UNICEF Georgia Country Office

Terms of Reference

Technical Support for the Development of an Interactive, Multilingual Health Promotion Portal in Connection with the National Centre for Disease Control and Public Health (NCDC) Website

Purpose of Activity/Assignment: COVID-19 pandemic placed a devastating burden on governments and health systems over the globe to react with effective and appropriate interventions, policies, and messages in response to the unprecedented crisis with extensive public health, social and economic implications for people. Moreover, the COVID-19 public health crisis has created a high level of uncertainty around the world and in Georgia as well. To effectively address the COVID-19 pandemic, Georgia has taken various preventive measures but, despite these measures, different weak points have been revealed that need urgent response.

The evidence has shown that most important issue that needs to be addressed is the ways of communication with the general public, as well as with the specific priority population groups. This applies to COVID-19 vaccine communication as well. Currently, only 44,9% of the adult population is vaccinated against COVID-19. Furthermore, the pandemic has significantly affected routine vaccination coverage as well. NCDC, in partnership with different international organizations, strived to utilize all communication modes but not all of them appeared effective or sufficient. In order to deliver timely, comprehensive, evidence-based information, NCDC used its own web-page www.ncdc.ge and also developed a web-page dedicated to COVID-19 vaccination. Due to different obstacles such as insufficient technical parameters, page design and etc. the latter did not achieve the required large-scale coverage. The importance and constant need to strengthen existing channels of communication including modern date application development became evident.

Beyond other weaknesses, the current website is not interactive and therefore, communication with the target audiences in real-time is unavailable. There is an extreme need to develop a comprehensive webpage with some **specific portals** (including on vaccination) to share interactive information to educate the general public and special population groups with the right information, at the right time, using the right technology; to share information on thousands of topics to millions of people to facilitate improved health outcomes in the COVID-19 and post COVID era.

Such a **website** can serve as a solid background to strengthen and gradually cover all other health promotion areas, in compliance with the priorities of the National Health Promotion Program, including education on behavioral risk-factors, improve knowledge and coverage of screening and immunization programs through awareness rising of target groups as well as the general public.

Today, when individuals are increasingly using the internet to obtain health-based information, digital information being a fast, interactive and accessible medium, there is great potential to motivate and influence an individual's behavior, medical practitioners, and even policymakers to improve health outcomes. People utilize various online platforms to communicate health-related information but there is an extreme need for evidence-based health-related content on the internet, including web portals, mobile apps, blogs, YouTube channels, etc. Digital technologies are increasingly integrating into people's daily living and play a crucial role for health promotion and prevention because they affect the health of all, as the World Health Organization has declared. Implementing health promotion and prevention electronic web portals offer the opportunity to reach the general public and specific vulnerable target groups such as mothers and children, lower the costs of implementation, and improve the health of the population.

Digital media are the most important source of information, especially among the younger population. According to the KEPIOS data in Georgia there are 2.88 million internet users (penetration - 72.5%). With the development of

health-related digitization, internet-based health information and the use of mobile apps for health topics have made extreme progress and replaced traditional face-to-face sources of information. Digitization offers the opportunity to customize health promotion and prevention interventions and adapt them to the needs of individuals.

Thus, within the scopes of the ongoing partnership – 'Strengthening NCDC capacity to adequately respond to COVID-19, post-COVID-19 situation and other public health threats by supporting approaches to prevention and health promotion', UNICEF will support NCDC in assembling a system of digital health promotion and prevention.

For this to happen, UNICEF is looking for a national company to technically aid the process in support of NCDC.

Scope of Work:

Objective:

Development of a comprehensive webpage for NCDC with different health promotion portals, capable of ensuring interaction in the form of web-based games or web-based forums, web-based training or classes, digital consultations with health experts, etc.

Tasks:

1. To develop model design for the NCDC webpage (in Georgian and English languages) relevant to Georgia's country context based on the international good practices and in close collaboration with the NCDC. The webpage should like to other established portals for the recommended public health topics (for further enhancement and operationalization);
2. As an integral part of the webpage, the portal devoted to vaccination will be developed, tested and operationalized. The portal shall mainstream the tools to enable educational sessions on vaccination, allowing people to enroll to the NCDC webpage, make web-health promotion appointments, establish synchronous interaction - real-time communication between interested people and service provider or medical expert.
3. The testing of the webpage/vaccination portal will be carried out in collaboration with NCDC, within the scope of the ongoing UNICEF/NCDC partnership project.
4. Operational Manual and technical guidance for the webpage/portal to be developed. Respective NCDC staff will be trained in its utilization and maintenance.

Timelines/Deliverables:

#	Deliverables	Timelines
1.	Initial design of the webpage developed in collaboration with the NCDC	**September, 2022**
2.	Initial design of the vaccination portal is developed in collaboration with the NCDC	**October, 2022**
3.	Webpage and Portal are operationalized and tested as a part of the UNICEF/NCDC partnership project	**October - November, 2022**
4.	Operational Manual/guidance for the webpage/portal developed, NCDC staff trained in its utilization and maintenance. Web-related multimedia materials for promotion purposes of the web page/portal are developed.	**November – December, 2022**

5.	Presentation/package for the final design of the webpage and portal with the final report reflecting recommendations is submitted to the NCDC and UNICEF	**December, 2022**

Duration of Consultancy

The consultancy is for about 4 months: September 2022 - December 2022.

Supervision and Reporting Responsibility

The selected institution will work under the direct supervision of the UNICEF Social and Behaviour Change Officer and the NCDC Project team.

Qualifications*

1. At least five years' experience in web-development, proved with the respective documented evidence.

2. Organization's portfolio shall include at least 15 developed websites, out of which at least 5 need to be interactive;

Note: In order to confirm compliance with the mentioned qualifications (1. And 2.), the applicant must present the relevant portfolio, including: links, list of web pages, list of partner organizations and companies.

3. The organization must present a team in charge of the creative and development parts of the project with the relevant experience (the staff employed in the project must have at least 3 years of experience in the required fields).

4. The minimum composition of the project team shall include:

- Creative group
- Graphic designer/designers
- Web design UI/UX,
- Front-end developer/developers,
- Back developer/developers,
- Creative Director
- Project manager.

Note: In order to confirm the compliance with the mentioned qualifications (3. And 4.), the applicant must present the CV of the personnel employed in the project.

5. The applicant must have information security implementation experience - proved by relevant documentation.

8. Experience of making complex web products within a limited time frame (confirmed by relevant documentation) will be an asset.

9. Awards received in the field of web development will be considered an advantage;

10. At least 3 letters of recommendation from partner organizations for which the applicant has created web pages in the last 24 months.

Payment Terms and Rates

The remuneration will be negotiated between the applying organizations/companies and UNICEF Georgia, based on an initial proposal of the applicants. Payment will be carried out in several instalments as agreed between the selected organization/company and UNICEF, after satisfactory implementation of specific parts of the services and after provision of quality reports on the implemented activities.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if deliverables are incomplete or not submitted at all, or for failure to meet deadlines

The suggested payment schedule is:
- 30% after operationalization of the webpage and portal.
- 30% after providing NCDC staff training report.
- 40% after presentation and final report submitted.

Selection and Evaluation Process

Evaluation Criteria: The Evaluation ratio between the technical and financial proposal is 70:30.

Technical Proposal: 70

- Overall correspondence between ToR requirements and proposal (specific tasks, deliverables) – 20
- Experience of the entity in similar assignments – 30
- Qualifications and expertise of proposed experts – 20

Total - 70

Only proposals which receive a minimum of 70% (42 points) will be considered further.

Financial Proposal: 30

The price proposals in GEL should include detailed breakdown of all listed tasks and deliverables. The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited bidders who obtain the threshold points in the evaluation of the technical component.

All other price proposals will receive points in inverse proportion to the lowest price, e.g.:

- Score for price proposal X = (Max. score for price proposal) * (Price of lowest priced proposal) / (Price of proposal X)
- Total Technical and Price 100 Pts
- UNICEF will award the Institutional Contract to the entity, whose response is of high quality, clear and meets the project goals.

The final evaluation of the proposal shall have two components # the technical evaluation score and financial evaluation score. For the overall proposal evaluation, the following formula will be applied, whereby the technical proposal has a weight of 0.7 and the price proposal has a weight of 0.3.

The final score is a calculation based on the following formula:

$SCcom = 100 * (0.7 * TPcom / TPmax + 0.3 * FPmin / FPcom)$, where:

SCcom# final score of the company (it is between 0 and 100)

TPmax # maximum technical score (<=70)

TPcom# technical proposal score of the respective company

FPmin# minimum financial score (<=30)

FPcom# financial proposal score of the respective company.

Documents to be Submitted

- Company's profile/organizational experience reflecting summary of all required qualifications*;
- **Short** technical proposal with description of the proposed work plan, timeline and working methodology
- CVs of suggested experts
- Recommendation letters
- Information regarding organization's bank account issued by Bank (stamped)
- Financial proposal in GEL. It shall be a separate document uploaded as a separate file titled "Financial Proposal"

Detailed information on application documents and procedure is provided in the Instructions to Proposers.

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Endorsed by: Amy Clancy, Deputy Representative

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