

TERMS OF REFERENCE

Institutional consultancy to design and implement
an interactive, participatory, and integrated communication programme
with children and youth on promoting a green and healthy environment

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| Title | Institutional consultancy to design and implement an interactive, participatory, and integrated communication programme with children and youth on promoting a green and healthy environment. |
| Purpose | The consulting agency will be responsible for designing and implementing an interactive, participatory, and integrated communication programme to promote green and healthy behaviours among children and youth. The programme will focus on reducing the impacts of air pollution and encouraging healthy lifestyles, including the prevention of obesity - recognizing the interlinkages between environmental and behavioural factors that affect child health. |
| Location | Home-based with travel to selected locations for implementation |
| Duration | 7 months. |
| Start Date | Tentatively September 2025 – March 2026. |
| Reporting to | Social and Behaviour Change (SBC) specialist, Child Survival, Development and Environment Section (CSDE), UNICEF Viet Nam. |

1. Background

Environmental and behavioural risks-air pollution and unhealthy lifestyles-as interconnected challenges to child health and well-being

Air pollution threatens the health of people in many parts of the world. New estimates in 2018 reveal that 9 out of 10 people breathe air containing high levels of pollutants. Both ambient (outdoor) and household (indoor) air pollution are responsible for about 7 million deaths globally per year; in the Western Pacific Region alone, around 2.2 million people die each year. In Vietnam, around 60,000 deaths each year are air pollution-related¹.

Air pollution—both outdoor and indoor—has become an increasingly serious public health concern in many parts of Viet Nam, with children among the most vulnerable. Their developing lungs and immune systems, coupled with frequent exposure during school, commuting, and play, make them highly susceptible to respiratory illnesses and long-term health complications. Indoor air pollution—resulting from cooking fuels, poor ventilation, and household chemicals—further compounds these risks, particularly for children who spend extended time indoors.

Children are biologically more vulnerable than adults, with a higher skin surface area relative to body weight, leading to greater absorption of environmental pollutants. Yet, despite the severity of these risks, the health impacts of air pollution on children remain largely invisible and insufficiently addressed in both policy and public discourse.

In 2025, the former Viet Nam Health Environment Management Agency-VIHEMA (now part of Viet Nam Administration of Disease Prevention-VADP) under the Ministry of Health, with support from UNICEF, conducted the first **Assessment of Children’s Environmental Health under the Impact of Environmental Pollution in Viet Nam**. The study underscored the urgent need for stronger public awareness and targeted interventions to mitigate the harmful effects of pollution - especially air pollution - on children’s health, growth, and development.

At the same time, **unhealthy lifestyles are contributing to a rapid rise in childhood overweight and obesity in Viet Nam**. According to the National Nutrition Survey (2019–2020), the prevalence of overweight and obesity

¹ WHO <https://www.who.int/vietnam/health-topics/air-pollution>

among children and adolescents aged 5–19 increased from 8.5% in 2010 to 19% in 2020. Rates are highest in urban areas (26.8%), followed by rural (18.3%) and mountainous regions (6.9%).

This trend is driven by increased consumption of energy-dense, nutrient-poor foods - such as fast food, sugary beverages, and processed snacks - combined with declining levels of physical activity. A 2019 study by the National Institute of Nutrition revealed that nearly 40% of school-aged children in urban areas do not meet the recommended levels of physical activity. Shifting food environments, aggressive marketing of unhealthy products, and limited access to safe, green spaces for exercise and play further contribute to this growing health burden.

Childhood obesity not only increases the risk of non-communicable diseases such as diabetes and cardiovascular conditions but also affects mental health, self-esteem, and social integration. UNICEF's 2021 report highlighted that raising health awareness alone is insufficient to reverse these trends without sustained, coordinated interventions that reshape both behaviour and environment.

Crucially, both air pollution and obesity are linked to shared environmental and behavioral risk factors. Addressing these challenges together—within a holistic framework of **green and healthy behaviours**—offers a unique opportunity to promote sustainable health and well-being among children and young people.

The need for an interactive, participatory, and integrated communication programme

In the face of interconnected challenges—from climate change to public health—children and young people across Viet Nam are emerging as passionate advocates for a more sustainable and healthier future. Whether through climate action or grassroots eco-initiatives, they are playing a growing leadership role in reimagining their communities for the better.

As UNICEF marks 50 years of cooperation with Viet Nam in 2025 - having established its presence shortly after the country's liberation in 1975 - it continues to champion the rights and well-being of children through diverse programmes and partnerships. Building on this legacy and the growing momentum of children and youth-led action, UNICEF Viet Nam is developing an **interactive, participatory, and integrated communication programme**. This initiative aims to raise awareness, inspire behaviour change, and amplify the voices of children, adolescents, and youth—ensuring they are heard by parents, communities, government's authorities, policymakers alike, NGOs and the private sector entities.

The programme will focus on two interconnected themes—**air pollution and obesity prevention**—under the shared lens of green and healthy behaviours. By empowering children and young people to take meaningful action, the initiative seeks to promote healthier lifestyles and advocate for a healthier food environment for children and young people, foster environmental stewardship, and strengthen children-led advocacy. Through the implementation.

UNICEF will collaborate with relevant Government counterparts, including the Ministry of Health (MOH) and the MAE (Ministry of Agriculture and Environment), throughout all stages of programme implementation, contributing to the joint UNICEF-Government agenda and actions toward promoting a green and healthy environment.

To amplify this engagement, the programme will also leverage UNICEF's **Champions' Press** and **Green Voices** initiatives—children-led platforms that equip children with media, storytelling, and advocacy skills to express their perspectives on social and environmental issues. Through peer-to-peer mentorship, creative content production, and active community engagement, these initiatives help nurture leadership, resilience, and civic participation.

To implement this programme, UNICEF will engage **one or two local creative agencies, or a joint team of agencies** to co-develop and implement the programme. The selected agency/agencies will be responsible for leading the development of the programme's overarching creative concept, communication materials, and outreach strategy. It will also coordinate and execute all programme activities—including interactive engagement events, and public advocacy campaigns—in close collaboration with UNICEF and relevant partners.

2. Justification

This assignment requires one or two local creative agencies/ or a consortium of agencies with demonstrated expertise in designing and delivering creative engagement activities tailored to children and youth. The agency must possess a strong creative and technical capacity in producing communication products that are engaging, inclusive, and age appropriate. Experience working in the context of Viet Nam-especially with marginalized groups such as ethnic minority children, children with disabilities, and those in disadvantaged communities, is essential. The agency/ agencies must also have a strong understanding of youth culture, behavioural drivers, and digital media landscapes relevant to Vietnamese young people.

Given the scope and intensity of the programme, UNICEF and its partners do not have the specialized creative resources or time needed to execute such a comprehensive and intensive assignment. Engaging relevant experienced agencies will ensure the delivery of high-quality outputs in a timely and cost-effective manner.

Throughout the process, UNICEF programme teams - particularly from Social and Behaviour Change (SBC), Health, Nutrition, and Climate Change and Disaster Risk Reduction (CCDRR) - will provide overall technical guidance and quality assurance at every stage of the programme's development and implementation.

3. Objectives

The overall objective of the consultancy is to design and implement an interactive, participatory, and integrated communication programme that raises awareness and promotes behaviour change to reduce the impacts of air pollution and encourage healthy lifestyles, with a focus on obesity prevention. The programme also aims to amplify the voices of children, adolescents, and youth, ensuring they are heard by parents, communities, government authorities, and policymakers.

Specifically, the programme seeks to:

- Increase awareness among children and young people about the causes and health impacts of both ambient and indoor air pollution, as well as unhealthy behaviours and food environment factors linked to obesity and promote practical solutions to address these issues.
- Empower children and youth to voice their concerns, take action, and advocate for a greener and healthier environment through creative and participatory platforms.
- Engage Champions' Press, Green Voices, and other UNICEF initiative members, along with school networks, in programme activities at both local and national levels.
- Showcase child- and youth-led messages/contents through public exhibitions and digital platforms, highlighting their perspectives and foster dialogues on proposed solutions.
- Translate and disseminate key findings from relevant studies into accessible, age-appropriate, inclusive, engaging, and action-oriented communication materials for children and youth.

4. Scope of the assignments

This consultancy is structured with two **thematic packages**, each focusing on a distinct but interrelated issue:

- **Package 1: Air Pollution and Environmental Health**
Focused on raising awareness, encouraging behavior change, and promoting youth-led engagement on air pollution and related environmental issues.
- **Package 2: Childhood Obesity and Healthy Lifestyles**
Focused on promoting healthy behaviors, physical activity, and healthy nutrition practices among children and adolescents to prevent childhood obesity.

Agencies are encouraged to submit proposals for **both packages (if they have the in-house expertise required for both themes) or in partnership with another relevant agency to cover both packages/themes above.**

Each package has its own set of deliverables and budget, but synergies across content development, messaging, and outreach strategies are required.

Agencies must clearly specify:

- Separate technical and financial proposals for each package.
- Clear division of roles and responsibilities for delivering each package.
- Proposed mechanisms for coordination with UNICEF programme teams and relevant stakeholders.

Coordination across packages

Given the interconnected nature of air pollution and childhood obesity as environmental and behavioural risks, UNICEF seeks to ensure coherence across both thematic packages. To support alignment in communication, implementation, and engagement strategies, the following mechanisms will be applied:

- UNICEF will facilitate joint coordination meetings at key milestones to align plans, review cross-cutting messages, and ensure brand consistency across the two packages.
- Agencies will be required to share relevant outputs (e.g., visuals, digital assets, outreach materials) and content calendars to promote synergy and avoid duplication.
- Agencies must identify opportunities for joint activities or mutual amplification (e.g. shared events/activities, cross-promotion on social media....).

Agencies submitting proposals for a single package must be willing to collaborate with the other implementing partner for the other package to ensure consistent programme visibility and unified messaging. Joint proposals are strongly encouraged to include a proposed internal coordination mechanism.

5. Summary of specific tasks and deliverables with timelines

The selected agency/ agencies will be responsible for the following tasks and deliverables throughout the assignment period. The exact timelines will be finalized in consultation with the UNICEF team. All deliverables must be produced **in both Vietnamese and English.**

5.1 Package1: Air Pollution and Environmental Health Campaign

To raise awareness and promote positive behaviour change among children and adolescents related to air pollution, by designing and implementing a set of creative, inclusive, and youth-led engagement activities across physical and digital platforms.

Target group:

- **Primary Target Audience:** Children and youth (aged 8 - 18) of different backgrounds.
- **Secondary Target Audience:** Parents, caregivers, teachers, artists, influencers, community leaders, government authorities and policymakers.

| No. | Tasks | Deliverables | Timeframe <i>(indicative)</i> |
|-----|-------|--------------|----------------------------------|
|-----|-------|--------------|----------------------------------|

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| 1 | <p>Engagement strategy and creative concept – Inception phase</p> <p>1.1 Develop a comprehensive engagement strategy outlining the programme’s objectives, proposed activities, target audiences, and implementation timeline.</p> <p>1.2 Propose an integrated creative concept with key messages, visual identity, and suggested names for activities or events.</p> <p>1.3 Prepare and submit an inception report detailing the implementation approach, workplan, and timeline for all activities.</p> | <p><u>Deliverable 1:</u></p> <p>Inception report submitted and approved by UNICEF.</p> | Sep. 2025 |
| 2 | <p>Design and deliver creative engagement activities</p> <p>2.1 Design a nationwide online activity and/or in-person activities that engage children and adolescents in expressing ideas and solutions on air pollution through artistic or multimedia formats.</p> <p>2.2 Define the structure and implementation plan for the proposed activities, including target age groups, formats, and participation approach.</p> <p>2.3 Produce a full package of communication and outreach materials and coordinate inclusive dissemination with UNICEF partners and relevant networks.</p> <p>2.4 Coordinate and support the implementation through a nationwide online activity and/or in-person activities in at least three selected schools or communities—ideally representing the North, Central, and South regions—while ensuring proper logistics and child safeguarding.</p> <p>2.5 Document selected outputs and participation outcomes for use in digital platforms or the final campaign report.</p> | <p><u>Deliverable 2:</u></p> <p>Created engagement activities implemented with UNICEF’s technical guidance and approval.</p> | Sep. – Nov. 2025 |

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| 3 | <p>Organize a public event</p> <p>3.1 Design and organize a public interactive event in Hanoi to present the outcomes of nationwide online activity and/or in-person activities conducted in selected schools, with the objective of raising public awareness on air pollution. The event shall also include a series of structured dialogues (or talks) in collaboration with relevant Government counterparts (e.g. VADP/MOH, MAE) involving children, parents, government authorities, and policymakers.</p> <p>3.2 Coordinate event logistics, including venue setup, permits, branding.</p> <p>3.3 Organize opening and/or closing ceremonies with active participation from children and youth and invited stakeholders.</p> <p>3.4 Document the event with high-quality photos, videos, and media coverage for campaign visibility and reporting.</p> | <p><u>Deliverable 3:</u></p> <p>Public event implemented with UNICEF’s technical guidance and approval.</p> | Nov 2025 |
| 4 | <p>Digital communication campaign</p> <p>4.1 Develop a social media content plan and calendar, integrating outputs from Tasks 2 and 3, and reflect key findings from UNICEF/government assessments on air pollution.</p> <p>4.2 Produce child-friendly multimedia communication products (e.g. infographics, short videos, posters) for digital platforms.</p> <p>4.3 Translate and disseminate key findings from the former VIHEMA (VADP), MOH assessment by creative, accessible, and engaging formats suitable for children and adolescents.</p> <p>4.4 Ensure all content aligns with UNICEF branding guidelines and is inclusive, gender-sensitive, culturally appropriate, and safe for children.</p> <p>4.5 Highlight key messages on air pollution, child health, and notable campaign milestones.</p> <p>4.6 Feature children-generated content from the engagement activities in Task2 and activities of Champions’ Press/ Green Voice and amplify voices of young advocates. Support the deployment and monitoring of social media content, including coordinating post scheduling, boosting key content, and tracking of reach, engagement, and performance metrics across platforms.</p> | <p><u>Deliverable 4:</u></p> <p>Communication campaign implemented with UNICEF’s technical guidance and approval.</p> | Sep. 2025 – Feb. 2026 |

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| 5 | <p>Final campaign report</p> <p>Prepare a comprehensive final report summarizing all activities, results, and lessons learned in different formats (presentation and designed pdf). The report should include the estimated number of beneficiaries reached, disaggregated by age, gender, ethnicity, and disability (where possible).</p> | <p>Deliverable 5:</p> <p>Final campaign report submitted and approved by UNICEF.</p> | Mar. 2026 |
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5.2 Package2: Childhood Obesity and Healthy Lifestyles Campaign

To raise awareness and promote positive behaviour changes among children and adolescents related to healthy eating and physical activity, by implementing creative, inclusive, and youth-led engagement activities that contribute to the prevention of childhood obesity.

Target group:

- Primary Target Audience: Children and youth (aged 8 - 22) from diverse backgrounds.
- Secondary Target Audience: Parents, caregivers, teachers, school canteen staff, community leaders, health workers, and policymakers.

| No. | Tasks | Deliverables | Timeframe (indicative) |
|-----|---|---|---------------------------|
| 1 | <p>Engagement strategy and creative concept – Inception phase</p> <p>1.1 Develop a comprehensive engagement strategy outlining the programme’s objectives, proposed activities, target audiences, and implementation timeline.</p> <p>1.2 Propose an integrated creative concept with key messages, visual identity, and suggested names for activities or events.</p> <p>1.3 Prepare and submit an inception report detailing the implementation approach, workplan, and timeline for all activities.</p> | <p>Deliverable 1:</p> <p>Inception report submitted and approved by UNICEF.</p> | Sep. 2025 |

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| 2 | <p>Develop and implement integrated healthy lifestyles engagement campaign and an interactive public event</p> <p>2.1 Design inclusive, creative school/community-based activities (e.g. nationwide online activity and/or in-person activities engaging children and youth) that promotes healthy eating, physical activity, and positive body image among children and adolescents. Activities should avoid focusing on personal choices and instead advocate for improved food environments, reflecting findings from recent national studies on Nutrition, particularly on childhood obesity.</p> <p>2.2 Define the overall structure and implementation plan for the activities, including target age groups, formats of engagement, delivery approach, etc.</p> <p>2.3 Develop communication and facilitation materials including health messages, visual aids, facilitator guidance, and outreach tools (e.g., posters, social media content), ensuring inclusive dissemination with UNICEF partners. Coordinate activity implementation in selected schools or communities with relevant stakeholders, ensuring safe, inclusive, and well-prepared participation.</p> <p>2.4 Organize a public interactive event to showcase the outcomes of creative activities involving children and youth, aimed at promoting public awareness of healthy lifestyles with a focus on obesity prevention. The event shall also feature a series of structured dialogues or talks in collaboration with relevant Government counterparts (e.g. VADP/MOH, MAE), with the participation of children, parents, government authorities, and policymakers.</p> <p>2.5 Document activities with quality visuals, testimonials, and feedback for final reporting and digital use.</p> | <p><u>Deliverable 2:</u></p> <p>Healthy lifestyle engagement activities and an interactive public event implemented with UNICEF's technical guidance and approval.</p> | <p>Oct. 2025 – Jan. 2026</p> |
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| 3 | <p>Digital communication campaign</p> <p>3.1 Develop a digital content strategy and calendar for key social media platforms, featuring outputs from Task 2 and relevant findings from UNICEF and government studies.</p> <p>3.2 Produce child-friendly multimedia communication products (e.g. infographics, short videos, posters...) suitable for diverse online audiences.</p> <p>3.3 Translate key findings on childhood obesity into creative, accessible, and engaging formats suitable for children and adolescents.</p> <p>3.4 Ensure all content aligns with UNICEF branding guidelines and is inclusive, gender-sensitive, culturally appropriate, and safe for children. Highlight key themes such as healthy eating, physical activity, and child well-being.</p> <p>3.5 Feature children/adolescents-generated content from the engagement activities in Task2 and activities of Champions' Press/ Green Voice and amplify voices of young advocates.</p> <p>3.6 Support the deployment and monitoring of social media content, including coordinating post scheduling, boosting key content, and tracking of reach, engagement, and performance metrics across platforms.</p> | <p>Deliverable 3:</p> <p>Communication campaign implemented with UNICEF's technical guidance and approval.</p> | <p>Sep. 2025 – Jan. 2026</p> |
| 4 | <p>Final campaign report</p> <p>Prepare a comprehensive final report summarizing all activities, results, and lessons learned in different formats (presentation and designed pdf file)</p> | <p>Deliverable 4:</p> <p>Final campaign report submitted and approved by UNICEF.</p> | <p>Mar. 2026</p> |

6. Methodology and technical approach

The implementation of this assignment (nationwide online activity and/or in-person activities in selected geographical areas engaging children and youth) must be guided by principles of creativity, participation, user-friendliness, and peer education. The methodology should reflect a strong commitment to equity and inclusion, taking into account gender, age, ethnicity, disability status, and socio-economic background throughout all stages of design and delivery.

To ensure broad ownership and relevance, the process must be consultative and participatory, actively engaging children and youth aged 10–22, particularly those from marginalized groups, such as children with disabilities, ethnic minority children, and orphans — throughout both the design and implementation phases.

The methodology and technical approaches should take into account and maximise gender perspectives to ensure inclusion, and reflecting girls' needs, preferences and gender specific aspects.

Key stakeholders will also be involved, including:

- UNICEF's partners: Viet Nam Administration of Disease Prevention (VADP), Ministry of Health (MOH), MAE (Ministry of Agriculture and Environment), World Health Organization (WHO).
- Government authorities and policy makers.

- Youth Vanguard and Children Newspaper.
- Ho Chi Minh Communist Youth Union, Viet Nam Women's Union, other related Mass Organizations.
- Non-Government Organizations (NGOs), and Private Sectors.
- Community actors, including teachers, parents, caregivers, and local leaders, who can influence social norms and support behavior change.

Coordination with UNICEF - The selected agency will work in close collaboration with:

- CSDE Section.
- Communication and Advocacy Section.
- Social Policy and Governance Section (SPG)
- Other relevant UNICEF programme teams.

UNICEF will provide technical guidance, relevant documents, and communication materials; facilitate stakeholder engagement and community entry; support field testing and accompany field trips when needed; and coordinate logistics for programme's activities.

7. Management

The assignment will be undertaken under the overall supervision of the Chief of CSDE with the day-to-day supervision of the SBC Officer and Specialist and closely working with the DRR/CC Specialist, the Nutrition Specialist and related UNICEF Programme staff. The Chief of CSDE will facilitate final sign off and approval of the Deliverables, based on feedback from the review committee.

8. Payment Schedules

Payment will be made upon satisfactory submission of the expected deliverables. Payment will be made in three instalments as follow:

Package1:

- First payment-Submission and approval of **Deliverable 1**: 30% of package value.
- Second payment-Submission and approval of **Deliverables 2,3**: 30% of package value.
- Final payment-Submission and approval of **Deliverables 4, 5**: 40% of package value.

Package2:

- First payment-Submission and approval of **Deliverable 1**: 30% of package value.
- Second payment-Submission and approval of **Deliverables 2**: 30% of package value.
- Final payment-Submission and approval of **Deliverables 3, 4**: 40% of package value.

9. Performance indicators for evaluation

- The quality of deliverables meets the standards set by UNICEF and specifications outlined in the contract.
- Deliverables are submitted in a timely manner, as per the timeframe in the contract.
- Technical assistance is contextualized and draws on inputs provided by UNICEF and its partners.

10. Qualifications

UNICEF looks for **local-based creative agency/agencies** who should have:

- Proven experience (minimum 5 years) in designing and implementing public awareness, creative engagement, or behavior and social change projects — particularly those targeting children, adolescents, and youth.

- Extensive experience in organizing educational exhibitions, creative contests, events, and participatory activities that promote engagement through art, media, or storytelling, especially with children from vulnerable or disadvantaged groups.
- Proven track record in delivering similar assignments and services.
- Demonstrated ability to craft child- and adolescent-friendly messages and deliver high-quality communication products in diverse creative formats.
- Relevant understanding of Vietnamese context, including experience working with children, adolescents, and young people in both urban and rural areas.
- Expertise in visual storytelling, child and youth engagement, and participatory approaches that center youth voices and creativity.
- Strong in-house creative and production capacity, including graphic design, video production, social media content creation, and event/exhibition design and curation.
- Demonstrated capacity to manage multiple tasks, take initiative, and deliver high-quality results under tight deadlines.
- Agencies with prior experience in producing creative communication, training products, and digital platforms tailored specifically for children and adolescents will be considered as a competitive advantage.
- Experience working with international organizations or UN agencies is an asset.

Personnel qualifications:

Interested agencies or consortia must assign a qualified, multidisciplinary team with proven experience in creative engagement and thematic expertise relevant to the package(s) for which they are applying.

For each package, the team must include:

- **At least one Team Leader** with strong experience in managing communication or advocacy projects with children and youth, and a track record of delivering similar assignments.
- **At least three additional team members** with relevant backgrounds and experience in creative communication, social behavior change, youth engagement, and event/media production.

Thematic expertise is required for each package as follows:

- **Package 1 – Air Pollution and Environmental Health:** At least one team member must have demonstrated expertise in climate change and related issues including air pollution, environmental health, or disaster risk reduction
- **Package 2 – Childhood Obesity and Healthy Lifestyles:** At least one team member must have relevant expertise in nutrition, particularly in children/adolescents.

Note:

- *For large-scale engagement activities or public events, the agency must ensure sufficient experienced personnel or demonstrate partnerships with relevant service providers to deliver logistics, facilitation, and event coordination professionally and safely.*
- *Agencies applying for both packages must clearly demonstrate their capacity to allocate qualified personnel to each thematic area. Joint proposals from agencies with complementary expertise are encouraged.*

Association with other organization(s)

The proposing agency/agencies may associate with other organizations, such as NGOs, research/technical institutions, or private agencies, to complement and enhance technical expertise for this consultancy. In such cases:

- There must be a clearly designated lead agency, with the associated entities acting as sub-consultants or partners.
- The proposal must clearly outline the roles and responsibilities of each organization, including their specific contributions to the assignment.
- The lead agency will retain full responsibility for the overall planning, technical quality, financial management, coordination, monitoring and evaluation, and reporting throughout the assignment.

11. Structure of the Technical Proposal

Interested agencies are required to submit a technical proposal for each Package (please indicate clearly the Package name) that includes the following components:

1. Credentials and institutional experience

- Overview of the agency's expertise and core areas of work.
- Evidence of general and specific experience with similar clients and assignments, particularly involving children, adolescents, and youth.
- Samples of past relevant work (e.g., reports, creative materials, campaign products, event documentation).

2. Proposed team composition

- Names, titles/designations, and roles of each proposed team member.
- Description of each member's experience on similar assignments, including specific roles and contributions.
- Identification of team members with thematic expertise relevant to the applied package(s) (e.g., environment, climate, disaster risk reduction, nutrition).
- If applying for both packages, clearly indicate how team capacity will be allocated across thematic areas.

3. Approach, methodology, and initial creative concepts

- Summary of the proposed approach to meet the objectives and deliverables of the assignment.
- Methodology for ensuring meaningful engagement of children and youth, inclusion of marginalized groups, and adherence to child safeguarding standards.
- Initial concept ideas for the proposed creative engagement activities and public events, including proposed themes, formats, and approaches.

4. Implementation plan and timeline

- Outline of the work plan, major tasks, and proposed schedule.
- Roles and responsibilities, and coordination mechanisms with UNICEF and relevant stakeholders.
- Coordination strategy and/or plan for aligning messages, content, and timelines across the two thematic areas.

Notes:

- *Submissions must be made in English.*
- *No price information should be contained in the technical proposal.*
- *Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.*

12. Evaluation process and methods

Weighted ratio between the technical and the price criteria: (80:20)

Given the complexity, and strong requirement of creativity of the assignment, the ratio between the technical and the financial proposal for this task is 80:20 respectively.

First, the Technical Proposals will be evaluated. A maximum of 80 points is allocated to the technical component. Technical Proposals receiving 60 points or higher, will be considered technically qualified and the Financial Proposals will be opened. Proposals which are considered not technically compliant and non-responsive, will not be given further consideration.

The maximum number of 20 points shall be allotted to the lowest Financial Proposal that is opened/evaluated and compared among those technically qualified candidates. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The proposal with the highest combined score from the technical and financial evaluations will be considered the best value for money and recommended for contract award.

The proposals will be evaluated against the following two elements:

a) Technical Proposal

| Criteria | | Points |
|----------|--|-----------|
| 1 | Company Profile | 5 |
| 1.1 | <i>Years of expertise and experience</i> | 2 |
| 1.2 | <i>Experience in delivering a range of similar assignments across different thematic areas</i> | 3 |
| 2 | Technical Proposal | 52 |
| 2.1 | <i>Relevance of the proposed approach to meet the specific objectives and reach the specific target audience</i> | 15 |
| 2.2 | <i>Creativity and innovation in proposed concept, methodology, and implementation</i> | 20 |
| 2.3 | <i>Demonstrated experience with high-profile clients and similar projects</i> | 10 |
| 2.4 | <i>Use of participatory/ peer-led methods and child/ adolescent-centred design</i> | 5 |
| 2.5 | <i>Availability of technical services (equipment, studio facilities, outsourcing suppliers, placement services)</i> | 2 |
| 3 | Personnel | 20 |
| 3.1 | <i>Experience and qualifications of proposed team especially key personnel in management and technical roles (based on CVs),</i> <ul style="list-style-type: none"> - <i>Team leader: Master's degree in communication, social behaviour changes or similar field. Having at least 7 years in managing communication or advocacy projects with children and youth, and a track record of delivering similar assignments.</i> - <i>Team member: Bachelor's degree, having at least 5 years of experience. At least 1 team member having experience in required thematic field.</i> | 10 |
| 3.2 | <i>Adequacy of team structure and number of key staff assigned to ensure timely and quality delivery</i> | 10 |
| 4 | Coordination between the two packages | 3 |
| 4.1 | <i>Clear strategy for aligning messages, content, and timelines across the two thematic areas.</i> | 2 |
| 4.2 | <i>Evidence of integrated planning, shared branding, or complementary engagement approaches.</i> | 1 |
| | Total | 80 |

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. The financial proposal should be all-inclusive lump-sum cost. Ensure that the price proposal includes separate line items based on key tasks and deliverables, including:

- Staff fees for different team's positions.

- Travel costs (in-person activities conducted in at least three schools across the Northern, Central, and Southern regions, engaging children, adolescents, and youth).
- Operating expenses: event, communication expenses, supplies and materials, equipment, engagement activities/workshops expenses, other expenses, etc.
- Administrative/management fees.

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.
- **Financial Proposals must be submitted separately to Technical Proposals.**
- Financial proposal should be quoted in Viet Nam Dong (VND).
- UNICEF applies EU-UN cost norms for local consultancy.
- Proposals must be duly signed and stamped, in pdf. files, and prepared in English.

Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.