



**LEADER IN  
REPRODUCTIVE HEALTH AND  
POPULATION AND DEVELOPMENT**

## **REQUEST FOR PROPOSALS - UNFPA/UGA/16/002**

### **Invitation of Proposals to Support Branding, Marketing and Communication for the Global Mobile Project**

The Government of Uganda (GoU) and the United Nations Population Fund (UNFPA) developed the Eighth Country Programme (2016 – 2020). The proposed programme was developed in consultation with a wide spectrum of partners including government, civil society, development partners, United Nations organizations, academia and private sector. It is aligned with national priorities as outlined in the National Vision 2040 and the National Development Plan II (2015/16 – 2019/20), the United Nations Development Assistance Framework (2016-2020) and the UNFPA Strategic Plan 2014-2017. The programme, contributes to harnessing the demographic dividend and takes into account the recommendations and lessons learned from the evaluation of the 2010 – 2015 Seventh Country Programme. The direct beneficiaries of the programme will be mainly women and young people, especially adolescent girls, and most at risk populations focusing on districts with poor Sexual and Reproductive Health (SRH) indicators. The programme will address humanitarian preparedness and response as an integral component.

The Country Programme will deliver varied national outputs, which will require Innovative thinking and new ways of doing business for delivering on the outputs of the country programme. In line with this new thinking, UNFPA launched its innovation strategy in 2014; focused on two broad prongs: i). develop staff and IP capacity to be creative and innovative and ii). Identify and support innovative initiatives for better programmatic outcomes in areas of the UNFPA mandate. In support of these innovative initiatives; UNFPA has been working with several partners including Government, Civil Society Organizations and young people in developing several mhealth and mobile innovation solutions to improve programme delivery. These include the SafePal Project, GetIN Project, Census App mobile project and the **Global mobile project**. The SafePal, GetIN and Global mobile projects focus on improving adolescent and young people's SRH through provision of SRH information and/or linking to services in the county.

The global mobile project is a mobile solution targeting young people (YP) by providing culturally, socially and legally appropriate Sexual Reproductive Health and Rights (SRHR) information and linking the YP to clinics and services using a range of mobile tools including a mobile app (that works online and offline), Website/blog, Short Message Service (SMS), Unstructured Supplementary Service Data (USSD) and Interactive Voice Response (IVR).

To ensure effective delivery for the components above, UNFPA hereby invites proposals from lead organizations to deliver on the below mentioned areas.

- I. **Branding:** Develop a unique branding for the global mobile project that Young People can easily relate to with a special focus on the mobile app and the global mobile web portal. The partner will also take the lead in **development of the interactive website/portal** for global mobile innovation while working with the technology team.

- II. Content: Re-write the developed content by MOH into an interactive language that appeals to young people and is engaging.
- III. Use of multimedia: Employing appropriate multimedia, make good use of text, colour, font, pictures, video etc., without losing the meaning in the approved content while ensuring that the target audience is continuously engaged.
- IV. Marketing: Through different innovative approaches rigorously market the GMP platforms (mobile app and web portal) to popularize the platform among the target group to ensure that they recognize and identify with the application/innovation.
- V. Monitor and evaluate: Monitor the use of the platform and the numbers of targeted users being reached and successfully referred to service delivery points.

The detailed Terms of Reference can be accessed at: <http://uganda.unfpa.org> under Procurement and by email request to amuhwezi@unfpa.org. Qualified and interested Firms are invited to participate.

The bids shall reach UNFPA's reception on Plot 12A Baskerville Avenue Kololo no later than **21<sup>st</sup> June 2016 at 3:00 pm Kampala Time**. Bidders shall submit sealed bids in an envelope clearly marked with the assignment being applied for. Bids received after the stipulated date and time shall not be accepted under any circumstances. Bids delivered through courier and post later than the due date shall not be registered and shall be returned unopened.

Any clarifications relating to the attached documents shall be addressed in writing to email: amuhwezi@unfpa.org.

UNFPA reserves the right to accept or reject any or all bids.

**REPRESENTATIVE**