**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title of consultancy:** Individual Consultancy for development of a publication and corresponding media package to mark the organizational history of UNICEF in Turkmenistan for UNICEF’s 75th anniversary | **Funding Code**4360/A0/06/880/004Communications, Advocacy and Partnership (ZPS\_PLAN) | **Type of engagement** [x]  Consultant [ ]  Individual Contractor Part-Time[ ]  Individual Contractor Full-Time | **Duty Station:**Ashgabat, Turkmenistan |

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| **Consultant sourcing:**[x]  National [ ]  International [ ]  Both**Consultant selection method:** [ ]  Competitive Selection (Roster)[x]  Competitive Selection (Advertisement/Desk Review/Interview) | **Request for:**[x]  New SSA – Individual Contract[ ]  Extension/ Amendment |
| **If Extension, Justification for extension** |
| **Supervisor:** *Mahriban Seytliyeva, Communications Officer*  | **Start Date:** | **End Date:** | **Number of Days (working)****10 weeks** |
|  | *15 July 2021* | *30 September*  |  |

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| **Purpose of Activity/Assignment:** On 11 December 2021, UNICEF commemorates its 75th year helping to build a better world ‘for every child.’ The 75th Anniversary provides an occasion for each UNICEF Country Office to celebrate past achievements, examine present work, and strengthen the pursuit of a future where every child has a fair chance in life. This is an opportunity to look back at organizational history and discuss lessons learned, and review historical artifacts, such as posters, artwork, and memorabilia that document the remarkable story of UNICEF in Turkmenistan.The contributions of current and former staff and partners will be instrumental in enriching the historical record and making the occasion a memorable experience. For this purpose, UNICEF Office in Turkmenistan intends to prepare a media package consisting of video, digital and print material of stories developed around the highlights and achievements of UNICEF’s work in Turkmenistan. These stories are captured via interviews with former and current UNICEF staff and government partners who were present at the time of the achievement and children who benefited from UNICEF programs as well as archival media research.The objective of this consultancy, working jointly with a team consisting of graphic designer, digital consultant, video editor and Turkmen language editor, is to prepare and develop content for the package of resources (video, digital, print) through writing feature stories and conducting interviews with former and current UNICEF Turkmenistan staff, government partners and UNICEF beneficiaries on the highlights of organizational history of UNICEF in Turkmenistan since the inception of its activities |
| **Scope of Work:**Under supervision of the Communication Officer and in collaboration with relative staff , the consultant will: * Review of the literature on history of UNICEF presence in Turkmenistan and its achievements;
* Identifying major milestones and highlights of UNICEF programmes in Turkmenistan;
* Interviews with former UNICEF Turkmenistan staff, government partners and beneficiaries to collect their stories around major achievements ;
* Draft a well written document on the history of UNICEF work in Turkmenistan, including at least 10 case studies on specific highlights, human interest stories, or interviews etc
* Contribute to the development of scenarios for the media package consisting of video, digital and print material based on the conducted research in Turkmen, English and Russian;
* Coordinate with current UNICEF programmatic priorities for the possible advocacy messages to be included in the media package;
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| **Reporting requirements**A Consultant will provide all deliverables and the final report at the end of the assignment. **Payment schedule**The payment instalments will be delivery based after the certification of delivery of each specified deliverables/outputs. |

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| **Work Assignment Overview** |
| **Tasks/Milestone:** | **Deliverables/Outputs:** | **Timeline:** | **Estimate****Budget:** |
| Finalized work plan for information gathering and production, including literature review, interviews and programme consultations on advocacy messages | Work plan submitted and approved by UNICEF | By 22 July 2021 | 20% of the budget |
| An outline document highlighting the milestones and achievements of UNICEF presence in Turkmenistan since its first days based on the literature, interviews and programme inputs on advocacy focus | The outline document approved by UNICEF | By 31 July 2021 | 20% of the budget |
| Draft document on the history of UNICEF work in Turkmenistan well written, including at least 10 case studies | Draft publication approved by UNICEF | By 30 August 2021 | 20% of the budget |
| Finalized and edited scenarios for the media package based on the research and the approved draft document | Finalized scenarios and the media package | By 30 August 2021 | 30% of the budget |
| Inputs for the media package consisting of video, digital and print materials | The final media package approved | By 30 September 2021 | 30% of the budget |
| **Work arrangements**Day to day supervision and guidance as well as content to be adapted will be provided by UNICEF Turkmenistan Communication Officer. UNICEF will regularly communicate with the Consultant and provide guidance on branding, usability/readability of the publications as well as feedback from national partners, and all other necessary support to achieve objectives of the consultancy.  |
| **Minimum Qualifications required:**[x]  Bachelors [ ]  Masters [ ]  PhD [ ]  Other Enter Disciplines | **Knowledge/Expertise/Skills required:****-** University degree or equivalent academic degree in Linguistics/Communication or Journalism;- Samples of published/production work in books, publications, magazines, video, TV, radio or digital sphere/social media; - Minimum 3 years’ experience in the field of reporting/writing/communication/journalism;- Excellent writing skills in English and Russian, Turkmen is an asset.- Familiarity with UNICEF’s work in Turkmenistan;- Solid communication skills and ability to coordinate the work of video editor, graphic designer, editor, digital consultant. |
| **Technical Proposal** | The technical proposal should include- A cover letter, includingo Assessment of suitability vis-à-vis the requirements of this ToR;o A summary of experience in similar assignments;o Links to/attachments of examples of similar work;- CV of the candidate - References |
| **Financial Proposal** | Candidates are expected to submit a lump sum financial proposal in USD to complete the entire assignment based on the terms of reference. The lump sum should cover deliverables indicated above for the period of 10 July-30 September 2021. A successful candidate will receive the fee under this TOR to his/her individual USD account in Turkmenistan |
| **Criteria for the evaluation of proposals** | Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects to ensure best value for money. The Evaluation Team first reviews the technical aspects of the offer based on the following:- University degree or equivalent academic degree in Linguistics/Communication or Journalism-**5 points**- Samples of published/production work in books, publications, magazines, video, TV, radio or digital sphere/social media-**15 points**- Minimum 3 years’ experience in the field of reporting/writing/communication/journalism-**10 points**- Excellent writing skills in English and Russian, Turkmen is an asset-**20 points**- Familiarity with UNICEF’s work in Turkmenistan- **5 points**- Solid communication skills and ability to coordinate the work of graphic designer, editor, digital consultant-**5 points**The minimum passing score for the technical evaluation is 40. The technical evaluation will be followed by review of the financial offers of the technically compliant candidates. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.A cumulative analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows: 70% Technical, 30% Financial, 100 % Total |

# General Terms and Conditions

UNICEF’s general terms and conditions will apply to the contract awarded to the vendor. Please note that, in the evaluation of the technical merits of each proposal, UNICEF will take into consideration any proposed amendments to the UNICEF General Terms and Conditions. Proposed amendments to the UNICEF general terms and conditions may negatively affect the evaluation of the technical merits of the proposal.

UNICEF retains the right to patent and intellectual rights, as well as copyright and other similar intellectual property rights for any discoveries, inventions, products or works arising specifically from the implementation of the project in cooperation with UNICEF. The right to reproduce or use materials shall be transferred with a written approval of UNICEF based on the consideration of each separate case. Consultant should always refer to UNICEF Turkmenistan support in developing the materials when publishing the results of the research conducted while in Turkmenistan in academic journals, books and websites.

In the event of unsatisfactory performance, UNICEF reserves the right to terminate the Agreement. In case of partially satisfactory performance, such as serious delays causing the negative impact on meeting the programme objectives, low quality or insufficient depth and/or scope of the assignment completion, UNICEF is entitled to decrease the payment by the range from 30% to 50% of the contract value as decided jointly by the Contract Supervisor and Operations Manager.

**Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.**