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**REQUEST FOR PROPOSAL FOR SERVICES**

**LRPS-2021-9170465**

**02 October 2021**

**UNITED NATIONS CHILDREN'S FUND (UNICEF)**

**Wishes to invite you to submit a proposal for**

Long Term Agreement (LTA) for Multimedia content and broadcast provider  
Due Date: 13 October 2021 at 2:00 PM Local Time

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

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-2021-9170465** 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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**10 Long Term Agreement (LTA) for Multimedia**

Long Term Agreement (LTA) for Multimedia content and broadcast provider

Purpose - To produce multi-media content and broadcast programmes on child rights

Duration # 24 Months with possibility of extension for additional 12 months

Reporting to - Communication Officer, Communication Advocacy and Partnership (CAP) Section

**Background**

Ethiopia has made major strides in improving the situation of children. With aspirations to become a middle-income country by 2025, Ethiopia has formulated numerous pro-poor policies that have benefitted children and women. However, challenges persist, and efforts need to increase if the country is to meet its aspirations and the Sustainable Development Goals. A snapshot of the progress and challenges shows that:

- Child health: under-five child mortality has declined by two-thirds in the last two decades. However, 100,000 babies are dying every year from neonatal causes and 872,000 children are not fully vaccinated.
- Nutrition: Stunting in under-five children, a sign of chronic malnutrition, has declined from 58 per cent in 2000 to 37 per cent. However, this still leaves 5.4 million children who are too short for their age and the current rate of reduction needs to double if Ethiopia is to meet the Sustainable Development Goals.
- Child marriage: An even more notable reduction has been seen here, with the prevalence declining from 60 per cent in 2005 to 40 per cent in 2016. However, Ethiopia still has 15 million child brides, six million of whom were married before the age of 15. The rate of reduction needs to increase six-fold if child marriage is to be eliminated by 2030.
- Education: Although Grade 1 enrolments have generally risen, 4 in 10 children do not complete primary school and even fewer proceed to secondary school. Along the way, children are dropping out of school for reasons that include poverty, child marriage, humanitarian emergencies, inadequate quality of learning, and a shortage of school infrastructure and learning materials. Currently, around 7 million children aged 7 to 14 years are not enrolled in school and more than half are girls.
- Safe water and sanitation: The proportion of people using unsafe water declined from 75 per cent in 2000 to 31 per cent in 2016. A similar reduction has been achieved in sanitation, from 79 per cent of the population not having access to safe sanitation in 2000 to 22 per cent. Yet 31 million people have access to safe drinking water and 23 million practice open defecation.
- Child poverty: GDP per capita has increased from US\$ 129 in 2000 to US\$863 in 2017 and has contributed to reducing the number of people living in income poverty. However, for children, access to basic services such as education, health, nutrition, protection, housing, water and sanitation remains limited for most families and it leaves an estimated 36 million of the country's 43 million children with insufficient access to basic social services.

For Ethiopia to achieve the SDGs by 2030, there is a need for investments in high impact actions in areas affecting children and where the burden is high: reducing neonatal mortality, scaling up safe drinking water, ending open defecation, increasing birth registration, expanding social protection and improving access to quality education, including for pre-primary education.

UNICEF works with the media to put the rights and well-being of every child and especially, the most disadvantaged, at the heart of social, political and economic agendas and support shifts in public policy, fuel social engagement and increase private and public resources. In addition, UNICEF communicates its programmes, creates awareness and ignites debates and research around key advocacy areas to achieve concrete results for every child and their families.

Thus, media plays a critical role in advancing the discourse on children and women's rights and can play a great role in the efforts to uphold these rights. Also, media provides a voice to the voiceless # to those who do not normally have the opportunity to have their views and opinions heard by the society and those who are in the decision making body. Therefore, UNICEF Ethiopia would like to engage with media houses to generate/stir the

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discussion on UNICEF’s priority areas as the media has a convening power for major stakeholders including government, NGOs, the private sector and others.

**Justification**

To strengthen and amplify the voices of children and facilitate coverage to reach a wider population, close, long term and strategic engagement with the media is essential. TV/radio stations, if engaged strategically to air specific messages, give heightened exposure to issues pertaining to women and children.

Thus, UNICEF would like to widen its engagement and collaborate with the media to influence policy and decision makers, accelerate progress and increase resources allocation pertaining to child rights. This will be done through the production of multimedia content that will highlight the situation of Ethiopian children and UNICEF’s key programmatic response.

**Objective**

1. Through heightened coverage (news stories, documentaries, etc) advocate for action in the following four flagship results that are part of the Government of Ethiopia and UNICEF programme of cooperation for the years 2020-2025 and where progress needs to be accelerated:
  - a. Stop stunting;
  - b. Ending open defecation;
  - c. Every child learning; and
  - d. Ending child marriage.
2. Provide space for opinion leaders, leading voices, and other social advocates to add their voices to the flagship results indicated above;
3. Child-centred reportage enhanced by giving space to the voices and stories of marginalized children
4. Expanded access to data and information for the media staff, including exposure to UNICEF-supported programmes through field visits and regular briefings; and
5. Greater capacity among the media to research and produce stories related to the flagship results.

**Key Results of collaboration**

1. A sense of urgency communicated to policy and decision makers on the need to accelerate progress and increase resources for Ethiopian children in the flagship results indicated above;
2. Clear calls for action made and decisions or actions taken that can be partially or wholly be attributed to media coverage;
3. More voices (opinion leaders, influencers, etc) speaking for children’s rights;
4. Children’s voices heard more prominently
5. Communities and individuals change harmful norms and adopt practices that protect and benefit children

**Areas of Collaboration**

The main areas of collaboration will be:

1. Data and evidence sharing, including exposure to UNICEF experts for interviews and background briefings;
2. Field visits in Ethiopia and attendance at regional and international conferences relevant to the flagship results listed above;
3. Produce and broadcast of stories, spots, drama series, documentaries, panel discussions on both television and radio.
4. Cross-sharing and/or cross-publication of digital content on social media.
5. Sharing and publication of story assets (B-roll, short format videos, etc).

The media station will be required to have the following experience and background:

- A well-equipped production facility to produce audio-visual materials
- Team of experienced personnel both for production and post-production purposes.
- Experience in working on children and women related development issues in different parts and contexts in Ethiopia
- Wide reach in the country with long running experience in producing and broadcasting child focused programming
- Capacity to produce and broadcast in different languages including sign language