



TERMS OF REFERENCE FOR A MEDIA FIRM

Hiring Office:	UNFPA Uganda Country Office
Purpose of consultancy:	Consultancy to implement Live Your Dream Media Campaign
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Introduction:</p> <p>UNFPA, the United Nations reproductive health and rights agency, aims to achieve universal access to sexual and reproductive health and rights for all. UNFPA seeks the services of credible media houses to develop and disseminate multi-media messages within the context of the <i>Live Your Dream</i> campaign. The <i>Live Your Dream</i> campaign is implemented within the context of the UNFPA global Strategic Plan whose three transformative goals are:</p> <ul style="list-style-type: none"> • Ending unmet need for family planning • Ending maternal death • Ending violence and harmful practices against women and girls <p><i>Live Your Dream</i> is implemented within the context of the 8th Government of Uganda/UNFPA Country Programme that targets districts with poor sexual and reproductive health indicators, as well as supporting the country’s humanitarian preparedness and response.</p> <p>The <i>Live Your Dream</i> campaign contributes to these goals by mobilizing target audiences to engage in a discourse around sexual and reproductive health and rights issues and to generate evidence to enable decision makers to take action to address highlighted gaps.</p> <p>Background:</p> <p>Uganda aspires to reach upper-middle income status by 2040, with an expectation that by then, the majority of its citizens will live in urban areas, have smaller families, and earn income in non-agricultural sectors.¹ With the country’s total population projected to increase to 61 million in 2040, declining fertility and the rise of the working age population potentially present a demographic dividend for Uganda which, if properly harnessed, could propel economic growth.²</p> <p>But, such economic growth depends on how fast Uganda will create an enabling environment for a healthy and quality population. This requires among others, investing in accelerating fertility decline by enhancing investments in family planning, making investments in girls’ education and improving investments in health and addressing harmful -cultural practices.</p>

¹ Government of Uganda. Uganda Vision 2040.

² The Republic of Uganda. Second national Development Plan (NPD II) 2015/16 – 2019/20

While progress has been made, Uganda still faces a number of challenges in delivering an integrated package of sexual and reproductive health and rights, including supporting young people on the road to realizing their potential.

Access to family planning is still inadequate, with unmet need standing at 28 percent, one of the highest rates in sub-Saharan Africa. While use of modern contraception among currently married women increased from 14% in 2000-01 to 35% in 2016, of those using contraceptives, almost half discontinue within a period of 12 months, according to the Demographic and Health Survey.

According to the 2016 Uganda Demographic and Health Survey, 25% of girls aged between 15 and 19 are either pregnant or have had a baby. Teenage pregnancy has both immediate and lifelong consequences that can reverberate throughout a girl's life and carry over to her children and generations that follow. Child marriage is the most significant driver of teenage pregnancy; ninety per cent of adolescent pregnancies occur among girls who are married before 18 years and who have little or no say in decisions about when or whether to become pregnant. Girls are often married to much older men; they lack awareness of their rights and cannot negotiate for protected sex and use of family planning. Ending child marriage is therefore critical to reducing the prevalence of teenage pregnancy.

HIV infection also poses a challenge for the country's development aspirations. The prevalence of HIV among adults aged 15 to 64 in Uganda stands at 6.2% i.e. 7.6% among females and 4.7% among males. HIV prevalence is almost four times higher among females than males aged 15 to 24 years.

Underlying many of the sexual and reproductive health and rights challenges is the issue of inequality, wherein women are more marginalized than men. Women are marginalized in terms of access to and control over productive resources, education and health services and decision making. Socio-cultural norms and harmful traditional practices including gender based violence, female genital mutilation, child and forced marriage, perpetuate gender inequality. According to the 2016 Demographic and Health Survey, 10% of girls age 15 to 19 years have experienced sexual violence. The first sexual experience for many adolescent girls is forced, often by people they know, including family members³. Inequalities between men and women affect many aspects of women's lives, starting with sex preferences in various sectors such as education and employment, which affect job opportunities, property rights, access to health and political participation.

As a way to contribute to efforts to address these challenges UNFPA is implementing the Live Your Dream campaign. One of the campaign strategies is the development and dissemination of messaging that targets various key audiences; young people, women and their partners, parents, policy makers and persons with disabilities in conversations that allow them to question the

³ UNFPA <https://www.unfpa.org/resources/giving-special-attention-girls-and-adolescents>

	<p>various factors that contribute to the country’s sexual and reproductive health and rights challenges and prevalence of harmful cultural practices.</p> <p>Deliverables:</p> <p>The firm is expected to produce a concept for a five-month media campaign to the following deliverables:</p> <ol style="list-style-type: none"> 1. Development and production (including local language translation) of messages tailored to various audiences including young people, people with disabilities, women and their partners 2. Dissemination of campaign messages in various formats including but not limited to info spots, newspaper strips, DJ mentions, talk shows and live broadcasts 3. Monitoring and reporting on the campaign reach <p>The concept note should provide details on the firms’ understanding of the assignment, methodology proposed, time frame, budget, qualifications of all team members. Annexed list of similar assignments conducted, up-to-date Curricula Vitae (CV) for each of the personnel proposed to work on this assignment, including examples of work in similar projects.</p>
Expectation	<p>Key considerations</p> <ul style="list-style-type: none"> • The media houses should provide evidence of multi-platform coverage i.e. radio, TV and print including community stations and ability to harness these to disseminate far-reaching messages. • Demonstrate ability to maximize value for money through economies of scale by providing a package of messaging options across multiple channels to reach a significant number of the target audiences. • Proof of a mix of rural and urban coverage in particular West Nile, Northern Uganda, and Karamoja, in line with the Government of Uganda /UNFPA Country Programme operational areas <p>Content:</p> <p>All work associated with the collection of information and all messaging should meet ethical and high quality broadcast definitions. UNFPA will provide technical support to ensure quality and timely delivery of results</p>
Duration and working schedule:	Duration of Project: Five (5) months
Place where services are to be delivered:	Coverage: Nationwide with focus on West Nile, Northern Uganda and Karamoja regions
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The selected firm will provide periodic updates (in writing) on progress of the assignment, at a frequency to be agreed upon with UNFPA.

Supervisory arrangements:	<p>Management of the campaign : The campaign will be managed by the selected firm in collaboration with UNFPA.</p>
Inputs / services to be provided by UNFPA (e.g support services, office space, equipment), if applicable:	UNFPA will provide relevant documents required to support the campaign implementation
Other relevant information or special conditions, if any:	<p>Evaluation Criteria Interested firms are required to submit both technical and financial proposals. Proposals will be subjected to a three-stage evaluation process, namely (a) compliance review; (b) technical review; (c) financial review.</p> <p>Compliance The compliance review, firms will be assessed on whether they have submitted all the following requirements.</p> <ul style="list-style-type: none"> • Certificates of registration (evidence of legal status) • CVs for key personnel. • Evidence of the firm’s previous work • Complete and signed bid submission forms <p>Any bid that fails any one of these criteria will be eliminated at this stage</p> <p>Technical and Financial reviews The technical bid is evaluated on the basis of its responsiveness to the Terms of Reference and the evaluation criteria. The Financial Bid will only be evaluated if the Technical Bid achieves a minimum score of 70% and is considered qualified through the supplier qualification process. Proposals failing to obtain this minimum technical threshold or those which will not be considered qualified through the supplier qualification process will not be eligible for further consideration.</p> <p>Overall score Technical evaluation will be weighted at 70% while financial proposal will be weighted at 30%</p> <p>Information on applications</p> <p>All interested firms should submit a concept detailing their understanding of the assignment, methodology proposed, time frame, budget, qualifications of all team members. Annexed list of similar assignments conducted, up-to-date Curricula Vitae (CV) for each of the personnel proposed to work on this assignment should be included.</p> <p>Sealed bids should be addressed to: procurement.ug@unfpa.org, not later than September 14, 2020, at 04.00 p.m. Kampala time</p>