unicef

United Nations Children's Fund
UNICEF Country Office
P.O. Box 1551
AMMAN
Jordan

Telephone
Facsimile
Email maloqleh@unicef.org
http://www.unicef.org/jordan

REQUEST FOR PROPOSAL

LRFP-2019-9150225 **01 July 2019**

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to purchase

Development of a Social Media Campaign on Child Road Safety

E MAILED proposals should be sent to:

UNICEF Jordan Country Office
Attention: BID UNIT
E MAIL: jordanbids@unicef.org (secure email)

IMPORTANT - ESSENTIAL INFORMATION

The reference LRFP-2019-9150225 must be shown on the e mail

The Request for Proposal for Services form must be used when replying to this invitation. You are welcome to enclose your own specifications, if necessary.

Proposals must be received by latest 12:00 hours Noon Amman time) on 22 July 2019 and will be opened at 02:00 hours (Amman time) on 22 July 2019. Request for Proposal for Services received after the stipulated date and time will be invalidated.

Request for Proposal for Services must be emailed to jordanbids@unicef.org ONLY. Request for Proposal for Services emailed to other addresses will be invalidated, even if received before the stipulated deadline.

It is important that you read all the provisions of the Request for Proposal for Services to ensure that you understand and comply with the UNICEF's requirements. Note that failure to submit compliant proposals may result in invalidation of your proposal.

unicef

THIS REQUEST FOR PROPOSAL HAS BEEN:

Prepared By:

Maysoun Nassar
(To be contacted for additional information, NOT FOR SENDING OFFERS)
Email : mghawi@unicef.org

Verified By:

01/07/2019

Irene Caroline Sanyu Ayako

unicef

BID FORM

BID FORM must be completed, signed and returned to UNICEF.
Bid must be made in accordance with the instructions contained in this INVITATION.

TERMS AND CONDITIONS OF CONTRACT
Any Purchase Order resulting from this INVITATION shall contain UNICEF General Terms and Conditions and any other Specific Terms and Conditions detailed in this INVITATION.

INFORMATION
Any request for information regarding this INVITATION must be forwarded by email to the attention of the person who prepared this document, with specific reference to the Invitation number.

The Undersigned, having read the Terms and Conditions of INVITATION No. **LRFP-2019-9150225** set out in the attached document, hereby offers to execute the services specified in the Terms and Conditions set out in the document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel No: _____

Fax No: _____

E-mail Address: _____

Validity of Offer: _____

Currency of Offer: _____

Please indicate after having read UNICEF Price & Discount stated in the Specific Terms and Conditions, 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 Trade Discounts_____

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment Development of a social media campaign on child road safety

Location
Amman, Jordan
Duration
Five months
Estimate number of working days 140

Reporting to
Child Protection Specialist

1. JUSTIFICATION/BACKGROUND

Jordan is a lower-middle income country experiencing rapid population growth, urbanization and motorization with young people making up a large proportion of the population. In many of the countries experiencing these rapid changes such as Jordan, developments of the road transport system have not kept pace, and many roads are dangerous places for people. Every child has the right to survive and not suffer premature death or early life injuries from everyday road use such as the simple act of walking to school. Child deaths and injuries from crashes are not an inevitable cost of growth or mobility in Jordan.
An assessment was made to understand the nature and extent of road casualties among children (under age 18), identify existing child road safety interventions, and to suggest a practical action plan to improve child road safety in Jordan.
The assessment indicates that between 2007 and 2016, Jordan lost 7,402 lives from road crashes and of those, 2,060 were children under 18. The three most populous Governates in Jordan # Amman, Irbid and Zarqa # suffered the greatest number of child road deaths, accounting for 75% of the child road deaths between 2007 and 2015. Further, 95% of child road deaths were pedestrians (55%) or vehicle passengers (40%) between 2007 and 2016. All age groups under 18 are at risk of road deaths in Jordan, but a greater number of deaths occurred in younger children overall, as pedestrians and as vehicle passengers. Moreover, an annual average of 10 children were killed as drivers between 2007 and 2016 even though the legal licensing age is 18 in Jordan.

The assessment proposed as a priority for the next three years in Jordan to assist Jordan#s decision makers in their strategic planning to improve child road safety, mainly in the follow three areas:

1) Comprehensive seat belt law and enforcement
In Jordan, children under 10 are required by law to sit in the back seats, but the seat belt law only requires drivers and front seat passengers to wear seat belts. This combination means children are mostly unrestrained when travelling in motorized vehicles, putting children at significant risk of death and injury as vehicle passengers. A comprehensive seat belt law and its enforcement is critically needed to reduce the number of deaths and injuries of children.

2) School zones and recreational zones

Walking is the main means of mobility for children and travel speeds of motorized vehicles are commonly beyond the forces their bodies can withstand in the event of a crash, putting children at significant risk of death and injury as pedestrians. Travel speeds in high child pedestrian activity areas such as schools and recreational parks must be at survivable speeds and drivers must be clearly warned that they are entering high children activity areas, so they slow down for children.

3) Leadership and financial commitments
Road safety is difficult for government to sustainably manage without a well-resourced and well-powered independent organization that is held accountable for solely road safety. Leadership and financial commitments with a stable institutional structure are fundamental to sustained and coordinated actions and sustained improvements in child road safety. Jordan#s vision, strategy, institutional structure and funding for road safety must therefore be strengthened in Jordan.

The proposed intervention can be delivered gradually through transformation and expansion over time. However, to start the programme, there is a need to develop community education campaigns via a wide range of media (mainly social media) to gain community support on:

The requirements of the law; e.g. why seat belts are important in both front and back seats, why children are better off with seat belt wearing in back seats, why children should not stand anywhere in the vehicle when in motion; have any parts of their body outside the vehicle in motion; sit on another passenger#s lap or be nursed when in motion.
The synergistic benefits of lowering speed limits, walking and walkable Jordan for road safety, health, environment, economy and traffic congestion, especially in school zone areas.
Safe System and vision of zero child road deaths in Jordan to promote government priority of improving child road safety

2. PURPOSE

Reduce the number of deaths and injuries from road traffic accidents and make cities and human settlements inclusive, safe, resilient and sustainable, by providing access to safe, affordable, accessible and sustainable transport systems for all. Improving road safety # notably by expanding public transport # with special attention to the needs of those in vulnerable situations: women, children, persons with disabilities and older persons.

3. OBJECTIVES

To conceptualize, design and execute a comprehensive social media campaign that will drive awareness and engagement growth and deliver a strong call for action toward the child road safety agenda.
Target audiences:
General public with special focus on 18-35 years old drivers
Secondary target audience
Decision makers, media and donor community

4. SCOPE OF THE WORK

Develop and implement a national social media campaign including a detailed inception report and workplan highlighting approach for the project development and implementation based on the result of the assessment report.

A. Review of Existing Materials

Review the main priorities mentioned in the child road safety assessment report and package them to fit into the project#s objective

B. Branding and Message Development

All communication messages, materials and activities must be framed and developed under a single brand identity which the agency will develop in close collaboration with UNICEF, NCFC, PSD and key stakeholders and if required, the participation of target groups.

Develop key messages and content to be framed by the agency around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context.

C. Materials Development

Guided by the brand identity and key messages, the agency to develop an innovative strategy and campaign implementation plan, supported by a series of Multi-Media materials and content of calendar

Develop concepts and format for each of the materials suggested as part of the strategy

Draft attractive, original, emotional and scientist-based content (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative.

D. Conceptualize and process design and layout

Produce social media materials (for the company to suggest more ideas), with an average of one post and caption per day for 40 days

Two-minute emotional video to be run on TV channel and though different social media platforms. The video to show the scale of the problem and call for action

Eight GIF posts to be run on social media platforms. The post to include facts and tips for general public

Four online small surveys, interactive online exercises or game to get the max engagement of the target audience

One in interactive and innovative engagement idea to get the support of general public (e.g. ice pocket)

Five advocacy posts for stakeholders and donors.

E. Pre-Testing of all Materials

All products, including, branding, slogan, logo, messages and materials need to be pre¬ tested. It is recommended that the pre-tests the target audience with prior approval from UNICEF to ensure independent assessment. It is also suggested that UNICEF staff members to be present at the pre-test exercise.

D. Implementation of the social media campaign

Implement the social media campaign plan

Prepare and implement a media plan to support the implementation of the social media campaign, this include developing a media booklet, two press releases (at the beginning and end of the campaign), organize two meetings with influencers and decision makers and organize a call for action activity

Prepare advertisement package to run over UNICEF/NCFA/PSD social media platforms

Manage and monitor the implementation of the campaign

Advertise the main posts aiming to reach a million impressions (Facebook, Instagram and twitter) and hashtag to trend to the top three during the campaign implementation

Mobile influencers to support the campaign and utilize opportunity to publicize the campaign at the national level

Develop three articles for external communication (blog or Op-Ed) to support the programme objectives.

E. Monitoring and Evaluation

Develop pre and posttest to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey

Provide UNICEF with daily feedback on the level of engagement (influencers, media and decision makers)

Develop a detailed analysis report about the social media campaign, with focus on the

impact of campaign and testimonials collected general public

The development process of the programme requires a close collaboration with UNICEF team All materials are expected to be of high quality, low-literacy friendly and culturally sensitive, and include the perspectives of target groups/audiences. All materials must be visually representative and inclusive of all genders, ages and ethnicity. The selected agency will be required to use a participatory, human¬ rights-based approach to material development, seeking feedback from parents, relevant community members and children themselves

EXPECTED DELIVERABLES
All deliverables are to be submitted in Arabic and English

1. A detailed inception report and workplan. The inception report to include the main priorities to be reflected in the social campaign with a strong rational
2. A brand identity (brand identity report and presentation include a summary of the campaign)
3. An innovative strategy and content of calendar, supported by a series of Multi-Media materials and campaign implementation plan.
4. A key messages and content to be framed around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context.
5. A campaign strategy and implementation plan
6. A concepts and format for each of the materials
7. Scientist-based content for all materials (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative.
8. Social media materials
9. Two-minute emotional video
10. Eight GIF posts
11. Four online small surveys, interactive online exercises or game
12. One in interactive and innovative engagement activity
13. Five advocacy posts
14. Two pre-test reports, for
15. Branding, slogan, logo and messages
16. All materials
17. Media campaign plan of action, and supportive materials: two press releases (at the beginning and end of the campaign) and media booklet,
18. Two meetings with influencer/decision makers and #call for action# activity
19. Mobilize 25 influencers to support the campaign and utilize opportunity/national initiative to publicize the campaign at the national level
20. Three articles for external communication (blog or Op-Ed)
21. A pre and posttest report to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey
22. Daily feedback on the level of engagement (of influencers, media and decision makers)
23. A detailed analysis report at the end of the campaign, with focus on the impact of campaign and testimonials collected from general public

5. GOVERNANCE AND ACCOUNTABILITY
Consultants# team will report to UNICEF Child Protection specialist (C4D) at UNICEF Jordan Country Office

The Production Review Group (PRG) will comprise the representatives of the major stakeholders including consultants# team, programme specialists from UNICEF CP, Education, Youth, Social Protection and Communication sections, and a representative from the NCFA

and Public Security Department
The PRG will:
Provide clear specific advice and support to the consultant#s team and the team throughout the whole process of programme development
Review and provide comments and feedback on the technical quality of the programme
Ensure the product adheres to the ethical principles and addresses potential ethical concerns.

6. REALISTIC DELIVERY DATES AND DETAILS ON HOW THE WORK MUST BE DELIVERED

Deliverables Type and language Delivery Date
1 Detailed inception report and workplan Electronic 5 days
2 A brand identity report
A presentation includes a summary of the campaign) Electronic 20 days
3 An innovative strategy and campaign implementation plan, supported by a series of Multi-Media materials and content of calendar Electronic 15 days
4 A key messages and content to be framed around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context. Electronic 15 days
5 A list of proposed Multi-Media materials and campaign implementation plan
A concepts and format for each of the materials Electronic
5 days
6 Scientist-based content for all materials (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative. Electronic
15 days
7 Social media materials
Two-minute emotional video
Eight GIF posts
Four online small surveys, interactive online exercises or game
One in interactive and innovative engagement activity
Five advocacy posts Electronic
20 days
8 Two pre-test reports, for
Branding, slogan, logo and messages
All materials Electronic
10 days
9 Media campaign plan of action, and supportive materials: two press releases (at the beginning and end of the campaign) and media booklet
Two meetings
Call for action# activity
Mobile 25 influencers to support the campaign and utilize opportunity/national initiative to publicize the campaign at the national level
Campaign management
Three articles for external communication (blog or Op-Ed) N/A i. Ay3s
10 A pre and post-test report to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey Electronic 10 days
11 A detailed analysis report at the end of the campaign, with focus on the impact of campaign and testimonials collected general public Electronic 10 days

7. OFFICIAL TRAVEL INVOLVED
It is expected that the consultants# team would make visits to the country (if located outside) including areas where the programme will be implemented. All travel costs

(international and local) should be planned properly in the technical proposal and included in the financial proposal. Please note that if selected, the contract can be a supporting document to obtain entry visa (if necessary). UNICEF will be unable to secure travel visas.

8. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE
The project is planned to be conducted by an institution or by a registered consultancy group/firm. The team will be comprised of a team leader and team member(s), ensuring gender balance with qualifications, skills and experience stated below. If the project is conducted by an international firm, the team leader will ensure that a national expert (Arabic speaker) is included in the team.

The qualifications and experience required for the institution or firm as follows:
Professional experience in developing programme for children/youth or/and community engagement programmes
Excellent technical capacities (in public health, child protection, youth#s engagement and/or community engagements, education)
Experience in behavioral change and addressing social, health and child protection issues will be an add
Profiles and/or CVs of the team as well as references/links to two most recent projects should be provided with the proposal

9. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS
Proposed timelines for completion of activities are met and deliverables submitted on time with good quality and as per the standards described in the TORs as well as UNICEF global standards. Overall performance at the end of the contract will be evaluated against the following criteria: timeliness, responsibility, initiative, innovation, communication, and quality of the products delivered.

10. FREQUENCY OF PERFORMANCE REVIEWS
Meetings will be held with the team to get feedback on each deliverable.

11. ESTIMATED DURATION OF THE CONTRACT AND PAYMENT SCHEDULES
It is expected that team will be conducted for the duration of five months. The contract would cover the entire duration of the work. Proposed and estimated timeframe for deliverables is listed under each deliverable in the Section 7. The team should propose a timeline to submit the deliverables considering necessary and adequate time (at least two weeks) to be allocated for review and quality assurance processes of the deliverables by the group
Payment is contingent on approval by the child protection specialist and will be made in three installments.
20 % of the total contract will be paid upon clearance of the inception report
30 % of the total contract will be paid upon submission of the approved of deliverable
Remaining 50 per cent will be paid upon clearance of final deliverables (Final analysis reports)

All interested institutions or group of consultants are requested to include in their submission detailed costs including:
a) Daily rate including hours per day
b) Expenses (please include all costs that are to be charged to UNICEF) to be agreed prior to commencing project
c) Any additional requirements needed to complete project or that might have an impact on cost or delivery of products
d) The consultants would be required to use their own computers, cameras, printers,

photocopier etc.

12. CALL FOR PROPOSALS

A two-stage procedure shall be utilized in assessing the proposals, with assessment of the technical proposal being completed prior to any price proposal being compared. Applications shall therefore contain the following required documentation:

1. Technical Proposal:

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, scope, criteria and deliverables of the project are addressed. The proposal shall include detailed breakdown of the necessary components to show the work and competence of the firm to execute the assignment.

Examples of the firm#s engagement in similar activities/productions earlier

Technical Proposal shall also include updated profiles/CV and Personal History Forms (P11) of the expert(s) to be part of the production process.

Proposed creative idea for the campaign

2. Financial Proposal:

Offer with cost breakdown: Consultancy fees, international (economy class) and internal travel costs, Daily Subsistence Allowance (DSA), required translations and other costs. The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

Travel expenses shall be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

13. INDICATION OF HEALTH STATEMENT AND CERTIFICATE OF GOOD HEALTH HAS BEEN RECEIVED PRIOR TO SIGNING THE CONTRACT

N/A

14. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

In case of unsatisfactory performance, payment will be withheld until quality deliverables are submitted. If the firm is unable to complete the assignment, the contract will be terminated by notification letter sent 20 days prior [Guidance requested from Supply colleague sin standard clauses] to the termination date. In the meantime, UNICEF will initiate another selection in order to identify appropriate candidate.

15. INDICATION THAT THE CONSULTANT/INDIVIDUAL CONTRACTOR HAS RECEIVED A COPY OF THIS DOCUMENT OR. ALTERNATIVELY, AN EXPERT OF RELEVANT PROVISIONS INCLUDING THOSE CONCERNING LEGAL STATUS, OBLIGATIONS AND TITLE RIGHTS.

16. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70%) and financial considerations (30%). Financial proposals will be opened only for those application that attained 70% or above on the technical part. Below are the criteria and points for technical and financial proposals.

a) Technical proposals

1) Overall Response (10 points)

- General adherence to Terms of Reference and tender requirements.

2) Company and Key Personnel (10 points)

- team member(s) meet academic requirements
- company meets minimum (5) years of experience
- company has previously conducted similar work
- company is properly registered a/o has required certifications, memberships, etc.

3) Proposed creative idea for the campaign to be send or presented to UNCIEF team in

addition to samples of relevant work (50 points)
Minimum technical score: 70% of 70 points = 49 points

Section B: Financial Offer
A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate page from the Technical Capability and Schedule information. Only those financial proposals will be opened which have been technically accepted according to the above criteria. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 30 %

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

Please note that all travel must be conducted as per UNICEF Policy, which states the most direct, economical route shall prevail.

The Technical section of the proposal should be submitted both in English and Arabic languages. All other sections should be annexed. All sections (components) of the proposal will be evaluated and any omissions will weigh against the quote during the study.

Section C: Timetable (Schedule)
This section should include a proposed time/delivery schedule. An action plan specifying the timeframe with various milestones and activities should be included under this section.

17. EQUITY, GENDER, HUMAN RIGHTS, INCLUDING CHILD RIGHTS
The TOR indicates both duty bearers and rights holders (particularly women and other groups subject to discrimination) as primary users of the study and how they will be involved in the research process. It spells out the relevant instruments or policies on human rights, including equity issues, child rights and gender equality that will guide the research process.
The TOR includes an assessment of relevant human rights, including child rights and gender equality, aspects through the selection of the research criteria and questions.
The TOR specifies a research approach and data collection and analysis methods that are human rights based, including child rights based and gender sensitive, and for research data to be disaggregated by sex, ethnicity, age, disability, etc.
The ToR should clearly lay down the equity dimension of research through inclusion of issues like describing the nature and causes of inequity, assessing the impacts of development policies and programs on vulnerable [excluded] groups Identifying policy priorities for enhancing equity.
The TOR defines the level of expertise needed among the research team on gender equality and human rights, including child rights, equity and their responsibilities in this regard and calls for a gender balanced and culturally diverse team that makes use of national/regional research expertise.

18. CONDITIONS

- The company will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. The contractor#s fee shall be inclusive of all office administrative costs
- International and Local travel and airport transfers (where applicable) will be under

Item No	Item Description	Quantity/Unit	Unit Price	Amount

responsibility of the contractor in accordance with UNICEF#s rules and tariffs.
- Flight costs will be covered at economy class rate as per UNICEF policies.

Enquiries:

Please direct any enquiries to: mghawi@unicef.org

Proposals with all supporting documents should be addressed to:

UNICEF Jordan Bids Jordanbids@unicef.org

10 Development of a Social Media Campaign
1 PU

SCHEDULE NO: 1 DEV.SOC.ME

00010 1 Perf. unit

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment Development of a social media campaign on child road safety

Estimated budget
$ 150,000

Budget Source
2340/A0/04/883/003/001 SM190147
Location
Amman, Jordan
Duration
Five months
Estimate number of working days 140
Start date
30 July 2019

End date
30 December 2019
Reporting to
Child Protection Specialist

Closing date for proposals 15 July 2019

1. JUSTIFICATION/BACKGROUND

Jordan is a lower-middle income country experiencing rapid population growth, urbanization and motorization with young people making up a large proportion of the population. In many of the countries experiencing these rapid changes such as Jordan, developments of the road transport system have not kept pace, and many roads are dangerous places for people. Every child has the right to survive and not suffer premature death or early life injuries from everyday road use such as the simple act of walking to school. Child deaths and injuries from crashes are not an inevitable cost of growth or mobility in Jordan.
An assessment was made to understand the nature and extent of road casualties among children (under age 18), identify existing child road safety interventions, and to suggest a practical action plan to improve child road safety in Jordan.
The assessment indicates that between 2007 and 2016, Jordan lost 7,402 lives from road crashes and of those, 2,060 were children under 18. The three most populous Governates in Jordan # Amman, Irbid and Zarqa # suffered the greatest number of child road deaths, accounting for 75% of the child road deaths between 2007 and 2015. Further, 95% of child road deaths were pedestrians (55%) or vehicle passengers (40%) between 2007 and 2016. All age groups under 18 are at risk of road deaths in Jordan, but a greater number of deaths occurred in younger children overall, as pedestrians and as vehicle passengers. Moreover, an annual average of 10 children were killed as drivers between 2007 and 2016 even though the legal licensing age is 18 in Jordan.

The assessment proposed as a priority for the next three years in Jordan to assist Jordan#s decision makers in their strategic planning to improve child road safety, mainly in the follow three areas:

1) Comprehensive seat belt law and enforcement
In Jordan, children under 10 are required by law to sit in the back seats, but the seat belt law only requires drivers and front seat passengers to wear seat belts. This combination means children are mostly unrestrained when travelling in motorized vehicles, putting children at significant risk of death and injury as vehicle passengers. A comprehensive seat belt law and its enforcement is critically needed to reduce the number of deaths and injuries of children.

2) School zones and recreational zones
Walking is the main means of mobility for children and travel speeds of motorized vehicles are commonly beyond the forces their bodies can withstand in the event of a crash, putting children at significant risk of death and injury as pedestrians. Travel speeds in high child pedestrian activity areas such as schools and recreational parks must be at survivable speeds and drivers must be clearly warned that they are entering high children activity areas, so they slow down for children.

3) Leadership and financial commitments
Road safety is difficult for government to sustainably manage without a well-resourced and well-powered independent organization that is held accountable for solely road safety. Leadership and financial commitments with a stable institutional structure are fundamental to sustained and coordinated actions and sustained improvements in child road safety. Jordan#s vision, strategy, institutional structure and funding for road safety must therefore be strengthened in Jordan.

The proposed intervention can be delivered gradually through transformation and expansion over time. However, to start the programme, there is a need to develop community education campaigns via a

wide range of media (mainly social media) to gain community support on:

· The requirements of the law; e.g. why seat belts are important in both front and back seats, why children are better off with seat belt wearing in back seats, why children should not stand anywhere in the vehicle when in motion; have any parts of their body outside the vehicle in motion; sit on another passenger#s lap or be nursed when in motion.

· The synergistic benefits of lowering speed limits, walking and walkable Jordan for road safety, health, environment, economy and traffic congestion, especially in school zone areas.

· Safe System and vision of zero child road deaths in Jordan to promote government priority of improving child road safety

2. PURPOSE

Reduce the number of deaths and injuries from road traffic accidents and make cities and human settlements inclusive, safe, resilient and sustainable, by providing access to safe, affordable, accessible and sustainable transport systems for all. Improving road safety # notably by expanding public transport # with special attention to the needs of those in vulnerable situations: women, children, persons with disabilities and older persons.

3. OBJECTIVES

To conceptualize, design and execute a comprehensive social media campaign that will drive awareness and engagement growth and deliver a strong call for action toward the child road safety agenda.

Target audiences:

· General public with special focus on 18-35 years old drivers
· Secondary target audience
· Decision makers, media and donor community

4. SCOPE OF THE WORK

Develop and implement a national social media campaign including a detailed inception report and workplan highlighting approach for the project development and implementation based on the result of the assessment report.

A. Review of Existing Materials

· Review the main priorities mentioned in the child road safety assessment report and package them to fit into the project#s objective

B. Branding and Message Development

· All communication messages, materials and activities must be framed and developed under a single brand identity which the agency will develop in close collaboration with UNICEF, NCFC, PSD and key stakeholders and if required, the participation of target groups.

· Develop key messages and content to be framed by the agency around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context.

C. Materials Development

· Guided by the brand identity and key messages, the agency to develop an innovative strategy and campaign implementation plan, supported by a series of Multi-Media materials and content of calendar

· Develop concepts and format for each of the materials suggested as part of the strategy

· Draft attractive, original, emotional and scientist-based content (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative.

D. Conceptualize and process design and layout

· Produce social media materials (for the company to suggest more ideas), with an average of one post and caption per day for 40 days

· Two-minute emotional video to be run on TV channel and though different social media platforms. The video to show the scale of the problem and call for action

· Eight GIF posts to be run on social media platforms. The post to include facts and tips for general public

· Four online small surveys, interactive online exercises or game to get the max engagement of the target audience

· One in interactive and innovative engagement idea to get the support of general public (e.g. ice pocket)

· Five advocacy posts for stakeholders and donors.

E. Pre-Testing of all Materials

All products, including, branding, slogan, logo, messages and materials need to be pre tested. It is recommended that the pre-tests the target audience with prior approval from UNICEF to ensure independent assessment. It is also suggested that UNICEF staff members to be present at the pre-test exercise.

D. Implementation of the social media campaign

· Implement the social media campaign plan

· Prepare and implement a media plan to support the implementation of the social media campaign, this include developing a media booklet, two press releases (at the beginning and end of the campaign), organize two meetings with influencers and decision makers and organize a call for action activity

· Prepare advertisement package to run over UNICEF/NCFA/PSD social media platforms

· Manage and monitor the implementation of the campaign

· Advertise the main posts aiming to reach a million impressions (Facebook, Instagram and twitter) and hashtag to trend to the top three during the campaign implementation

· Mobile influencers to support the campaign and utilize opportunity to publicize the campaign at the national level

· Develop three articles for external communication (blog or Op-Ed) to support the programme objectives.

E. Monitoring and Evaluation

· Develop pre and posttest to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey

· Provide UNICEF with daily feedback on the level of engagement (influencers, media and decision makers)

· Develop a detailed analysis report about the social media campaign, with focus on the impact of campaign and testimonials collected general public

The development process of the programme requires a close collaboration with UNICEF team All materials are expected to be of high quality, low-literacy friendly and culturally sensitive, and include the perspectives of target groups/audiences. All materials must be visually representative and inclusive of all genders, ages and ethnicity. The selected agency will be required to use a participatory, human rights-based approach to material development, seeking feedback from parents, relevant community members and children themselves

EXPECTED DELIVERABLES

All deliverables are to be submitted in Arabic and English

1. A detailed inception report and workplan. The inception report to include the main priorities to be reflected in the social campaign with a strong rational
2. A brand identity (brand identity report and presentation include a summary of the campaign)

3. An innovative strategy and content of calendar, supported by a series of Multi-Media materials and campaign implementation plan.
4. A key messages and content to be framed around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context.
5. A campaign strategy and implementation plan
6. A concepts and format for each of the materials
7. Scientist-based content for all materials (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative.
8. Social media materials
9. Two-minute emotional video
10. Eight GIF posts
11. Four online small surveys, interactive online exercises or game
12. One in interactive and innovative engagement activity
13. Five advocacy posts
14. Two pre-test reports, for
15. Branding, slogan, logo and messages
16. All materials
17. Media campaign plan of action, and supportive materials: two press releases (at the beginning and end of the campaign) and media booklet,
18. Two meetings with influencer/decision makers and #call for action# activity
19. Mobilize 25 influencers to support the campaign and utilize opportunity/national initiative to publicize the campaign at the national level
20. Three articles for external communication (blog or Op-Ed)
21. A pre and posttest report to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey
22. Daily feedback on the level of engagement (of influencers, media and decision makers)
23. A detailed analysis report at the end of the campaign, with focus on the impact of campaign and testimonials collected from general public

5. GOVERNANCE AND ACCOUNTABILITY

Consultants# team will report to UNICEF Child Protection specialist (C4D) at UNICEF Jordan Country Office

The Production Review Group (PRG) will comprise the representatives of the major stakeholders including consultants# team, programme specialists from UNICEF CP, Education, Youth, Social Protection and Communication sections, and a representative from the NCFA and Public Security Department

The PRG will:

Provide clear specific advice and support to the consultant#s team and the team throughout the whole process of programme development
Review and provide comments and feedback on the technical quality of the programme
Ensure the product adheres to the ethical principles and addresses potential ethical concerns.

6. REALISTIC DELIVERY DATES AND DETAILS ON HOW THE WORK MUST BE DELIVERED

Deliverables Type and language Delivery Date
1 Detailed inception report and workplan Electronic 5 days
2 A brand identity report
A presentation includes a summary of the campaign) Electronic 20 days
3 An innovative strategy and campaign implementation plan, supported by a series of Multi-Media materials and content of calendar Electronic 15 days

4 A key messages and content to be framed around the chosen brand identity/ strategy and refined via a consultative workshop with stakeholders to ensure they are relevant to the context. Electronic 15 days
5 A list of proposed Multi-Media materials and campaign implementation plan
A concepts and format for each of the materials Electronic
5 days
6 Scientist-based content for all materials (print, audiovisual materials and social media campaign#s materials) based on the messages and overall narrative. Electronic
15 days
7 Social media materials
· Two-minute emotional video
· Eight GIF posts
· Four online small surveys, interactive online exercises or game
· One in interactive and innovative engagement activity
· Five advocacy posts Electronic
20 days
8 Two pre-test reports, for
· Branding, slogan, logo and messages
· All materials Electronic
10 days
9 Media campaign plan of action, and supportive materials: two press releases (at the beginning and end of the campaign) and media booklet
Two meetings
Call for action# activity
Mobile 25 influencers to support the campaign and utilize opportunity/national initiative to publicize the campaign at the national level
Campaign management
Three articles for external communication (blog or Op-Ed) N/A i. Ay3s
10 A pre and post-test report to measure the understanding of general public about the scale of the problem in Jordan. it could be online survey Electronic 10 days
11 A detailed analysis report at the end of the campaign, with focus on the impact of campaign and testimonials collected general public Electronic 10 days

7. OFFICIAL TRAVEL INVOLVED
It is expected that the consultants# team would make visits to the country (if located outside) including areas where the programme will be implemented. All travel costs (international and local) should be planned properly in the technical proposal and included in the financial proposal. Please note that if selected, the contract can be a supporting document to obtain entry visa (if necessary). UNICEF will be unable to secure travel visas.

8. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE
The project is planned to be conducted by an institution or by a registered consultancy group/firm. The team will be comprised of a team leader and team member(s), ensuring gender balance with qualifications, skills and experience stated below. If the project is conducted by an international firm, the team leader will ensure that a national expert (Arabic speaker) is included in the team.

The qualifications and experience required for the institution or firm as follows:
· Professional experience in developing programme for children/youth or/and community engagement programmes
· Excellent technical capacities (in public health, child protection, youth#s engagement and/or community engagements, education)

· Experience in behavioral change and addressing social, health and child protection issues will be an add
· Profiles and/or CVs of the team as well as references/links to two most recent projects should be provided with the proposal

9. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS
Proposed timelines for completion of activities are met and deliverables submitted on time with good quality and as per the standards described in the TORs as well as UNICEF global standards. Overall performance at the end of the contract will be evaluated against the following criteria: timeliness, responsibility, initiative, innovation, communication, and quality of the products delivered.

10. FREQUENCY OF PERFORMANCE REVIEWS
Meetings will be held with the team to get feedback on each deliverable.

11. ESTIMATED DURATION OF THE CONTRACT AND PAYMENT SCHEDULES
It is expected that team will be conducted from February - December 2019. The contract would cover the entire duration of the work. Proposed and estimated timeframe for deliverables is listed under each deliverable in the Section 7. The team should propose a timeline to submit the deliverables considering necessary and adequate time (at least two weeks) to be allocated for review and quality assurance processes of the deliverables by the group
Payment is contingent on approval by the child protection specialist and will be made in three installments.
· 20 % of the total contract will be paid upon clearance of the inception report
· 30 % of the total contract will be paid upon submission of the approved of deliverable
· Remaining 50 per cent will be paid upon clearance of final deliverables (Final analysis reports)

All interested institutions or group of consultants are requested to include in their submission detailed costs including:
a) Daily rate including hours per day
b) Expenses (please include all costs that are to be charged to UNICEF) to be agreed prior to commencing project
c) Any additional requirements needed to complete project or that might have an impact on cost or delivery of products
d) The consultants would be required to use their own computers, cameras, printers, photocopier etc.

12. CALL FOR PROPOSALS
A two-stage procedure shall be utilized in assessing the proposals, with assessment of the technical proposal being completed prior to any price proposal being compared. Applications shall therefore contain the following required documentation:
1. Technical Proposal:
Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, scope, criteria and deliverables of the project are addressed. The proposal shall include detailed breakdown of the necessary components to show the work and competence of the firm to execute the assignment.
Examples of the firm#s engagement in similar activities/productions earlier
Technical Proposal shall also include updated profiles/CV and Personal History Forms (P11) of the expert(s) to be part of the production process.
Proposed creative idea for the campaign

2. Financial Proposal:
Offer with cost breakdown: Consultancy fees, international (economy class) and internal travel costs, Daily Subsistence Allowance (DSA), required translations and other costs. The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.
Travel expenses shall be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

13. INDICATION OF HEALTH STATEMENT AND CERTIFICATE OF GOOD HEALTH HAS BEEN RECEIVED PRIOR TO SIGNING THE CONTRACT
N/A
14. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE
In case of unsatisfactory performance, payment will be withheld until quality deliverables are submitted. If the firm is unable to complete the assignment, the contract will be terminated by notification letter sent 20 days prior [Guidance requested from Supply colleague sin standard clauses] to the termination date. In the meantime, UNICEF will initiate another selection in order to identify appropriate candidate.

15. INDICATION THAT THE CONSULTANT/INDIVIDUAL CONTRACTOR HAS RECEIVED A COPY OF THIS DOCUMENT OR. ALTERNATIVELY, AN EXPERT OF RELEVANT PROVISIONS INCLUDING THOSE CONCERNING LEGAL STATUS, OBLIGATIONS AND TITLE RIGHTS.

16. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA
Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70%) and financial considerations (30%). Financial proposals will be opened only for those application that attained 70% or above on the technical part. Below are the criteria and points for technical and financial proposals.
a) Technical proposals
1) Overall Response (10 points)
- General adherence to Terms of Reference and tender requirements.

2) Company and Key Personnel (10 points)
- team member(s) meet academic requirements
- company meets minimum (5) years of experience
- company has previously conducted similar work
- company is properly registered a/o has required certifications, memberships, etc.

3) Proposed creative idea for the campaign to be send or presented to UNCIEF team in addition to samples of relevant work (50 points)
Minimum technical score: 70% of 70 points = 49 points

Section B: Financial Offer
A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate page from the Technical Capability and Schedule information. Only those financial proposals will be opened which have been technically accepted according to the above criteria. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 30 %

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

Please note that all travel must be conducted as per UNICEF Policy, which states the most direct, economical route shall prevail.

The Technical section of the proposal should be submitted both in English and Arabic languages. All other sections should be annexed. All sections (components) of the proposal will be evaluated and any omissions will weigh against the quote during the study.

Section C: Timetable (Schedule)
This section should include a proposed time/delivery schedule. An action plan specifying the timeframe with various milestones and activities should be included under this section.

17. EQUITY, GENDER, HUMAN RIGHTS, INCLUDING CHILD RIGHTS
The TOR indicates both duty bearers and rights holders (particularly women and other groups subject to discrimination) as primary users of the study and how they will be involved in the research process. It spells out the relevant instruments or policies on human rights, including equity issues, child rights and gender equality that will guide the research process.
The TOR includes an assessment of relevant human rights, including child rights and gender equality, aspects through the selection of the research criteria and questions.
The TOR specifies a research approach and data collection and analysis methods that are human rights based, including child rights based and gender sensitive, and for research data to be disaggregated by sex, ethnicity, age, disability, etc.
The ToR should clearly lay down the equity dimension of research through inclusion of issues like describing the nature and causes of inequity, assessing the impacts of development policies and programs on vulnerable [excluded] groups Identifying policy priorities for enhancing equity.
The TOR defines the level of expertise needed among the research team on gender equality and human rights, including child rights, equity and their responsibilities in this regard and calls for a gender balanced and culturally diverse team that makes use of national/regional research expertise.

18. CONDITIONS

- The company will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. The contractor#s fee shall be inclusive of all office administrative costs
- International and Local travel and airport transfers (where applicable) will be under responsibility of the contractor in accordance with UNICEF#s rules and tariffs.
- Flight costs will be covered at economy class rate as per UNICEF policies.

Enquiries:

Please direct any enquiries to: (supply)@unicef.org

Proposals with all supporting documents should be addressed to:

UNICEF Jordan Bids Jordanbids@unicef.org

Prepared and finalized

(Requester#s Name) Date

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Item No	Item Description	Quantity/Unit	Unit Price	Amount

Reviewed
Chief of (Section) Date

Reviewed
Supply and Logistics Specialist Date

Authorized
Head of Office (RD or Rep) Date

Incoterms & Delivery Requested **Lead Time & Related Charges**
Packing
Unit : Dimension.....x.....x.....cm Weight.....kg Volume.....cbm

Total: Dimension.....x.....x.....cm Weight.....kg Volume.....cbm
00020 1 Perf. unit

Incoterms & Delivery Requested **Lead Time & Related Charges**
Packing
Unit : Dimension.....x.....x.....cm Weight.....kg Volume.....cbm

Total: Dimension.....x.....x.....cm Weight.....kg Volume.....cbm

SPECIFIC TERMS AND CONDITIONS

B. UNICEF SPECIAL TERMS AND CONDITIONS

1.0 PROCEDURES AND RULES

1.1 Organizational Background
UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Guided by the Convention on the Rights of the Child UNICEF strives to establish children's rights as international standards of behaviour towards children. UNICEF's role is to mobilise political will and material resources to help countries ensure a "first call for children". UNICEF is committed to ensuring special protection for the most disadvantaged children.

1.1.1UNICEF carries out its work through its headquarters in New York, 8 regional offices and 125 country offices world-wide. UNICEF also has a research centre in Florence, a supply operation based in Copenhagen and offices in Tokyo and Brussels. UNICEF's 37 committees raise funds and spread awareness about the organisations mission and work.

1.2 Purpose of the Request For Proposal for Services (RFP)
The purpose of this RFP is to invite proposals for [**Development of a Social Media Campaign on Child Road Safety**].

1.3 Forecast Schedule
The schedule of the contractual process is as follows:
a) Closing date and time for submission of full proposal: [**12:00 AMMAN NOON TIME ON 22 July 2019**]
b) Questions to be received by: [**10 July 2019**]

1.4 RFP Change Policy
All requests for formal clarification or queries on this RFP must be submitted in writing to [**Maysoun Ghawi**] via e-mail to [**mghawi@unicef.org**]. Please make sure that the e-mail mentions the RFP reference number.

Only written inquiries will be entertained. Please be informed that if the question is of common interest, the answer will be shared with all potential RFP Proposers.

Erasures or other corrections in the proposal must be explained and the signature of the applicant shown alongside. All changes to a proposal must be received prior to the closing time and date. It must be clearly indicated that it is a modification and supersedes the earlier proposal or state the changes from the original proposal. Proposals may be withdrawn on written request received from Proposers prior to the opening time and date. Proposers are expected to examine all instructions pertaining to the work. Failure to do so will be at Proposer's own risk and disadvantage.

1.5 RFP Response Format
Full proposals should be submitted in ENGLISH and must be received no later than [**12:00 AMMAN NOON TIME ON 22 July 2019**] to the designated email.

N.B. The Proposal must be sent for the attention of the Bid Unit of UNICEF as specified on the cover sheet of this RFP. Proposals not sent in this manner will be disqualified.

Emailed proposals must be sent to the secure email: JORDANBIDS@UNICEF.ORG no later

than the closing time and date.

The bids type must be clearly indicated as follows:
* Email for Technical Proposal: Name of company, RFP number # #Technical Proposal#

* Email for Price Proposal: Name of company, RFP number # #Price Proposal#

Proposals received in any other manner will be invalidated.

Offers delivered at a different email address or in a different form than prescribed in this RFP, or which do not respect the required confidentiality, or received after the designated time and date, will be rejected.

All references to descriptive materials should be included in the appropriate response paragraph, though the material/documents themselves may be provided as annexes to the proposal/response.

The Proposer must also provide sufficient information in the proposal to address each area of the Proposal Evaluation Criteria as presented in this document to allow the evaluation team to make a fair assessment of the candidates and their proposal.

1.6 Proposer's Response

1.6.1 Formal submission requirements
The formal submission requirements as outlined in this Request for Proposal for Services must be followed, e.g. regarding form and timing of submission, marking of the emails, no price information in the technical proposal, etc.

1.6.2 Proposal Form
The completed and signed Proposal form must be submitted together with the proposal.

1.6.3 Mandatory criteria
All mandatory (i.e. must/have to/shall/will) criteria mentioned throughout this Request for Proposal for Services have to be addressed and met in your proposal.

1.6.4 Technical Proposal
The technical proposal should address all aspects and criteria outlined in this Request for Proposal for Services, especially in its statement of work, terms of reference and evaluation criteria of this Request for Proposal for Services. However, all these requirements represent a wish list from UNICEF. The Proposers are free to suggest/ propose any other solution. UNICEF welcomes new ideas and innovative approaches.

No price information should be contained in the technical proposal.

1.6.5 Price Proposal
The price proposal should be as per but not limited to the requirements contained in the statement of work and terms of reference of this Request for Proposal for Services.

1.6.6 Checklist for submission of proposals

* Proposal form filled in and signed

* Email for technical proposal
- Technical proposal

- Technical proposal does not contain prices
- Email is marked as follows:

Name of company, RFP number # #Technical Proposal#, UNICEF MENARO, Bid Section

* Email for price proposal
- Price proposal
- Email is marked as follows:

Name of company, RFP number # #Price Proposal#, UNICEF MENARO, Bid Section

1.7 Confidential Information
Information, which the Proposer considers proprietary, should be clearly marked "proprietary", if any, next to the relevant part of the text, and UNICEF will treat such information accordingly.

1.8 Rights of UNICEF
UNICEF reserves the right to accept any proposal, in whole or in part; or, to reject any or all proposals. UNICEF reserves the right to invalidate any Proposal received from a Proposer who has previously failed to perform properly or complete contracts on time, or a Proposal received from a Proposer who, in the opinion of UNICEF, is not in a position to perform the contract. UNICEF shall not be held responsible for any cost incurred by the Proposer in preparing the response to this Request for Proposal. The Proposer agrees to be bound by the decision of UNICEF as to whether her/his proposal meets the requirements stated in this Request for Proposal. Specifically, UNICEF reserves the right to:
- contact any or all references supplied by the Proposer(s);
- request additional supporting or supplementary data (from the Proposer(s));
- arrange interviews with the Proposer(s);
- reject any or all proposals submitted;
- accept any proposals in whole or in part;
- negotiate with the service provider(s) who has/have attained the best rating/ranking, i.e. the one(s) providing the overall best value proposal(s);
- contract any number of candidates as required to achieve the overall evaluation objectives.

1.9 Proposal Opening
Due to the nature of this RFP, there will be no public opening of proposals.

1.10 Proposal Evaluation
After the opening of proposals, each proposal will be assessed first on its technical merits and subsequently on its price. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of technical UNICEF staff and their conclusions will be forwarded to the Contracting Centre where the commercial evaluation will be done of proposals that have reached the minimum technical score required.

The evaluation panel will first evaluate each response for compliance with the requirements of this RFP. Responses deemed not to meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration. Failure to comply with any of the terms and conditions contained in this RFP, including provision of all required information, may result in a response or proposal being disqualified from further consideration.

The responses to the RFP should include and will be evaluated against the following:

REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70%) and financial considerations (30%). Financial proposals will be opened only for those application that attained 70% or above on the technical part. Below are the criteria and points for technical and financial proposals.
a) Technical proposals
1) Overall Response (10 points)
- General adherence to Terms of Reference and tender requirements.

2) Company and Key Personnel (10 points)
- team member(s) meet academic requirements
- company meets minimum (5) years of experience
- company has previously conducted similar work
- company is properly registered a/o has required certifications, memberships, etc.

3) Proposed creative idea for the campaign to be send or presented to UNCIEF team in addition to samples of relevant work (50 points)
Minimum technical score: 70% of 70 points = 49 points

Section B: Financial Offer
A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate page from the Technical Capability and Schedule information. Only those financial proposals will be opened which have been technically accepted according to the above criteria. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 30 %

Total obtainable Technical and Price points: 100

UNICEF will award the contract to the vendor whose response is of high quality, clear and meets the projects goals, including:

The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria.

The Proposers should ensure that all pricing information is provided in accordance with the following:
The currency of the proposal shall be in **[JOD].** Invoicing will be in the currency of the proposal. The Proposer will suggest a payment schedule for the Contract, linked to unambiguous Contract milestones. All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.

1.11 Property of UNICEF
This RFP, along with any responses there to, shall be considered the property of UNICEF and the proposals will not be returned to their originators. In submitting this proposal, the Proposer will accept the decision of UNICEF as to whether the proposal meets the requirements stated in this RFP.

1.12 Validity
Proposal must be valid for a minimum of ninety (90) days from the date of opening of this RFP and must be signed by all candidates included in the submission. For proposals from institutions, the proposal must also be signed by an authorised representative of the institution.

Proposers are requested to indicate the validity period of their proposal in the Proposal Form. UNICEF may also request for an extension of the validity of the proposal.

1.13 Full right to use and sell
The Proposer warrants that it has not and shall not enter into any agreement or arrangement that restrains or restricts UNICEF rights to use, sell, dispose of or, otherwise, deal with any service or outcome that may be acquired under any resulting Contract.

1.14 Payment Terms
Payment will be made only upon UNICEF#s acceptance of the work performed. The terms of payment are Net 30 days, after receipt of invoice and acceptance of work. Payment will be affected by bank transfer in the currency of billing. Financial proposals should include any offered discounts based on earlier payment, if available. The proposer may offer early payment discounts, i.e. payment within a specific period of time faster than UNICEF#s standard payment terms of 30 days.

1.15 Contractual Terms and Conditions
The UNICEF General Terms and Conditions for Services are attached and will form part of any contract resulting from this RFP.

SPECIAL NOTES

3. UNGM REGISTRATION

3.1 UNICEF is part of the United Nations Global Marketplace (UNGM). Accordingly, all proposers are encouraged to register as UNICEF vendor by creating a vendor profile and submitting their national incorporation license/certificate at the Level 1 stage of vendor registration process in the UNGM website: www.ungm.org

3.2 Please note that UNGM registration, including provision of national incorporation license/certificate, should be submitted as soon as possible and is a mandatory requirement for any eventual award.

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INSTRUCTION TO BIDDERS

1. MARKING AND RETURNING PROPOSALS

1.1 Proposals shall be submitted in the manner specified earlier in this solicitation document. Detailed submission guidance at paragraphs 1.7, 1.8 and/or 1.9 should then be followed accordingly.

1.2 The Bid Form/Request for Proposal for Services Form must be signed, and submitted together with the Proposal. The Bid Form/Request for Proposal for Services Form should be signed by the duly authorized representative of the submitting company.

1.3 Proposals must be clearly marked with the RFP(S) number and the name of the company submitting the Proposal.

1.4 Proposers should note that Proposals received in the following manner will be invalidated:

a) with incorrect (as applicable) postal address, email address or fax number;
b) received after the stipulated closing time and date;
c) failure to quote in the currency(ies) stated in the RFP(S);
d) in a different form than prescribed in the RFP(S).

1.5 Technical Proposal: The Technical Proposal should address the criteria and requirements outlined in this RFP(S), paying particular attention to its schedules/Terms of Reference/Statement of Work and its evaluation criteria. It is important to note that UNICEF actively welcomes innovative proposals and original solutions to the stated service/goods need.

NO PRICE INFORMATION SHOULD BE CONTAINED IN THE TECHNICAL PROPOSAL.

1.6 Price Proposal: The Price Proposal should be prepared in accordance with the requirements contained in the schedules/Terms of Reference/Statement of Work for this RFP(S).

1.7 Sealed Proposals (as applicable)

1.7.1 See paragraph 1.1 above concerning applicability of this paragraph.

1.7.2 The Proposal must be sent for the attention of unit/team and address as specified in this RFP/RFPS. Proposals not sent in this manner will be disqualified.

1.7.3 They must be clearly marked as follows:

* Outer sealed envelope:
Name of company
[RFP(S) NO.]
[NAME OF UNIT & UNICEF OFFICE ADDRESS]

* Inner sealed envelope - Technical Proposal (1 original and 2 copies): Name of company, RFP(S) number - technical proposal

* Inner sealed envelope - Price Proposal (1 original and 2 copies): Name of company, RFP(S) number - price proposal

No price information should be provided in the Technical Proposal.

Proposals received in any other manner will be invalidated.

1.7.4 In case of any discrepancy between an original and a copy, the original will prevail.

1.7.5 Any delays encountered in the mail delivery will be at the risk of the Proposer.

1.8 Faxed Proposals (as applicable)

1.8.1 See paragraph 1.1 above concerning applicability of this paragraph.

1.8.2 Faxed Proposals must be returned to the ONLY ACCEPTABLE FAX NUMBER for Proposals as specified in this RFP(S) Document. Proposers should note that Proposals received at any other fax number will be invalidated.

No price information should be provided in the Technical Proposal.

1.9 E-mailed Proposals (as applicable)

1.9.1 See paragraph 1.1 above concerning applicability of this paragraph.

1.9.2 All e-mailed Proposals must be submitted to the ONLY ACCEPTABLE E-MAIL ADDRESS as specified in this solicitation document. No other recipient should be "Cc" or "Bcc" in the e-mail submission. Proposals not sent in this manner will be disqualified.

1.9.3 All Proposals submitted by e-mail must be submitted as email attachments. The Technical Proposal and Price Proposal must be sent as separate attachments and clearly indicated as such in the file name (e.g. Company ABC Technical Proposal, Company ABC Price Proposal). Email links (e.g. to documents to be downloaded from cloud based folders) are not acceptable unless otherwise specifically requested. Proposals submitted as a link or through a link will be invalidated.

2. OPENING OF PROPOSALS

2.1 Proposals received prior to the stated closing time and date will be kept unopened. UNICEF will open Proposals when the specified time has arrived and no Proposal received thereafter will be considered.

2.2 UNICEF will accept no responsibility for the premature opening of a Proposal which is not properly addressed or identified.

2.3 In cases when a Public Opening is held, the invited proposers, or their authorized representative, may attend the public Proposal opening at the time, date and location specified in the RFP(S) documents.

3. UNGM REGISTRATION

3.1 UNICEF is part of the United Nations Global Marketplace(UNGM). Accordingly, all proposers are encouraged to become a UNICEF vendor by creating a vendor profile in the UNGM website: www.ungm.org

4. AWARD NOTIFICATION

4.1 UNICEF reserves the right to make a public notification of the outcome on an RFP(S) advising product/service, awarded supplier and total value of award.

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ANNEX A
GENERAL TERMS AND CONDITIONS

GENERAL TERMS AND CONDITIONS OF CONTRACT (Goods)

Definitions and UNICEF Supply Website

1.1 In these General Terms and Conditions (Goods), the following terms have the following meaning:

"Affiliates" means, with respect to the Supplier, any of its corporate affiliates or associates, including parent entities, subsidiaries, and other entities in which it owns a substantial interest.

"Confidential Information" means information or data that is designated as confidential at the time of exchange between the Parties or promptly identified as confidential in writing when furnished in intangible form or disclosed orally, and includes information, the confidential or proprietary nature of which is or should be reasonably apparent from the inherent nature, quality or characteristics of such information.

"Consignee" means the consignee designated in the Contract.

"Contract" means the purchase contract that incorporates these General Terms and Conditions (Goods). It includes purchase orders issued by UNICEF, whether or not they are issued under a long-term arrangement or similar contract.

"Goods" means the goods specified in the relevant section of the Contract.

"Host Government" means a Government with which UNICEF has a programme of development cooperation, and includes a Government of a country in which UNICEF provides humanitarian assistance.

"INCOTERMS" means the international commercial terms known as the INCOTERMS rules, issued by the International Chamber of Commerce, most-recently issued at the effective date of the Contract. References in the Contract to trade terms (such as "FCA", "DAP" and "CIP") are references to those terms as defined by the INCOTERMS.

"Parties" means the Contractor and UNICEF together and a "Party" means each of the Contractor and UNICEF.

Supplier's "Personnel" means the Supplier's officials, employees, agents, individual sub-contractors and other representatives.

"Price" is defined in Article 3.1.

"Supplier" is the supplier named in the Contract.

"UNICEF Supply Website" means UNICEF's public access webpage available at http://www.unicef.org/supply/index_procurement_policies.html, as may be updated from time to time.

1.2 These General Terms and Conditions of Contract, UNICEF's Policy Prohibiting and Combatting Fraud and Corruption, the UNICEF's Policy on Conduct Promoting the Protection and Safeguarding of Children, the UN Supplier Code of Conduct, and UNICEF's Information Disclosure Policy referred to in the Contract, as well as other policies applicable to the Supplier, are publicly available on the UNICEF Supply Website. The Supplier represents that it has reviewed all such policies as of the effective date of the Contract.

2. Delivery; Inspection; Risk of Loss

2.1 The Supplier will deliver the Goods to the Consignee at the place and within the time period for delivery stated in the Contract. The Supplier will comply with the INCOTERM or similar trade term expressly stated in the Contract as applying to the Goods to be supplied under the Contract and all other delivery terms and instructions stated in the Contract. Notwithstanding any INCOTERM, the Supplier will obtain any export licences required for the Goods. The Supplier will ensure that UNICEF receives all necessary transport documents in a timely manner so as to enable UNICEF to take delivery of the Goods in accordance with therequirements of the Contract. The Supplier will neither seek nor accep t instructions from any entity other than UNICEF (or entities authorized by UNICEF to give instructions to the Supplier) in connection with the supply and delivery of the Goods.

2.2 The Supplier will use its best efforts to accommodate reasonable requests for changes (if any) to the requirements for the Goods (such as packaging, packing and labeling requirements), shipping instructions or delivery date of the Goods set out in the Contract. If UNICEF requests any material change to the requirements for the Goods, shipping instructions or delivery date, UNICEF and the Supplier will negotiate any necessary changes to the Contract, including as to Price and the time schedule. Any such agreed changes will become effective only when they are set out in a written amendment to the Contract signed by both UNICEF and the Supplier. Should the Parties fail to agree on any such changes within thirty (30) days, UNICEF will have the option to terminate the Contract without penalty notwithstanding any other provision of the Contract.

2.3 The Supplier acknowledges that UNICEF may monitor the Supplier's performance under the Contract. The Supplier agrees to provide its full cooperation with such performance monitoring, at no additional cost or expense to UNICEF, and provide relevant information as reasonably requested by UNICEF, including, but not limited to, the date of receipt of the Contract, detailed delivery status, costs to be charged and payments made by UNICEF or pending.

Inspection

2.4 UNICEF or the Consignee (if different from UNICEF) will have a reasonable time to inspect the Goods after delivery. At UNICEF's request, the Supplier will provide its reasonable cooperation to UNICEF or the Consignee with regard to such inspection, including but not limited to access to production data, at no charge. The Supplier acknowledges that any inspection of the Goods by or on behalf of UNICEF or the Consignee does not constitute a determination that the specifications for the Goods set out in the Contract (including the mandatory technical requirements) have or have not been met. The Supplier will be required to comply with its warranty and other contractual obligations whether or not UNICEF or the Consignee carries out an inspection of the Goods.

Delivery not Acceptance; Consequences of Delayed Delivery and Non-conforming Goods

2.5 If the Supplier determines it will be unable to deliver all or some of the Goods to the Consignee by the delivery date(s) stipulated in the Contract, the Supplier will (a) immediately consult with UNICEF to determine the most expeditious means for delivering the Goods; and (b) use an expedited means of delivery, at the Supplier's cost (unless the delay is due to force majeure as defined in Article 6.7 below), if reasonably requested by UNICEF to do so. Partial deliveries of Goods will not be accepted unless prior written approval for such partial delivery has been given by UNICEF to the Supplier.

2.6 Delivery of the Goods will not constitute acceptance of the Goods. If some or all of the Goods do not conform to the requirements of the Contract or if the Supplier delivers the Goods late or fails to deliver the Goods (or any part of the Goods) in accordance with the agreed delivery dates and delivery terms and instructions, UNICEF may, without prejudice to any of its other rights and remedies, exercise one or more of the following rights under the Contract at UNICEF's option:

(a) UNICEF can reject and refuse to accept any or all of the Goods (including those that do conform to the Contract). If UNICEF rejects the Goods, the Supplier will, at its own cost, arrange for the prompt return of the rejected Goods and, at UNICEF's option, the Supplier will promptly replace the rejected Goods with Goods of equal or better quality (and will be responsible for all costs related to such replacement) or UNICEF may exercise its other rights set out below;

(b) UNICEF may procure all or part of the Goods from other sources, in which case the Supplier will be responsible for any additional costs beyond the balance of the Price for such Goods;

(c) Upon UNICEF's demand, the Supplier will refund all payments (if any) made by UNICEF in respect of the rejected Goods or the Goods that have not been delivered in accordance with the delivery dates and delivery terms;

(d) UNICEF can give written notice of breach and, if the Supplier fails to remedy the breach, can terminate the Contract in accordance with Article 6.1 below;

(e) UNICEF can require the Supplier to pay liquidated damages as set out in the Contract.

2.7 Further to Article 11.6 below, the Supplier expressly acknowledges that if, in respect of any consignment, UNICEF takes delivery of all or some of the Goods that have been delivered late or otherwise not in full compliance with the delivery terms and instructions or that are not in full conformity with the requirements of the Contract, this does not constitute a waiver of UNICEF's rights in respect of such late delivery or non-compliant Goods.

Risk of Loss; Title to Goods

2.8 Risk of loss, damage to or destruction of Goods supplied under the Contract, and responsibility for arranging and paying for freight and insurance, will be governed by the

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INCOTERM or similar trade term expressly stated in the Contract as applying to the Goods supplied under the Contract and any other express terms of the Contract. In the absence of any such INCOTERM or similar trade term or other express terms, the following provisions will apply: (a) the entire risk of loss, damage to or destruction of the Goods will be borne exclusively by the Supplier until physical delivery of the Goods to the Consignee has been completed in accordance with the Contract; and (b) the Supplier will be solely liable for making all transport arrangements and for payment of freight and insurance costs for the shipment and delivery of the Goods in accordance with the requirements of the Contract.

2.9 Unless otherwise expressly provided in the Contract, title in and to the Goods will pass from the Supplier to the Consignee upon delivery of the Goods in accordance with the applicable delivery terms and acceptance of the Goods in accordance with the Contract.

3. Price; Invoicing; Tax Exemption; Payment Terms

3.1 The price for the Goods is the amount specified in the price section of the Contract (the "Price"), it being understood that such amount is specified in United States dollars unless otherwise expressly provided for in the price section of the Contract. The Price includes the cost of packaging and packing the Goods in accordance with the requirements of the Contract and delivery in accordance with the applicable delivery terms. The Price is inclusive of all costs, expenses, charges or fees that the Supplier may incur in connection with the performance of its obligations under the Contract; provided that, without prejudice to or limiting the provisions of Article 3.3 below, all duties and other taxes imposed by any authority or entity must be separately identified. It is understood and agreed that the Supplier will not request any change to the Price after delivery of the Goods by the Supplier and that the Price cannot be changed except by written agreement between the Parties before the Goods are delivered.

3.2 The Supplier will issue invoices to UNICEF only after the Supplier has fulfilled the delivery terms of the Contract. The Supplier will issue (a) one (1) invoice in respect of the payment being sought, in the currency specified in the Contract and in English, indicating the Contract identification number listed on the front page of the Contract; and (b) copies of the shipping documents and other supporting documents as specified in the Contract.

3.3 The Supplier authorizes UNICEF to deduct from the Supplier's invoices any amount representing direct taxes (except charges for utilities services) and customs restrictions, duties and charges of a similar nature in respect of articles imported or exported for UNICEF's official use, in accordance with the exemption from tax in Article II, Section 7 of the Convention of the Privileges and Immunities of the United Nations, 1946. In the event any governmental authority refuses to recognize this exemption from taxes, restrictions, duties or charges, the Supplier will immediately consult with UNICEF to determine a mutually acceptable procedure. The Supplier will provide full cooperation to UNICEF with regard to securing UNICEF's exemption from, or refund of amounts paid as, value-added taxes or taxes of a similar nature.

3.4 UNICEF will notify the Supplier of any dispute or discrepancy in the content or form of any invoice. With respect to disputes regarding only a portion of such invoice, UNICEF will pay the Supplier the amount of the undisputed portion in accordance with Article 3.5 below. UNICEF and the Supplier will consult in good faith to promptly resolve any dispute with respect to any invoice. Upon resolution of such dispute, any amounts that have not been charged in accordance with the Contract will be deducted from the invoice(s) in which they appear and UNICEF will pay any agreed remaining items in the invoice(s) in accordance with Article 3.5 within thirty (30) days after the final resolution of such dispute.

3.5 UNICEF will pay the uncontested amount of the Supplier's invoice within thirty (30) days of receiving both the invoice and the shipping documents and other supporting documents, as referred to in Article 3.2 above. The amount paid will reflect any discount(s) shown under the payment terms of the Contract. The Supplier will not be entitled to interest on any late payment or any sums payable under the Contract nor any accrued interest on payments withheld by UNICEF in connection with a dispute. Payment will not relieve the Supplier of its obligations under the Contract. Payment will not be deemed acceptance of the Goods or waiver of any rights with regard to the Goods.

3.6 Each invoice will confirm the Supplier's bank account details provided to UNICEF as part of the Supplier's registration process with UNICEF. All payments due to the Supplier under the Contract will be made by electronic funds transfer to that bank account. It is the Supplier's responsibility to ensure that the bank details supplied by it to UNICEF are up-to-date and accurate and notify UNICEF in writing by an authorized representative of the Supplier of any changes in bank details together with supporting documentation satisfactory to UNICEF.

3.7 The Supplier acknowledges and agrees that UNICEF may withhold payment in respect of any invoice if, in UNICEF's opinion, the Supplier has not performed in accordance with the terms and conditions of the Contract, or if the Supplier has not provided sufficient documentation in support of the invoice.

3.8 UNICEF will have the right to set off against any amount or amounts due and payable by UNICEF to the Supplier under the Contract, any payment, indebtedness or other claim (including, without limitation, any overpayment made by UNICEF to the Supplier) owing by the Supplier to UNICEF under the Contract or under any other contract or agreement between the Parties. UNICEF will not be required to give the Supplier prior notice before exercising this right of set-off (such notice being waived by the Supplier). UNICEF will promptly notify the Supplier after it has exercised such right of set-off, explaining the reasons for such set-off, provided however that the failure to give such notification will not affect the validity of such set-off.

3.9 Each of the invoices paid by UNICEF may be subject to a post-payment audit by UNICEF's external and internal auditors or by other authorised agents of UNICEF, at any time during the term of the Contract and for three (3) years after the Contract terminates. UNICEF will be entitled to a refund from the Supplier of amounts such audit or audits determine were not in accordance with the Contract regardless of the reasons for such payments (including but not limited to the actions or inactions of UNICEF staff and other personnel).

4. Representations and Warranties; Indemnification; Insurance

Representations and Warranties

4.1 The Supplier represents and warrants that as of the effective date and throughout the term of the Contract: (a) it has the full authority and power to enter into the Contract and to perform its obligations under the Contract and the Contract is a legal, valid and binding obligation, enforceable against it in accordance with its terms; (b) it has, and will maintain throughout the term of the Contract, all rights, licenses, authority and resources necessary, as applicable, to develop, source, manufacture and supply the Goods and to perform its other obligations under the Contract; (c) all of the information concerning the Goods and the Supplier that it has previously provided to UNICEF, or that it provides to UNICEF during the term of the Contract, is true, correct, accurate and not misleading; (d) it is financially solvent and is able to supply the Goods to UNICEF in accordance with the terms and conditions of the Contract; (e) the use or supply of the Goods does not and will not infringe any patent, design, trade-name or trade-mark; (f) it has not and will not enter into any agreement or arrangement that restrains or restricts any person's rights to use, sell, dispose of or otherwise deal with the Goods; and (g) the development, manufacture and supply of the Goods is, and will continue to be, in compliance with all applicable laws, rules and regulations. The Supplier will fulfill its commitments with the fullest regard to the interests of UNICEF and will refrain from any action which may adversely affect UNICEF or the United Nations.

4.2 The Supplier further represents and warrants that the Goods (including packaging): (a) conform to the quality, quantity and specifications for the Goods stated in the Contract (including, in the case of perishable or pharmaceutical products, the shelf life specified in the Contract); (b) conform in all respects to the technical documentation provided by the Supplier in respect of such Goods and, if samples were provided to UNICEF prior to entering into the Contract, are equal and comparable in all respects to such samples; (c) are new and factory-packed; (d) are fit for the purposes for which such goods are ordinarily used and for purposes expressly made known to the Supplier by UNICEF in the Contract; (e) are of consistent quality and free from faults and defects in design, manufacture, workmanship and materials; (f) are free from all liens, encumbrances or other third party claims; and (g) are contained or packaged in accordance with the standards of export packaging for the type and quantities of the Goods specified in the Contract, and for the modes of transport of the Goods specified in the Contract (including but not limited to, in a manner adequate to protect them in such modes of transport), and marked in a proper manner in accordance with the instructions stipulated in the Contract and applicable law.

4.3 The warranties provided in Article 4.2 will remain valid for the warranty period specified in the Contract; provided that (a) the warranty period for pharmaceutical goods or other perishable products will be no less than the shelf-life of those Goods specified in the Contract; and (b) if no warranty period or shelf-life is specified in the Contract, the warranties will remain valid from the date the Supplier signs the Contract until the day twelve (12) months after fulfillment of the delivery terms or such later date as may be prescribed by law.

4.4 If the Supplier is not the original manufacturer of the Goods or any part of the Goods, the Supplier assigns to UNICEF (or, at UNICEF's instructions, the Government or other entity that receives the Goods) all manufacturers' warranties in addition to any other warranties under the Contract.

4.5 The representations and warranties made by the Supplier in Articles 4.1 and 4.2 and the Supplier's obligations in Articles 4.3 and 4.4 above are made to and are for the benefit of (a) each entity that makes a direct financial contribution to the purchase of Goods; and (b) each Government or other entity that receives the Goods.

Indemnification

4.6 The Supplier will indemnify, hold and save harmless and defend, at its own expense, UNICEF, its officials, employees, consultants and agents, each entity that makes a direct financial contribution to the purchase of the Goods and each Government or other entity that receives the Goods, from and against all suits, claims, demands, losses and liability of any nature or kind, including their costs and expenses, by a third party and arising out of the acts or omissions of the Supplier or its Personnel or sub-contractors in the performance of the Contract. This provision will extend to but not be limited to (a) claims and liability in the nature of workers' compensation; (b) product liability; and (c) any actions or claims pertaining to the alleged infringement of a patent, design, trade-name or trade-mark arising in connection with the Goods or other liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property provided or licensed to UNICEF under the Contract or used by the Supplier, its Personnel or sub-contractors in the performance of the Contract.

4.7 UNICEF will report any such suits, proceedings, claims, demands, losses or liability to the Supplier within a reasonable period of time after having received actual notice. The Supplier will have sole control of the defence, settlement and compromise of any such suit, proceeding, claim or demand except with respect to the assertion or defence of the privileges and immunities of UNICEF or any matter relating to UNICEF's privileges and immunities (including matters relating to UNICEF's relations with Host Governments), which as between the Supplier and UNICEF, only UNICEF itself (or relevant governmental entities) will assert and maintain. UNICEF will have the right, at its own expense, to be represented in any such suit, proceeding, claim or demand by independent counsel of its own choosing.

Insurance

4.8 The Supplier will comply with the following insurance requirements:

(a) The Supplier will have and maintain in effect with reputable insurers and in sufficient amounts, insurance against all of the Supplier's risks under the Contract (including, but not limited to, the risk of claims arising out of or related to the Supplier's performance of the Contract), including the following:

(i) Insurance against all risks in respect of its property and any equipment used for the performance of the Contract;

(ii) General liability insurance against all risks in respect of the Contract and claims arising out of the Contract including, but not limited to, product liability insurance, in an adequate amount to cover all claims arising from or in connection with the Supplier's performance under the Contract. The Supplier's product liability insurance will cover the direct and indirect financial consequences of liability (including all costs, including replacement costs, related to recall campaigns) sustained by UNICEF or third parties as a result of or relating to the Goods;

(iii) All appropriate workers' compensation and employer's liability insurance, or its equivalent, with respect to its Personnel and sub-contractors to cover claims for death, bodily injury or damage to property arising from the performance of the Contract; and

(iv) Such other insurance as may be agreed upon in writing between UNICEF and the Supplier.

(b) The Supplier will maintain the insurance coverage referred to in Article 4.8(a) above during the term of the Contract and for a period after the Contract terminates extending to the end of any applicable limitations period with regard to claims against which the insurance is obtained.

(c) The Supplier will be responsible to fund all amounts within any policy deductible or retention.

(d) Except with regard to the insurance referred to in paragraph (a)(iii) above, the insurance policies for the Supplier's insurance required under this Article 4.8 will (i) name UNICEF as an additional insured; (ii) include a waiver by the insurer of any subrogation rights against UNICEF; and (iii) provide that UNICEF will receive thirty (30) days' written notice from the insurer prior to any cancellation or change of coverage.

(e) The Supplier will, upon request, provide UNICEF with satisfactory evidence of the insurance required under this Article 4.8.

(f) Compliance with the insurance requirements of the Contract will not limit the Supplier's liability either under the Contract or otherwise.

Liability

4.9 The Supplier will pay UNICEF promptly for all loss, destruction or damage to UNICEF's property caused by the Supplier's Personnel or sub-contractors in the performance of the Contract.

5. Intellectual Property and Other Proprietary Rights; Confidentiality

Intellectual Property and Other Proprietary Rights

5.1 Unless otherwise expressly provided for in the Contract:

(a) Subject to paragraph (b) of this Article 5.1, UNICEF will be entitled to all intellectual property and other proprietary rights with regard to products, processes, inventions, ideas, know-how, data or documents and other materials ("Contract Materials") that (i) the Supplier develops for UNICEF under the Contract and which bear a direct relation to the Contract or (ii) are produced, prepared or collected in consequence of, or during the course of, the performance of the Contract. The term "Contract Materials" includes, but is not limited to, all maps, drawings, photographs, plans, reports, recommendations, estimates, documents developed or received by, and all other data compiled by or received by, the Supplier under the Contract. The Supplier acknowledges and agrees that Contract Materials constitute works made for hire for UNICEF. Contract Materials will be treated as UNICEF's Confidential Information and will be delivered only to authorized UNICEF officials on expiry or termination of the Contract.

(b) UNICEF will not be entitled to, and will not claim any ownership interest in, any intellectual property or other proprietary rights of the Supplier that pre-existed the performance by the Supplier of its obligations under the Contract, or that the Supplier may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract. The Supplier grants to UNICEF a perpetual license to use such intellectual property or other proprietary rights solely for the purposes of and in accordance with the requirements of the Contract.

(c) At UNICEF's request, the Supplier will take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring (or, in the case, intellectual property referred to in paragraph (b) above, licensing) them to UNICEF in compliance with the requirements of the applicable law and of the Contract.

Confidentiality

5.2 Confidential Information that is considered proprietary by either Party or that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract will be held in confidence by the Recipient. The Recipient will use the same care and discretion to avoid disclosure of the Discloser's Confidential Information as the Recipient uses for its own Confidential Information and will use the Discloser's Confidential Information solely for the purpose for which it was disclosed to the Recipient. The Recipient will not disclose the Discloser's Confidential Information to any other party:

(a) except to those of its Affiliates, employees, officials, representatives, agents and sub-contractors who have a need to know such Confidential Information for purposes of performing obligations under the Contract; or

(b) unless the Confidential Information (i) is obtained by the Recipient from a third party without restriction; (ii) is disclosed by the Discloser to a third party without any obligation of confidentiality; (iii) is known by the Recipient prior to disclosure by the Discloser; or (iv) at any time is developed by the Recipient completely independently of any disclosures under the Contract.

5.3 If the Supplier receives a request for disclosure of UNICEF's Confidential Information pursuant to any judicial or law enforcement process, before any such disclosure is made the Supplier (a) will give UNICEF sufficient notice of such request in order to allow UNICEF to have a reasonable opportunity to secure the intervention of the relevant national Government to establish protective measures or take such other action as may be appropriate; and (b) will so advise the relevant authority that requested disclosure. UNICEF may disclose the Supplier's Confidential Information to the extent required pursuant to resolutions or regulations of its governing bodies.

5.4 The Supplier may not communicate at any time to any other person, Government or authority external to UNICEF, any information known to it by reason of its association with UNICEF that has not been made public, except with the prior authorization of UNICEF; nor will the Supplier at any time use such information to private advantage.

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End of Contract

5.5 Upon the expiry or earlier termination of the Contract, the Supplier will:

(a) return to UNICEF all of UNICEF's Confidential Information or, at UNICEF's option, destroy all copies of such information held by the Supplier or its sub-contractors and confirm such destruction to UNICEF in writing; and

(b) will transfer to UNICEF all intellectual and other proprietary information in accordance with Article 5.1(a).

6. Termination; Force Majeure

Termination by Either Party for Material Breach

6.1 If one Party is in material breach of any of its obligations under the Contract, the other Party can give it written notice that within thirty (30) days of receiving such notice the breach must be remedied (if such breach is capable of remedy). If the breaching Party does not remedy the breach within the thirty (30) days' period or if the breach is not capable of remedy, the non-breaching Party can terminate the Contract. The termination will be effective thirty (30) days after the non-breaching Party gives the breaching Party written notice of termination. The initiation of conciliation or arbitral proceedings in accordance with Article 9 (Privileges and Immunities; Settlement of Disputes) below will not be grounds for termination of the Contract.

Additional Termination Rights of UNICEF

6.2 In addition to the termination rights under Article 6.1 above, UNICEF can terminate the Contract with immediate effect upon delivery of a written notice of termination, without any liability for termination charges or any other liability of any kind:

(a) in the circumstances described in, and in accordance with, Article 7 (Ethical Standards); or

(b) if the Supplier breaches any of the provisions of Articles 5.2-5.4 (Confidentiality); or

(c) if the Supplier (i) is adjudged bankrupt, or is liquidated, or becomes insolvent, or applies for a moratorium or stay on any payment or repayment obligations, or applies to be declared insolvent; (ii) is granted a moratorium or a stay, or is declared insolvent; (iii) makes an assignment for the benefit of one or more of its creditors; (iv) has a receiver appointed on account of the insolvency of the Supplier; (v) offers a settlement in lieu of bankruptcy or receivership; or (vi) has become, in UNICEF's reasonable judgment, subject to a materially adverse change in its financial condition that threatens to substantially affect the ability of the Supplier to perform any of its obligations under the Contract.

6.3 In addition to the termination rights under Articles 6.1 and 6.2 above, UNICEF can terminate the Contract at any time by providing written notice to the Supplier in any case in which UNICEF's mandate applicable to the performance of the Contract or UNICEF's funding applicable to the Contract is curtailed or terminated, whether in whole or in part. UNICEF can also terminate the Contract upon sixty (60) days' written notice to the Supplier without having to provide any justification.

6.4 As soon as it receives a notice of termination from UNICEF, the Supplier will immediately take steps to cease provision of the Goods in a prompt and orderly manner and to minimize costs and will seek instructions from UNICEF regarding Goods in transit (if any) and will not undertake any further or additional commitments as of and following the date it receives the termination notice. In addition, the Supplier will take any other action that may be necessary, or that UNICEF may direct in writing, for the minimization of losses and for the protection and preservation of any property (whether tangible or intangible) related to the Contract that is in the possession of the Supplier and in which UNICEF has or may be reasonably expected to acquire an interest.

6.5 If the Contract is terminated, no payment will be due from UNICEF to the Supplier except for Goods delivered in accordance with the requirements of the Contract and only if such Goods were ordered, requested or otherwise provided prior to the Supplier's receipt of notice of termination from UNICEF or, in the case of termination by the Supplier, the effective date of such termination. The Supplier will have no claim for any further payment beyond payments in accordance with this Article 6.5, but will remain liable to UNICEF for all loss or damages which may be suffered by UNICEF by reason of the Supplier's default (including but not limited to cost of the purchase and delivery of replacement or substitute goods).

6.6 The termination rights in this Article 6 are in addition to all other rights and remedies of UNICEF under the Contract.

Force Majeure

6.7 If one Party is rendered permanently unable, wholly or in part, by reason of force majeure to perform its obligations under the Contract, the other Party may terminate the Contract on the same terms and conditions as are provided for in Article 6.1 above, except that the period of notice will be seven (7) days instead of thirty (30) days. "Force majeure" means any unforeseeable and irresistible events arising from causes beyond the control of the Parties, including acts of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism or other acts of a similar nature or force. "Force majeure" does not include (a) any event which is caused by the negligence or intentional action of a Party; (b) any event which a diligent party could reasonably have been expected to take into account and plan for at the time the Contract was entered into; (c) the insufficiency of funds, inability to make any payment required under the Contract, or any economic conditions, including but not limited to inflation, price escalations, or labour availability; or (d) any event resulting from harsh conditions or logistical challenges for the Supplier (including civil unrest) associated with locations at which UNICEF is operating or is about to operate or is withdrawing from, or any event resulting from UNICEF's humanitarian, emergency, or similar response operations.

7. Ethical Standards

7.1 The Supplier will be responsible for the professional and technical competence of its Personnel including its employees and will select, for work under the Contract, reliable individuals who will perform effectively in the implementation of the Contract, respect the local laws and customs, and conform to a high standard of moral and ethical conduct.

7.2 (a) The Supplier represents and warrants that no official of UNICEF or of any United Nations System organisation has received from or on behalf of the Supplier, or will be offered by or on behalf of the Supplier, any direct or indirect benefit in connection with the Contract including the award of the Contract to the Supplier. Such direct or indirect benefit includes, but is not limited to, any gifts, favours or hospitality.

(b) The Supplier represents and warrants that the following requirements with regard to former UNICEF officials have been complied with and will be complied with:

(i) During the one (1) year period after an official has separated from UNICEF, the Supplier may not make a direct or indirect offer of employment to that former UNICEF official if that former UNICEF official was, during the three years prior to separating from UNICEF, involved in any aspect of a UNICEF procurement process in which the Supplier has participated.

(ii) During the two (2) year period after an official has separated from UNICEF, that former official may not, directly or indirectly on behalf of the Supplier, communicate with UNICEF, or present to UNICEF, about any matters that were within such former official's responsibilities while at UNICEF.

(c) The Supplier represents that, in respect of all aspects of the Contract (including the award of the Contract by UNICEF to the Supplier and the selection and awarding of sub-contracts by the Supplier), it has disclosed to UNICEF any situation that may constitute an actual or potential conflict of interest or could reasonably be perceived as a conflict of interest.

7.3 The Supplier further represents and warrants that neither it nor any of its Affiliates, or Personnel or directors, is subject to any sanction or temporary suspension imposed by any United Nations System organisation or other international inter-governmental organisation. The Supplier will immediately disclose to UNICEF if it or any of its Affiliates, or Personnel or directors, becomes subject to any such sanction or temporary suspension during the term of the Contract.

7.4 The Supplier will (a) observe the highest standard of ethics; (b) use its best efforts to protect UNICEF against fraud, in the performance of the Contract; and (c) comply with the applicable provisions of UNICEF's Policy Prohibiting and Combatting Fraud and Corruption. In particular, the Supplier will not engage, and will ensure that its Personnel, agents and sub-contractors do not engage, in any corrupt, fraudulent, coercive, collusive or obstructive conduct as such terms are defined in UNICEF's Policy Prohibiting and Combatting Fraud and Corruption.

7.5 The Supplier will, during the term of the Contract, comply with (a) all laws, ordinances, rules and regulations bearing upon the performance of its obligations under the Contract and (b) the standards of conduct required under the UN Supplier Code of Conduct (available at the United Nations Global Marketplace website - www.ungm.org).

7.6 The Supplier further represents and warrants that neither it nor any of its Affiliates, is engaged, directly or indirectly, (a) in any practice inconsistent with the rights set out in the

Convention on the Rights of the Child, including Article 32, or the International Labour Organisation's Convention Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour, No. 182 (1999); or (b) in the manufacture, sale, distribution, or use of anti-personnel mines or components utilised in the manufacture of anti-personnel mines.

7.7 The Supplier represents and warrants that it has taken and will take all appropriate measures to prevent sexual exploitation or abuse of anyone by its Personnel including its employees or any persons engaged by the Supplier to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, will constitute the sexual exploitation and abuse of such person. In addition, the Supplier represents and warrants that it has taken and will take all appropriate measures to prohibit its Personnel including its employees or other persons engaged by the Supplier, from exchanging any money, goods, services, or other things of value, for sexual favours or activities or from engaging in any sexual activities that are exploitive or degrading to any person. This provision constitutes an essential term of the Contract and any breach of this representation and warranty will entitle UNICEF to terminate the Contract immediately upon notice to the Supplier, without any liability for termination charges or any other liability of any kind.

7.8 The Supplier will inform UNICEF as soon as it becomes aware of any incident or report that is inconsistent with the undertakings and confirmations provided in this Article 7.

7.9 The Supplier acknowledges and agrees that each of the provisions in this Article 7 constitutes an essential term of the Contract.

(a) UNICEF will be entitled, in its sole discretion and at its sole choice, to suspend or terminate the Contract and any other contract between UNICEF and the Supplier with immediate effect upon written notice to the Supplier if: (i) UNICEF becomes aware of any incident or report that is inconsistent with, or the Supplier breaches any of, the undertakings and confirmations provided in this Article 7 or the equivalent provisions of any contract between UNICEF and the Supplier or any of the Supplier's Affiliates, or (ii) the Supplier or any of its Affiliates, or Personnel or directors becomes subject to any sanction or temporary suspension described in Article 7.3 during the term of the Contract.

(b) In the case of suspension, if the Supplier takes appropriate action to address the relevant incident or breach to UNICEF's satisfaction within the period stipulated in the notice of suspension, UNICEF may lift the suspension by written notice to the Supplier and the Contract and all other affected contracts will resume in accordance with their terms. If, however, UNICEF is not satisfied that the matters are being adequately addressed by the Supplier, UNICEF may at any time, exercise its right to terminate the Contract and any other contract between UNICEF and the Supplier.

(c) Any suspension or termination under this Article 7 will be without any liability for termination or other charges or any other liability of any kind.

8. Full Cooperation with Audits And Investigations

8.1 From time to time, UNICEF may conduct investigations relating to any aspect of the Contract including but not limited to the award of the Contract, the way in which the Contract operates or operated, and the Parties' performance of the Contract generally and including but not limited to the Supplier's compliance with the provisions of Article 7 above. The Supplier will provide its full and timely cooperation with any such inspections, post-payment audits or investigations, including (but not limited to) making its Personnel and any relevant data and documentation available for the purposes of such inspections, post-payment audits or investigations, at reasonable times and on reasonable conditions, and granting UNICEF and those undertaking such inspections, post-payment audits or investigations access to the Supplier's premises at reasonable times and on reasonable conditions in connection with making its Personnel and any relevant data and documentation available. The Supplier will require its sub-contractors and its agents, including, but not limited to, the Supplier's attorneys, accountants or other advisers, to provide reasonable cooperation with any inspections, post-payment audits or investigations carried out by UNICEF.

9. Privileges and Immunities; Settlement of Disputes

9.1 Nothing in or related to the Contract will be deemed a waiver, express or implied, deliberate or inadvertent, of any of the privileges and immunities of the United Nations, including UNICEF and its subsidiary organs, under the Convention on the Privileges and Immunities of the United Nations, 1946, or otherwise.

9.2 The terms of the Contract will be interpreted and applied without application of any system of national or sub-national law.

9.3 The Parties will use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to the Contract. Where the Parties wish to seek such an amicable settlement through conciliation, the conciliation will take place in accordance with the UNCITRAL Conciliation Rules then in force, or according to such other procedure as may be agreed between the Parties. Any dispute, controversy or claim between the Parties arising out of the Contract which is not resolved within ninety (90) days after one Party receives a request from the other Party for amicable settlement can be referred by either Party to arbitration. The arbitration will take place in accordance with the UNCITRAL Arbitration Rules then in force. The venue of the arbitration will be New York, NY, USA. The decisions of the arbitral tribunal will be based on general principles of international commercial law. The arbitral tribunal will have no authority to award punitive damages. In addition, the arbitral tribunal will have no authority to award interest in excess of the London Inter-Bank Offered Rate (LIBOR) then prevailing and any such interest will be simple interest only. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

10. Notices

10.1 Any notice, request or consent required or permitted to be given or made pursuant to the Contract will be in writing, and addressed to the persons listed in the Contract for the delivery of notices, requests or consents. Notices, requests or consents will be delivered in person, by registered mail, or by confirmed email transmission. Notices, requests or consents will be deemed received upon delivery (if delivered in person), upon signature of receipt (if delivered by registered mail), or twenty-four (24) hours after confirmation of receipt is sent from the addressee's email address (if delivered by confirmed email transmission).

10.2 Any notice, document or receipt issued in connection with the Contract must be consistent with the terms and conditions of the Contract and, in case of any ambiguity, discrepancy or inconsistency, the terms and conditions of the Contract will prevail.

10.3 All documents that comprise the Contract, and all documents, notices and receipts issued or provided pursuant to or in connection with the Contract, will be deemed to include, and will be interpreted and applied consistently with, the provisions of Article 9 (Privileges and Immunities; Settlement of Disputes).

11. Other Provisions

11.1 The Supplier acknowledges UNICEF's commitment to transparency as outlined in UNICEF's Information Disclosure Policy and confirms that it consents to UNICEF's public disclosure of the terms of the Contract should UNICEF so determine and by whatever means UNICEF determines.

11.2 The failure of one Party to object to or take affirmative action with respect to any conduct of the other Party which is in violation of the terms of the Contract will not constitute and will not be construed to be a waiver of the violation or breach, or of any future violation, breach or wrongful conduct.

11.3 The Supplier will be considered as having the legal status of an independent contractor as regards UNICEF. Nothing contained in the Contract will be construed as making the Parties principal and agent or joint venturers.

11.4 (a) Except as expressly provided in the Contract, the Supplier will be responsible at its sole cost for providing all the necessary personnel, equipment, material and supplies and for making all arrangements necessary for the performance of its obligations under the Contract.

(b) In the event that the Supplier requires the services of sub-contractors to perform any obligations under the Contract, the Supplier will notify UNICEF of this. The terms of any sub-contract will be subject to, and will be construed in a manner that is fully in accordance with, all of the terms and conditions of the Contract.

(c) The Supplier confirms that it has read UNICEF's Policy on Conduct Promoting the Protection and Safeguarding of Children. The Supplier will ensure that its Personnel understand the notification requirements expected of them and will establish and maintain appropriate measures to promote compliance with such requirements. The Supplier will further cooperate with UNICEF's implementation of this policy.

(d) The Supplier will be fully responsible and liable for all services performed by its Personnel and sub-contractors and for their compliance with the terms and conditions of the Contract. The Supplier's Personnel, including individual sub-contractors, will not be considered in any respect as being the employees or agents of UNICEF.

(e) Without limiting any other provisions of the Contract, the Supplier will be fully responsible and liable for, and UNICEF will not be liable for (i) all payments due to its Personnel and sub-contractors for their services in relation to the performance of the Contract; (ii) any action, omission, negligence or misconduct of the Contractor, its Personnel and sub-contractors; (iii) any insurance coverage which may be necessary or desirable for the purpose of the Contract; (iv) the safety and security of the Contractor's Personnel and sub-contractors' personnel; or (v) any costs, expenses, or claims associated with any illness, injury, death or disability of the Contractor's Personnel and sub-contractors' personnel, it being understood that UNICEF will have noliability or responsibility with regard to any of the events referred t o in this Article 11.4(d).

11.5 The Supplier will not, without the prior written consent of UNICEF, assign, transfer, pledge or make other disposition of the Contract, or of any part of the Contract, or of any of the Supplier's rights or obligations under the Contract.

11.6 No grant of time to by a Party to cure a default under the Contract, nor any delay or failure by a Party to exercise any other right or remedy available to it under the Contract, will be deemed to prejudice any rights or remedies available to it under the Contract or constitute a waiver of any rights or remedies available to it under the Contract.

11.7 The Supplier will not seek or file any lien, attachment or other encumbrance against any monies due or to become due under the Contract, and will not permit any other person to do so. It will immediately remove or obtain the removal of any lien, attachment or other encumbrance that is secured against any monies due or to become due under the Contract.

11.8 The Supplier will not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with UNICEF or the United Nations. Except as regards references to the name of UNICEF for the purposes of annual reports or communication between the Parties and between the Supplier and its Personnel and sub-contractors, the Supplier will not, in any manner whatsoever use the name, emblem or official seal of UNICEF or the United Nations, or any abbreviation of the name of the United Nations, in connection with its business or otherwise without the written permission of UNICEF.

11.9 The Contract may be translated into languages other than English. The translated version of the Contract is for convenience only, and the English language version will govern in all circumstances.

11.10 No modification or change in the Contract, and no waiver of any of its provisions, nor any additional contractual relationship of any kind with the Supplier will be valid and enforceable against UNICEF unless set out in a written amendment to the Contract signed by an authorised official of UNICEF.

11.11 The provisions of Articles 2.8, 2.9, 3.8, 3.9, 4, 5, 7, 8, 9, 11.1, 11.2, 11.4(e), 11.6 and 11.8 will survive delivery of the Goods and the expiry or earlier termination of the Contract.