

Terms of Reference for Institutional Contracts on Online Course Development for Adolescent Education Project

1. Identification

Description of the services: Online course development for adolescent education project

Expected start date: 2 September 2019 depending on the bidding progress

Expected completion date: 31 March 2020

Reporting to: Education Officer and Chief of Education Section

2. Background and objectives

UNICEF works with China Association for Science and Technology (CAST) and MOE on adolescent education project. The collaboration between UNICEF and CAST began in 1982 and spans 37 years, covering 28 project counties of 13 provinces. Local students both out-of-school and in school experience significant changes through eight participatory life skills modules including 1) independence and self-management, 2) interpersonal skills and communication, 3) career development, 4) social emotional learning, 5) financial education, 6) life skills for girls, 7) Information Technology and 8) climate change. UNICEF works with MOE on vocational education for five years. Students in 27 project counties of 17 provinces benefited from the participatory training on self-awareness and problem solving. More life skills modules will be developed on social emotional learning and interpersonal skills.

Currently, local students get access to the life skills modules through on-site training or science events. In order to scale out the life skills training and to reach more disadvantaged adolescents, the conventional off-line training approach needs to be complemented by new ways that facilitate an easy access to the modules and to best suit the learning behaviours of young people.

Young people are growing up surrounded by digital technologies and media. Digital culture is embedded in young people's everyday lives and they are portrayed as 'digital natives' who are able to seamlessly adapt to online environment. Over the past two decades, there has been a sharp increase in children's use of digital media. The wide availability of mobile phone, tablet and gaming has fundamentally reshaped young people's relationships with the online world. We know that children are now spending more time in front of screens; messaging on Apps. Young people value the social and informational benefits of the internet and the opportunities it provides for managing different aspects of their lives. Many young people consider that the internet and mobile technologies make them feel part of an online community.

In response to the digitalization, adolescent education project plan to develop online courses based on the current life skills modules. The first batch would be Life Skills for Girls module.

The objectives of the online course development are to 1) explore new approaches to reach more vulnerable adolescents, 2) assist flexible learning in spite of time and region, and 3) suit adolescents' learning behaviours.

3. Scope of Work

- 1) Discuss online course design for Life Skills for Girls module with UNICEF.
- 2) Build the functional design showing how to visualize the elements to achieve deeper engagement with the material and best user experience.
- 3) Propose the creative concept according to approved functional design.
- 4) Design, develop and produce interactive online Life Skills for Girls course (35 minutes learning time equivalent) that are multiple device friendly, adapting to mobile, iPad and computer.
- 5) Tracking codes should be planted in the online course to track visitors' behaviours from each channel.

4. Deliverables and payment schedule

Tasks	Expected Products/Deliverables	Timeframe (Deadlines)	Payment Schedule
<ul style="list-style-type: none"> Discussion with UNICEF on the design of online course for Life Skills for Girls module. 	<ul style="list-style-type: none"> Preliminary design plan drafted based on the requirement and materials provided by UNICEF. 	6 September 2019	0%
<ul style="list-style-type: none"> Build the functional design showing how to visualize the elements to achieve deeper engagement with the material and best user experience. The design should be multiple device friendly, adapting to mobile, iPad and computer. 	<ul style="list-style-type: none"> Functional design drafted with the proposed approaches on how to: <ol style="list-style-type: none"> Combine text and graphic components. Visualize activities and scenarios, including rich and diverse types of interactions/animations, media (video and audio) and voice-over. Make the interface interactive. Put bilingual subtitles. Adapt to mobile, iPad and computer. Plant tracking codes in the online course to track visitors' behaviours from each channel. 	20 September 2019	10%
<ul style="list-style-type: none"> Design, develop and produce interactive online course for Chapter One of Life Skills for Girls module. 	<ul style="list-style-type: none"> Online course developed for: <ul style="list-style-type: none"> Chapter One: I am a girl <ul style="list-style-type: none"> ✓ Two Key Messages with length of 1.5 minutes each. ✓ Two Activities with length of two minutes each. ✓ Seven minutes in total for Chapter One. ✓ Voice over in Chinese. ✓ Subtitles in Chinese and English. Modification of chapter one in discussion with UNICEF. 	<p>23 October 2019</p> <p>31 October 2019</p>	30%
<ul style="list-style-type: none"> Design, develop and produce interactive online course for Chapter Two to Five of Life Skills for Girls module. 	<ul style="list-style-type: none"> Online courses developed for: <ul style="list-style-type: none"> Chapter Two: Effective Communication Chapter Three: Self-Protection Chapter Four: Career Development and Employment Chapter Five: Happy Life with Self-Decision Under each chapter: <ul style="list-style-type: none"> ✓ Two Key Messages with length of 1.5 minutes each. ✓ Two Activities with length of two minutes each. ✓ Seven minutes in total for each chapter. 	29 February 2020	60%

	<ul style="list-style-type: none"> ✓ 28 minutes in total for chapter two to five. ✓ Voice over in Chinese. ✓ Subtitles in Chinese and English. <ul style="list-style-type: none"> • Modification and finalization of chapter one to five in discussion with UNICEF. 	31 March 2020	
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The above percentages are indicative. All payments will be against deliverables as outlined above. No advance payments will be entertained by UNICEF.

5. Qualification requirements

To meet with minimum qualification requirements, the team should have proven experience in online course development. Preferably capable of producing interactive interface, animations and videos. Experience of online course development for adolescent is an asset.

The team will at least consist of a director, a designer and a producer. Creativity and familiarity with eastern and western culture are preferable.

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

Item	Technical Evaluation Criteria	Max. Points Obtainable
1	Overall Response The understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR	10
1.1	Completeness of response	5
1.2	Overall concord between RFP requirements and proposal	5
2	Proposed Methodology and Approach	25
2.1	Relevance and quality of proposed methodology	15
2.2	Project timelines and workplan	10
3	Experience and qualifications of firm and key personnel	35
3.1	Range and depth of organizational experience with similar projects	10
3.2	Samples of previous work.	10
3.3	Number of customers, size of projects, number of staff per project	5
3.4	Key personnel: relevant experience and qualifications of the proposed team for the assignment	10
	TOTAL TECHNICAL SCORES	70

Minimum technical required score: 49

7. Content of technical proposal

1) Structure of the Technical Proposal

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

- Provide company profile with names of professional staff and skills which would be assigned to work on this project.
- Provide online course works and links to content that has been produced.

- Provide 1-2 ideas on how you would accomplish the online course development.
- Price proposal (your financial bid), as detailed below in the Commercial Proposal section.

2) **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		NUMBER OF STAFF	UNIT RATE	ESTIMATED AMOUNT
1.	REMUNERATION			
1.1	Services in home office			
1.2	Services in field			
2.	OUT OF POCKET EXPENSES			
2.1	Travel			
2.2	Per diem allowances			
2.3	Communications			
2.4	Reproduction and reports			
2.5	Equipment and other items			

***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.