United Nations Children's Fund
3 UN Plaza, New York, NY 10017

Telephone 212 326 7000
www.unicef.org

unicef
for every child

INDIVIDUAL CONSULTANTS – LONG TERM AGREEMENT (LTA)
STRATEGIC ADVISORY SERVICES
On Visual Engagement about Connectivity
UNICEF OFFICE OF INNOVATION - GIGA

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

For every child...innovate

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children's rights are critical to improving their lives.

I.   Background

The Office of Innovation (OoI) is a critical driver of UNICEF's mission, leveraging expertise and resources from across the organization and its partners to address key challenges facing children worldwide. By continuously ideating, testing, and scaling the most impactful solutions, the OoI plays a pivotal role in advancing the Sustainable Development Goals related to children.

Giga (giga.global), an initiative launched in 2019 as a joint effort between UNICEF and ITU (itu.int), seeks to connect every school in the world to the internet, thereby addressing the growing digital divide. With over 75 years of experience in delivering emergency assistance, technical advice, and building systems in health, education, and child protection, UNICEF, through Giga, aims to provide children with access to information, opportunity, and choice. The initiative not only focuses on connectivity but also uses schools as community hubs, creating broader economic and social opportunities.

The Giga team (https://giga.global/about-us/) has experience and background in building technology products, finance and investment, design, and infrastructure. It's a global team, with two "centres of gravity" (in Barcelona, Spain and Geneva, Switzerland) with many team members located around the world.

Giga works across three main areas: Mapping, Finance, and Market Influence and Procurement. The Country Engagement Team supports the initiation and implementation of all three areas of Giga's support in countries. The Mapping team maps schools and their connectivity, creating a real-time display of access and need on Project Connect (https://projectconnect.unicef.org/map). The Finance team works to create the financing (grant, loan, and investment) for connectivity. The Market Influence and Procurement team works closely with UNICEF Supply Division to support governments through public procurement processes for contracting sustainable, high quality and affordable school connectivity. There are also cross-cutting teams that support on communications, partnerships, staff wellbeing, and operations.

United Nations Children's Fund
3 UN Plaza, New York, NY 10017

Telephone 212 326 7000
www.unicef.org

unicef ✦
for every child

The team functions similar to a tech start-up, but within the United Nations. We aim to have agility and flexibility in how we work and to be driven by real-time data about what we are doing. We also work within the political and global framework of the UN, which means that we can collaborate with policy makers and regulators, governments, civil society, and of course, most closely with our 135 country offices, in everything we do.

You can read more about Giga's work at https://giga.global/ and by following us on twitter @Gigaglobal

In addition to its core focus on school connectivity, Giga has successfully leveraged visual storytelling and digital art to enhance its outreach and fundraising efforts.

Recognizing that art has the ability to reach and inspire a wide audience, Giga has strategically integrated artistic initiatives into its outreach and fundraising efforts. One such example is the Creating Connections auction, held in partnership with UNICEF Switzerland and Christie's in 2024, where digital art from prominent artists like 0xDEAFBEEF, Kevin Abosch, and Sarah Meyohas was auctioned to raise funds for Giga's connectivity goals. Through this initiative, Giga successfully utilized the power of art to raise awareness and engage high-profile donors in supporting school connectivity.

Another notable Giga project was the Patchwork Kingdoms initiative, which was launched in partnership with Snowcrash and data artist Nadieh Bremer. This unique NFT collection was based on data from Giga's Project Connect, representing schools with and without internet access. The vivid digital artwork portrays schools that are connected as "above" kingdoms, while those still lacking connectivity are depicted as "below" kingdoms, symbolizing the stark digital divide faced by millions of children globally. Through the Patchwork Kingdoms auction, Giga raised over $550,000, funding crucial efforts to bring more schools online. This initiative brought new supporters to Giga's mission, many of whom were drawn from innovative communities such as the Metaverse and NFT space. The project exemplifies how creative approaches like digital art can generate new momentum, both in terms of fundraising and raising awareness, while still staying deeply aligned with Giga's core mission of connectivity.

By engaging key stakeholders through creative and artistic endeavors, Giga will continue to push the boundaries of how connectivity is viewed, not just as a technological necessity, but as a fundamental human right. Visual engagement, therefore, becomes a pivotal tool in transforming awareness into action, ensuring that the message of connectivity reaches the widest possible audience and garners the support necessary to achieve Giga's ambitious goals.

II.   Objective / Scope of Work

The objective of this Long-Term Agreement (LTA) is to provide Giga with ongoing strategic advisory services focused on utilizing visual storytelling and artistic engagement to amplify its mission of connecting schools to the internet. Under this LTA, the selected consultants will help Giga leverage initiatives like Patchwork Kingdoms and Creating Connections to engage stakeholders, raise awareness, and secure funding that directly supports the expansion of school connectivity worldwide.

The consultant will be called upon for specific tasks as needed under the LTA. These tasks will include:

1. **Strategic Integration of Visual Storytelling:**
   o   Develop and provide guidance on strategies to expand Giga's connectivity mission through visual engagement. This includes building on current and future initiatives, such as Patchwork Kingdoms, to broaden audience reach and enhance the visibility of Giga's work.

United Nations Children's Fund
3 UN Plaza, New York, NY 10017

Telephone 212 326 7000
www.unicef.org

unicef
for every child

2. **Stakeholder Engagement through Artistic Initiatives:**

    o   Advise on the design and execution of artistic campaigns aimed at engaging key stakeholders, including donors, international organizations, and the public. These campaigns will be aligned with Giga's core mission of school connectivity, working in close coordination with Giga's communications and partnerships teams.

3. **Fundraising and Awareness Campaigns:**

    o   Provide advisory support on the integration of visual and digital art into fundraising campaigns, drawing on the success of initiatives like Creating Connections. Consultants will explore new opportunities for leveraging art to raise funds for Giga's connectivity goals, including the use of NFTs or other innovative platforms.

4. **Partnership Building:**

    o   Assist in establishing partnerships with artists, galleries, and other stakeholders within the art community to support Giga's long-term connectivity objectives. The consultant will ensure these partnerships foster a sustainable model of engagement and fundraising.

5. **Advisory on Digital and Visual Trends:**

    o   Offer ongoing advisory services on emerging trends in digital art and visual storytelling, ensuring that Giga's engagement strategies remain innovative and cutting-edge. This will include exploring platforms such as Metaverse, virtual galleries, and blockchain technology.

III.   **Expected Deliverables could be:**

Task	Deliverable	Unit	Unit Rate (USD)	Timeline
1. Strategic Integration of Visual Storytelling	Comprehensive strategy document outlining approaches for integrating visual storytelling into Giga's connectivity efforts.	Per day	$X/day	Timeline and specific milestones to be defined at the contracting stage
2. Stakeholder Engagement Campaign Design	Campaign briefs and creative plans for visual engagement initiatives targeting key stakeholders and potential donors.	Per day	$X/day	Timeline and specific milestones to be defined at the contracting stage
3. Fundraising and Awareness Campaigns	Detailed plans for fundraising campaigns utilizing visual or digital art, including potential partnerships and platforms.	Per campaign plan	$X/day	Timeline and specific milestones to be defined at the contracting stage
4. Partnership Building	Reports on established partnerships with artists, galleries, and other stakeholders that align with Giga's goals.	Per Report	$X/Report	Timeline and specific milestones to be defined at the contracting stage
5. Advisory on Emerging Visual Trends	Advisory briefs and presentations on emerging trends in visual storytelling, digital art, and innovative fundraising tools.	Per advisory brief	$X/advisory brief	Timeline and specific milestones to be defined at the contracting stage

IV.   General conditions of Long-Term Agreement and contracts:

1. The Long Term Agreement (LTA) will be established under each task for a period of 24 months with the possibility of renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory performance evaluation and continuing need for the service. The LTA to be signed will have a fixed fee rate for 24 months. However, UNICEF does not warrant that any quantity of services will be purchased during the term of the LTA.

2. Contracts created against the LTA: Whenever consultancy services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the LTA holder. Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued based on the unit prices/fees agreed in the LTA. The consultant must sign the contract prior to commencement of work.

3. The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

4. The consultant is responsible for his/her own health insurance.

5. Individuals engaged under a consultancy 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. Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants.

6. Consultants 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.

V.   Conditions of payment:

1. Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

2. The consultant must submit a financial proposal as part of the application, establishing the fee for the services defined in each task. The quoted fee will remain fixed during the entire period of the Long-Term Agreement.

3. UNICEF reserves the right to withhold payment if the deliverables do not meet the required standards or if there are delays in submission. Payments will be processed only after the deliverables are approved by the relevant Giga team.

VI.   Consultant supervisor:

The consultant supervisor will be determined at the contracting stage.

VII.   Location:

Remote, with some mission travels to Geneva, Barcelona and countries working with Giga which will be determined at the contracting stage.

VIII.   Responsibilities of the Consultant:

1. The consultant will use their own equipment; laptops, microphones, software and other accessories that may be required for this task.
2. The consultant will not give the content/material or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the consultant will not share the same with anyone else.
3. The consultant will not put their own name or logo/emblem on the content / final product. The only organization branding will be UNICEF, if required.

IX.   Responsibilities of UNICEF:

1. UNICEF will provide all details pertaining to the activity and the requirements
2. UNICEF will orient the consultant on UNICEF's branding guidelines

X.   Required qualifications, expertise and competencies:

1. Required qualifications:

Education:

An advanced university degree in Economics, Telecommunications, Engineering, Public Policy, Visual Arts or a related field. **A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.**

Work experience:

- Minimum **A minimum of 10 years of experience in the global art scene, with a network of relationships in art institutions, galleries, and cultural events.**
- Strong understanding of global art trends and opportunities for collaboration.
- Excellent communication skills, with the ability to present strategic ideas clearly.
- Ability to work independently and provide actionable recommendations.

Language requirements:

Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

2. UNICEF Core Values and Competencies:

UNICEF's Core Values of Care, Respect, Integrity, Trust and Accountability and Sustainability (CRITAS) underpin everything we do and how we do it. Get acquainted with Our Values Charter: UNICEF Values

United Nations Children's Fund
3 UN Plaza, New York, NY 10017

Telephone 212 326 7000
www.unicef.org

unicef 🙂
for every child

Core competencies: Demonstrates Self Awareness and Ethical Awareness (1), Work Collaboratively with others (1), Builds and Maintains Partnerships (1), Innovates and Embraces Change (1), Thinks and Acts Strategically (1), Drive to achieve impactful results (1), Manages ambiguity and complexity (1). Familiarize yourself with our competency framework and its different levels.

XI. Application details:

1. **Cover/motivation letter** in the section *"Please upload your cover letter".*
2. **Resume** in the section *"Please upload your C.V. / Resume".*
3. **Degrees and relevant certificates** in the section *"Please upload a copy of your highest level of education certificate".*
4. **Financial proposal** in the section *"Please upload financial proposals here".* This document must be submitted in United Stated Dollars (USD). Please state your consultancy daily fee separately for the roles you would like to be considered.

XII. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA):

1. The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 80:20. The criteria for technical evaluation will be as follows:

Criteria	Marks	
	Min	Max
1. Cover Letter – Explaining the motivation for applying and explaining how the qualifications and skill set of the candidate are suitable for this role.	6	10
2. Relevant Educational qualification of the candidate	11	20
3. Relevant work experience	21	40
4. **Written Samples** – These should include past campaign plans, reports, or other relevant documents created by the candidate.	6	10
TOTAL TECHNICAL SCORE The minimum overall qualifying score is 44. Only those candidates who meet the overall qualifying marks of 55 and score the minimum cut-off in each of the above sub-criteria, will be considered technically responsive, and their financials will be opened.	44	80
Financial Score The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20		20
TOTAL		**100**

2. If no suitable candidate is found, UNICEF reserves the right to advertise this LTA again for an equal period for new candidates.
3. Please note that only those candidates who are shortlisted will be contacted.

XIII.   CHILD SAFEGUARDING

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective?
☐ *YES* |X| *NO.   If YES, check all that apply:*

Direct contact role   ☐ YES |X| NO
If yes, please indicate below the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role   ☐ YES |X| NO
If yes, please indicate below the number of hours/months of manipulating or transmitting personal identifiable information of children (name, national ID, location data, photos):

More information is available in the Child Safeguarding SharePoint and Child Safeguarding FAQs and Updates

The results of this consultancy will be the property of UNICEF and will be used by UNICEF in any way it deems appropriate.

The Consultant must respect the impartiality and independence of UNICEF and the United Nations and in connection with the Contract must neither seek nor accept instructions from anyone other than UNICEF. During the term of the Contract the Consultant must refrain from any conduct that would adversely reflect on UNICEF or the United Nations and must not engage in any activity that is incompatible with the policies, procedures, standards, guidance, and other administrative issuances of UNICEF (together, the "UNICEF Regulatory Framework"). The Consultant must exercise the utmost discretion in all matters relating to the Contract

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

7

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF is committed to promote the protection and safeguarding of all children. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Individuals engaged under a consultancy 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. Consultants 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.

Selected consultant who currently works as a government official will not be offered a consultancy contract without the prior written clearance of the Government. Exceptional cases can be reviewed on a case-by-case basis in consultation with DHR and the Ethics Office

The selected consultant is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected consultant is subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. The vaccine mandate, does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

All consultants must complete the following online courses prior to signing their contract with UNICEF Office of Innovation.

1. *Security Awareness Training BSAFE*
2. *Ethics and Integrity at UNICEF*
3. *Prevention of Sexual Harassment and Abuse of Authority (PSHAA)*
4. *Prevention of Sexual Exploitation and Abuse (PSEA)*