

TERMS OF REFERENCE**Airing of disability and Climate Change radio spot**

Section: Social and behavior change- community engagement (SBC-CE) Date: 22 March 2024

Title: Airing of radio spots to support disability inclusion and Climate Change message dissemination. Duty station: All Over Iraq,

Reporting to: SBC-CE Officer Contract type:

Duration: 8 Months (May - December 2024) Start date: May 2024

Section	Content
Objective	UNICEF's multi-pronged humanitarian strategy focuses on delivering immediate services to vulnerable children, including children with disabilities, providing reintegration support to returnees and strengthening national systems to meet the longer term needs of the Iraqi people. As of September 2022, 1.2 million people remained internally displaced, while 4.9 million had returned to nearly 2,200 locations in eight governorates. With the abrupt closure of many camps for displaced people starting in October 2020, the in-camp population dropped from 256,861 in August 2020 to 179,325 in September 2022, while the number of displaced people living outside of camps reached 1 million, including 370,000 living in informal sites, often widely dispersed and with little access to services. Overall, humanitarian assistance for 3 million people, including 1.3 million children, remains critical. Nearly 1 million people (463,760 children) are considered to be in acute humanitarian need. Therefore, it is key to integrate the disability inclusion activity into the existing humanitarian efforts aligned with the triple nexus of humanitarian, development, and peace approaches being transferred to the Government. The proposed interventions will focus on key components of peacebuilding, reintegration and reducing stigma and discrimination especially among children living with disabilities. UNICEF ICO SBCC (Social Behavior Change and Community Engagement) team worked together on this initiative with social policy funded through the Norwegian funds. A set of activities were designed which includes designing a radio spot and will be aired across 3-4 channels to support the message dissemination and awareness raising among communities on disability inclusion. Simultaneously, Iraq has undergone significant climate changes in recent decades, with warmer temperatures, less rainfall, and more extreme weather events. The trend is expected to continue in the coming decades, with an estimated increase in average temperatures of 2-4°C and a decrease in rainfall of around 9% on average by 2050, with an even greater decrease in the winter months. These changes will have profound and sometimes irreversible environmental effects on the country especially within the Southern Region, so to Increase knowledge and positive behaviors of communities on water saving and climate change UNICEF is conducting various activities, including the message dissemination across radio channel in the Southern region.

Scope of work	The service provider will air the radio spot in Arabic and also develop and air a Kurdish version of the same. in consultation and collaboration with UNICEFSBC-CE section. The companies should have experience preparing media plans, working in different languages and working on media campaigns. They should also have very good rapporteur with the radio channels in Iraq. For the Climate Change and Water Conservation campaign, the spots will be in Arabic as there is no need for them to be in Kurdish in the Southern region. All work assignments under this service shall take place within Iraq, and it will be assumed that the service provider has presence in Iraq and holds the responsibility to ensure all permissions to work in the country. The material will be credited to UNICEF and the specific donor. All original materials will be handed over to UNICEF and will remain UNICEF property. Each work assignment shall be discussed in advance and a specific contract (Purchase Order) describing the nature of the job request, timeframe, and budget, shall be issued. Assignments will be requested and managed by the Social Behavior Change Section in the UNICEF Iraq country office. All copyrights of material produced in the performance of this contract are vested exclusively in UNICEF. Any use of the material by the service provider should be made with the written prior consent of UNICEF in Iraq. Qualified vendors are invited to submit proposals for the following service categories: Recording Disability Radio spots, UNICEF will provide text where the company shall be responsible to record the voice over in Arabic and Kurdish language to be ready for airing. Mass media (Radio channels), the approved disability spots and additional ready three climate spots (Total of spots are four Arabic, one Kurdish) will be broadcasted on 11 well-known local Radios in Iraq (referenced in the annex) with the detailed media plan (schedule in excel sheet) which includes duration (seconds), time when to broadcast, how many days of the week and unit cost quantity- frequency (seconds). Any additional broadcasting of spots (new or old production) needs to be shared with an offer with updated channels, prices& broadcasting plan list with the SBC-CE unit for approval and implantation. The reach and final report with total reach of data to be included. This includes: - Total listeners (for radio) - Total listeners rate (for radio) - Insights analyzing the most engaged and reached channels. - Insights analyzing the age groups reach numbers. - Insight analyzing the gender reach numbers.
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	Task	Deliverables	Schedules
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Deliverables and Schedules	Radio spot development	Record the voice over of Kurdish radio spot on disability, the radio spot to be approved by UNICEF	Within 2 weeks to get SBC-CE section approval.
	Approved media plan	Create a media plan on how, when to air the spots on each channel	Within 2 weeks to get SBC-CE section approval.
	Mass media airing	Broadcast the approved disability radio spots on well-known local channels in Iraq for two months.	Within one week to from the SBC CE section approval.
	Reach report	Add total reach of data to be included	Within two weeks from ending of airing of disability spot to the SBC CE section approval.
	Mass media airing	Broadcast the climate change three radio spots on well-known channels for 7 months	
	Final report	Add total reach of data to be included	Within two weeks from ending of airing to the SBC CE section approval.

Timing	The contract will be for a duration 7months from the date of signature.			
Technical Evaluation Criteria and Relative Points	Technical Criteria	Technical Sub-criteria	Max. Points	Score
	Overall Response	- The bidding company must provide evidence of its organizational structure, technical capability, and track record of similar experience and services required through the provision of the following documents as part of the technical proposal for evaluation: - Company profile and Portfolio of work (12 points) -Record of similar experiences and technical capacity (12 point) - Experience with UN Agencies is an asset. (6 points)	30	
	Sub-Total		30	
	Overall Experience of institution in terms of qualifications, skills and competencies	- Record and samples of previous radio spots recorded. (10) - Demonstrate how the final report with radio listeners views and details required will be provided. Provide of sample of previous radio media monitoring report (20 points)	30	
	Sub-Total		30	
	Grant Total	Maximum Points allocated for Technical Proposal	60	
	Total Points allocated for Financial Proposal		40	
	Total Points	Technical + Financial	100	
	Minimum points required in technical evaluation to qualify financial evaluation		42	
	Each Proposal will be evaluated against a weight allocation of [60 points] for the technical proposals and [40 points] for the financial proposal. The total maximum obtainable points are 100. The UNICEF evaluation team will select the Proposal, which is of high quality, clear and meets the stated requirements and offers the best combination of technical and price score. TECHNICAL PASS CRITERIA The minimum technical score required to qualify is 42 points out of 60, financial proposal will not be opened unless technical score is > or = to 42 points COMMERCIAL EVALUATION The formula for determining the financial scores is the following: $SF = 100 \times FM/F$ Where SF is the financial score, FM is the lowest price from the bidders achieving the minimum technical score and F is the price of the proposal under consideration. The weights given to the technical and financial proposals. are T = 0.6 and F = 0.4			

Financial proposal	The bidder must demonstrate that it employs qualified personnel to support UNICEF. UNICEF will require skilled personnel to be assigned from the bidder to execute the services indicated in this RFPS document. The contracted vendor must assign an account team. The bidding company must provide evidence of its organizational structure, technical capability, and track record of similar experience and services required through the provision of the following documents as part of the technical proposal for evaluation: - Company profile and Portfolio of work - Experience with UN Agencies is an asset. • In two separate emails the bidders are required to provide the technical and financial proposal including Price schedule.												
Administrative issues	Prices can be provided in (USD) or (IQD) *It's important for a bidder to have an IQD bank account in case of providing the price in (IQD). OR ii) Any other currency, ()---- *a) Award will be made based on the currency of offer. *b) The bidder is required to have bank account in the currency of submitted offer. NOTICE: If a bidder has quoted in (USD) US Dollar or any other currency, for evaluation purpose ONLY, proposals in (USD) US Dollar or any other currency will be converted to (IQD) using the United Nation rate of exchange. Pre Bid Meeting will be conducted to all the invitees. Link for online meeting will be shared later. Payment Schedule: - <table><tr><th>Deliverable</th><th>Time</th><th>Amount</th></tr><tr><td>Airing disability radio spots for 1st month</td><td>After a month from start of airing</td><td>34%</td></tr><tr><td>Reach report</td><td>After conclusion of airing (two months) of disability radio spots</td><td>34%</td></tr><tr><td>Final report</td><td>After conclusion of airing of all spots.</td><td>31%</td></tr></table> UNICEF shall make payment within 30 days of receipt of the Contractor's invoice. Payments shall be made to the contractor upon accomplishment of the deliverables based on the submitted offers and pricing.	Deliverable	Time	Amount	Airing disability radio spots for 1st month	After a month from start of airing	34%	Reach report	After conclusion of airing (two months) of disability radio spots	34%	Final report	After conclusion of airing of all spots.	31%
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Reach report	After conclusion of airing (two months) of disability radio spots	34%											
Final report	After conclusion of airing of all spots.	31%											

Prepared by: Hadeer Albo Heae



Signature:

Date: 23 April 2024

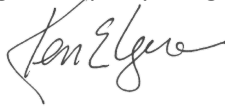
Approved by: Aarunima Bhatnagar



Signature:

Date: 23 April 2024

Authorized by: Ken Legins, Dep Rep Programmes



Signature

Date: ____

