1. **Background and Context**

UNICEF was established in the aftermath of World War II to help children whose lives and futures were at risk – no matter what country they were from. The only thing that mattered to UNICEF was reaching every child in need.

Today, UNICEF works in 190 countries and territories, and some of the world’s toughest places, to reach the children who are most at risk and most in need.

Like our Strategic Plan, UNICEF’s new brand strategy responds to the call of the 2030 Agenda to “leave no child behind” – supporting our equity focus, across our entire organization, to drive change for the most disadvantaged children.

At the heart of the new brand strategy is the new brand signature, UNICEF, for every child. ‘For every child’ echoes our universal mandate to protect the rights of children everywhere – and embodies our mission’s dictate to give greatest priority to the most disadvantaged children.

Production of various communication materials in order to effectively convey key messages on various child rights issues to different audiences is an essential component of UNICEF’s work. For social media and different events, UNICEF uses animated GIFs and animations with key findings from UNICEF research. In particular, a lot of UNICEF’s key messages contain specific data from different surveys conducted by UNICEF in Montenegro.

In order to effectively present the key results of different surveys, UNICEF will be using short and simple data animations illustrating the most important survey findings. The animations would most often be in harmony of the UNICEF brand book [https://unicef.org/montenegro/en/reports/uniicef-brand-book](https://unicef.org/montenegro/en/reports/uniicef-brand-book).

UNICEF invites publicly all interested national and international consulting agencies to send applications to be part of UNICEF Montenegro roster of consulting agencies for animation.

Throughout 2019-2020, consulting agencies from this roster will be contacted to submit offers for producing different animations depending on the needs of UNICEF Montenegro.

For each task, animation production services will be awarded to the consulting agency whose offer is evaluated the best based on the assessment of the technical proposals and financial offers received.

2. **Purpose and Objective(s)**

The purpose of the consultancy is to provide technical assistance for conceptualizing, designing and producing short animations to convey clearly, simply and in a catchy and compelling manner to different audiences our key messages related to child rights issues in Montenegro as per the needs throughout 2019-2020.

Some animations will be designed in harmony with UNICEF brand book.

Some of them will be in English, some in Montenegrin and some in both languages.

Mostly, the animations will be between 30s and up to 3 min.

All animations must be of high resolution and quality.

Formats will be agreed for each animation production task individually depending on the plan for its dissemination (Facebook, YouTube, Instagram (posts and stories), etc.).

Some animations will need to be designed in a way that makes them interesting for children to watch.
Others will need to be designed so that they draw attention of various groups of adults – professionals working with children (teachers, social workers, doctors, nurses, etc.), parents, key decision-makers, international community, media, civil sector, potential donors, internal audiences – UNICEF staff at HQ, Regional Office, Country Offices, National Committees, etc.

For each animation production task, UNICEF will select the consulting agency from the roster based on a competitive process and assessment of offers submitted.

3. Methodology and Technical Approach

The consulting agency will work closely the UNICEF Communication Officer, Social Media Consultant and UNICEF Communication Support Consultant.

A detailed work plan with time frame will be developed and agreed with UNICEF Communication Officer.

Each animation production task will go through a process consisting of several rounds of consultations with UNICEF for each stage mentioned explained below:

- Scenario drafting and finalization
- Story board drafting and finalization
- Animation production and finalization after at least 2 rounds of consultation with UNICEF
- Delivery of the final product in 1 language
- Production of the same animation in another language if needed

UNICEF will provide the consulting organization with all instructions regarding the animation production for every task individually.

4. Activities and Tasks

- Production of short animations for UNICEF Montenegro according to the needs throughout the 1-year period (May 28, 2019 – May 28, 2020)

5. Key Deliverables and Timeframe

- Short animations successfully produced for UNICEF Montenegro according to the needs and time schedule defined for each requested service throughout the 1-year period (May 28, 2019 – May 28, 2020)
- **Detailed list of potential activities and tasks is included under Section 8. Evaluation of proposals related to financial part.**

**Duration:** 12 months: May 28, 2019 – May 28, 2020, with possibility for extension for additional 1-year period subject to satisfactory performance.

6. Management and Organisation

Management: The Contractor will be supervised by the UNICEF Communication Officer.

Organization: National/International Institutional consultancy is required for this consultancy.

Schedule: This assignment will commence on May 28, 2019.

**Payment schedule:** The payments will be made upon successful completion of every single request defined as a deliverables and submission of invoices.
UNICEF recourse in the case of unsatisfactory performance: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

7. Qualifications and Background

- Previous experience in producing creative animations to convey messages on key findings of surveys effectively;
- Highly qualified team of experts in different fields required for the job - CVs of team members to be provided;
- Ability to make an effective animation in harmony with UNICEF brand book;
- Creativity, originality, punctuality, high level of organization and efficiency; ability to respond quickly and efficiently to UNICEF requests;
- Previous work with UNICEF/UN is an asset.

8. Evaluation of Proposals

The potential contractors are expected to submit a proposal based on these Terms of Reference. The proposal will be evaluated against the following criteria:

(1) relevant experience in similar type of work relevance;
(2) organisational and technical capacity of the applicant;
(3) budget.

The evaluation of submitted proposals against these criteria will be used as a basis for the selection of the contractors to be included in UNICEF Montenegro roster of consulting agencies for animation production services.

The proposal should contain:

- Profile and portfolio of the consulting agency with information about previous experience with similar projects and clients – examples of similar work on creative design and production of animations for children and adults should be provided;
- Structure of the team - qualifications and experience of team members – CVs of team members should be included;
- Production lead time and ability to respond quickly to last minute animation requests;
- Reference contacts from other clients;
- Supplier Profile Form.

Financial Proposal should contain:

- Separate prices related to the tasks described below:

<table>
<thead>
<tr>
<th>Task description</th>
<th>Price in euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario drafting and finalization after at least 2 rounds of consultation with UNICEF</td>
<td></td>
</tr>
<tr>
<td>Story board drafting and finalization after at least 2 rounds of consultation with UNICEF</td>
<td></td>
</tr>
<tr>
<td>Animation production and finalization in 1 language after at least 2 rounds of consultation with UNICEF – animations will be mostly between 30s and up to 3 min maximum; the price can be provided per second</td>
<td></td>
</tr>
<tr>
<td>Production of the same animation in another language</td>
<td></td>
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</tbody>
</table>
Finally, at the end of every single animation task as a deliverable, assigned agency will be responsible to provide the final approved high-resolution animation in the agreed formats electronically.

Please take into consideration the fact that UNICEF is a non-for-profit development organization for children and, as such, we work with modest budgets. Also, pro-bono and any discounts on services will be highly appreciated during the financial proposal assessment.

THE PROPOSALS WILL BE EVALUATED AGAINST THE FOLLOWING CRITERIA:

Each proposal will be evaluated against a weight allocation of 70 for the technical proposal and 30 for the commercial (financial) proposal. The total maximum obtainable points is 100.

A) Technical evaluation - Maximum points: 70

- completeness of response - 5
- relevant experience in similar type of work - 30
- organisational and technical capacity of the applicant - 35

<table>
<thead>
<tr>
<th>Technical Proposal Evaluation Form</th>
<th>Max. Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.1 all requested docs are submitted</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2.1 relevant experience in similar type of work</td>
<td>30</td>
</tr>
<tr>
<td>2.2 samples of previous work</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3.1 organisational and technical capacity of the applicant</td>
<td>35</td>
</tr>
<tr>
<td>3.2 key personnel: relevant experience and qualifications of the proposed team for the animation assignments</td>
<td>15</td>
</tr>
<tr>
<td>3.2 production lead time and ability to respond quickly to last minute animation requests</td>
<td>10</td>
</tr>
<tr>
<td>3.2 client references</td>
<td>10</td>
</tr>
<tr>
<td>total</td>
<td>70 points</td>
</tr>
</tbody>
</table>

B) Financial proposal (Budget) – Maximum points: 30

- technical proposal evaluation. Proposals passing the minimum technical pass score (49 points-70% of the maximum points obtainable for technical proposal) will continue into the financial proposal evaluation;
- financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal;
- recommendation. The recommendation for award of contract will be based on best combination of technical and financial score;
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful proposers.

The UNICEF evaluation team will select the proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.