>	40
Total Score	70
<b>Only proposals which receive a minimum of 42 points will be considered further</b>	

WEIGHT OF FINANCIAL EVALUATION IS 30 POINTS.

Ensure that the level of effort to be committed by the different team members in each phase is visible within the technical proposal. That same information with additional cost data should feature in the financial proposal.

The proposal should very clearly articulate how you propose to address information and key questions included in the **SoW** section of RFPS.

**b. Price Proposal**

The price should be broken down for each component of the proposed work, based on an estimate of time taken which needs to be stated.

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.:

**Max. Score for price proposal \* Price of lowest priced proposal**

**Score for price proposal X = -----**

**Price of proposal X**

## Payment term

The quotation will not be subject to revision unless officially invited to re-submit by UNICEF.

From UNICEF, we may suggest the payment schedule according to the deliverables as follows:

- 30% of the total, upon a structured and comprehensive framework of the capacity building package;
- 50% of the total, upon the production of the training package including translation being completed upon satisfaction from both ends
- 20% upon the minimum two test runs of the capacity building package, with feedback and comments been incorporated for a finalized CB package

The currency of the proposal shall be in **Chinese Currency**. Invoicing will be in Chinese Currency. Payment will be affected by bank transfer in RMB. The price should be broken down for each component of the proposed work, based on an estimate of time taken which needs to be stated.

The format shown below is suggested for use as a guide in preparing the Financial Proposal. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples. Travel and per diems will not be noted, as this will later be determined and finalized by UNICEF and the chosen bidder.

<b>Personnel</b>	<b>A. Brief Description of function</b>	<b>B. All-inclusive daily rate (RMB) (international staff)*</b>	<b>Comments</b>
Technical Director/overseer	Provides overall oversight and quality assurance across the entire project		
Senior Team Leader/ (Senior-level)	Leads technical inputs and guidance as required by the project		
Expert Pool	Provides relevant experience to deliver on the project deliverables		
		..	..
<i>Added total cost (this figure is used for cost comparison only)</i>		.	..

**\*\*TRAVEL:**

The contractor will be responsible in administering its own travel. Travel expenses will be reimbursed separately upon presentation of receipts based on actual cost or as per UN rates (<http://icsc.un.org/rootindex.asp>) whichever is lower. Travel expenses shall be calculated based on economy class travel, regardless of the length of travel and ii) costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).

Number of travelers, duration and dates of travel and travel locations will be agreed with UNICEF and the contractor prior to being arranged, undertaken and expensed.