



United Nations Children's Fund
UNICEF- Ethiopia
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Telephone
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REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2019-9153831

05 November 2019

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

Public advocacy and popularization of the National Roadmap to End Child Marriage and FGM/C (2020-2024) through radio

Due Date: 27 November 2019 at 10:00AM Local Time
(Bid is open for local vendors only)

XXXXXXXX FAX/LETTER NOT SPECIFIED IN 'PREPARE ITB (ZMRQ)' XXXXXXXX

THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

REQUEST FOR PROPOSAL FOR SERVICES FORM

This FORM must be completed, signed and returned to UNICEF.
Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

TERMS AND CONDITIONS OF CONTRACT

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

INFORMATION

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2019-9153831** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel No: _____

Fax No: _____

E-mail Address: _____

Currency of Proposal: _____

Validity of Proposal: _____

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% _____ 15 Days 2.5% _____ 20 Days 2.0% _____ 30 Days Net _____ Other _____

Item	Service Description	Quantity	Unit	Unit Price	Price
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Public advocacy and popularization of the National Roadmap to End Child Marriage and Female Genital Mutilation/Cutting (FGM/C) (2020-2024) through radio

The Government has recently launched the National Costed Roadmap to end child marriage and Female Genital Mutilation/Cutting (FGM/C) (2020-2024). The purpose of this contract is to create awareness of the Roadmap among stakeholders and the general public through weekly radio programmes. The programmes will emphasize the role of different actors in rolling out the Roadmap at different levels and by creating awareness enhance the ability of key stakeholders to hold decision makers and implementers accountable.

Locations - The weekly radio programmes will be produced and broadcast in the following locations:

Regions: Afar, Amhara, Somali, Gambella, Oromia, SNNP, Tigray, Benishangul # Gumuz

Federal: National radio

Administrative cities: Dire Dawa, Harar

Duration - 4 Months

Background

The purpose of the National Costed Roadmap to end child marriage and FGM/C (2020-2024) (the full document can be downloaded from:

<https://www.unicef.org/ethiopia/reports/national-costed-roadmap-end-child-marriage-and-fgmc-ethiopia>) is to clearly stipulate the key strategies, approaches and evidence-based interventions which will be employed to achieve the national target to eliminate child marriage and FGM by 2025 # also noting SDG target 5.3 of elimination of both harmful practices by 2030. The Roadmap was launched in August 2019 by President of Ethiopia with the Ministry of Women, Children and Youth, and in the presence of partners from key ministries and sectoral bureaus at regional level, UN agencies, donors, international and national NGOs, faith-based organizations, adolescent girls, among others.

Popularizing the Roadmap among key stakeholders and the public is key to its implementation at all levels. The wider the interest in the Roadmap among the public, the greater the commitment of decision makers and implementers to its successful implementation. And the commitment needs to be demonstrated in terms the Roadmap#s financing, implementing, and tracking of progress. Greater awareness will also enable stakeholders to use the Roadmap to coordinate various national initiatives by different actors and build on the existing political will and national momentum to end child marriage and FGM.

UNICEF is seeking the services of an experienced media house in Ethiopia to popularize the Roadmap through radio for an initial period of four months. The winning bidder will be selected through a competitive bidding process in accordance with UNICEF#s policies and procedures.

Prospective bidders will be requested to submit technical proposals for a weekly radio programme, specifying clearly the suggested format, duration, and monitoring plan. Bidders will also be requested to submit a financial proposal.

Rationale for the media advocacy activity/justification

UNICEF Ethiopia acknowledges the reach of the media and the pivotal role it can play in popularizing the National Costed Roadmap to end child marriage and FGM/C. The media will provide a platform for stakeholders to discuss publicly issues emanating from the implementation of the Roadmap, which will ultimately contribute to influencing decision makers. The media will help to enhance the understanding and readiness of stakeholders to rollout the Roadmap and galvanize opinion leaders and influential members of the public to lend their support to ending child marriage and FGM/C.

Specific objectives

a) Increase stakeholders# awareness of the Roadmap to end child marriage and FGM/C, its purposes, strategies,

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and the role of different stakeholders in its implementation;

b) Contribute to improved commitment by stakeholders to support the rollout of the Roadmap, such as budget allocation, implementation, and tracking of progress;

c) Create awareness of the Roadmap among influential members of the public (opinion leaders, activists, bloggers, etc) and through them promote social accountability;

d) Provide a platform for diverse voices and opinions on child marriage and FGM to be heard. These include decision makers from various line ministries, parliamentarians, religious leaders, teachers, law enforcement, social workers, adolescents, parents, etc.

Owners of the initiative and use of the outcome

This is a joint initiative between UNICEF and the Ministry of Women Children and Youth (MoWCY). It targets the eight regions, two city administrations and federal level and will be operationalized in the spirit of collaboration and partnership with other partners at national and sub-national level.

Scope of the initiative

a) Pre-production

The media house is expected to nominate producers and/or presenters for each of the weekly programmes. The producers/presenters are expected to travel to Addis Ababa for a one-day briefing with UNICEF on the Roadmap, following which the media house will be required to submit a production plan from each radio station. Travel and accommodation costs will be advanced by the media house but will be recovered from the first payment by UNICEF upon submission of a production plan. These travel and accommodation costs should be fully reflected in the financial proposal.

b) National Radio

A weekly radio programme produced and broadcast to a national audience, reaching viewers and listeners in all the regions and city administrations. While Addis Ababa will be the base, the media institution is expected to gather content from different areas of the country and package it for national broadcast.

c) Regional Radio

The media house will be expected to produce and broadcast a weekly radio programme in each of the country's eight regions and two administrative cities. The programme will be produced and broadcast in the language dominant to the region. It is critical that the initiative reaches audiences in the regions, in languages they understand and appropriate formats, with the participation of regional level stakeholders.

d) Digital media

The media house will adopt a transmedia approach and is expected to fully utilize its digital platforms in order to amplify reach. Key reporting metrics need to be included in line with well-known indicators of digital reach.

e) Monitoring impact

The media house is expected to submit a monitoring plan that details key indicators to be tracked as to the effectiveness of the programmes. The plan needs to indicate baselines across key awareness indicators. If no capacity for this task exists within the contractor, a plan needs to be submitted on how such capacity will be sourced.

Format

The media institution will be required to produce and broadcast a 30-minute radio programme tailored to the target the target regions and interactive programmes which involve both policy makers and community members. The format is a live, interactive programme, incorporating different aspects that include but are not limited to:

- Studio guest(s);
- Interview inserts from the field;
- Feature inserts;
- PSAs and other promotional spots;
- Facilitated dialogues among policy makers and community members including religious leaders, adolescents, parents, etc.
- Expert opinions.