

Terms of Reference

for a Media Agency to Produce an Online Session on Comprehensive Sexuality Education concepts for University Students

Background

The United Nations Population Fund (UNFPA) is the UN's sexual and reproductive health and rights agency. UNFPA's work mainly focuses on population dynamics, sexual and reproductive health, youth development and gender equality. Headquartered in New York, UNFPA started working in China in 1979 and has been promoting social development and equity in China for more than 40 years. For the past four decades, UNFPA has established close partnership with government agencies, NGOs, experts, and media in China. Supporting youth development, especially promoting youth leadership and participation is key to UNFPA's work in China and globally.

In 2018, UNFPA China in collaboration with Beifang International Education Group (BIEG), one of the biggest education groups in China covering more than 200,000 university students, co-established the *Youth Leadership and Participation* project. The project aims to provide youth an inclusive platform for knowledge exchange and mutual learning, bridging the education gaps to improve their access and engagement in global actions. In 2021, UNFPA and BIEG will develop an online session for university students to touch base on concepts related to comprehensive sexuality education (CSE), which includes discussions about sexual and reproductive health (SRH), relationships, culture and gender roles, and also addresses human rights, gender equality, and threats such as discrimination and sexual abuse.

I. Objective

The online session aims to introduce young adults to life skills that encourage self-esteem, critical thinking, clear communication, responsible decision-making and respectful behavior in their college lives and future development.

The online session will be developed by UNFPA working with a senior consultant. A media agency will be recruited to produce the online session and be responsible for realizing relevant visual effects and impact, in coordination with the content development consultant and UNFPA.

II. Scope of work

The agency will be responsible for the following tasks:

- Develop a session system that may include text, pictures, cartoons, short videos, quiz(zes) and/or voiceover. It should also be able to provide an assessment and a certificate.
- Developing a functional prototype of the online session for review and validation;
- Producing a self-paced, well-structured and interactive online session.
- Managing the session design and video production process, in collaboration with the UNFPA project consultant, accountable for the quality of the final product.
- Conducting regular meetings and updates with UNFPA and the UNFPA project consultant, while collaborating with each stakeholder in the process.

Modality:

- The online session should be age-appropriate and human-centered, in consideration of the needs of university-age students, with a combination of videos, scenario-based information, videos and interactive activities. Content will be provided by UNFPA.
- The online session is expected to take no more than 60 minutes to complete.
- Participants who complete the session and pass the quiz will be awarded with a certificate. Those who cannot pass the assessment should be provided the opportunity to retake a particular section or the whole assessment as needed.
- The format of the online session can refer to BSAFE, an online security awareness training developed by UNFPA: <https://training.dss.un.org/course/category/6>, and the session on Protection from Sexual Exploitation, Sexual Abuse and Sexual Harassment (PSEA) at https://extranet.unfpa.org/Apps/PSEA2017/story_html5.html?lms=1&_ga=2.8208314.927994333.1614565794-427479867.1549559108

III. Expected milestones and deliverables

- A detailed work plan illustrating the visual design for the online session
- A functional prototype for the piloting
- A package of the finalized online session and supporting materials in English for Chinese translations, accepted by UNFPA.

Please note, UNFPA China will reserve all copyrights on the online-session materials for nonprofit educational purposes; Without agreement and permission, the session shall not be distributed for other purposes.

IV. Qualifications

- The implementing agency should have extensive expertise in online session development, especially for young people's sessions.
- The implementing agency should have strong project management ability and excellent communication skills, with an innovative, can-do attitude and detail-oriented working approaches.
- The agency should be able to work in a timely manner, between March and September 2021.
- Previous working experience with the UN is appreciated.
- The crew of the implementing agency should be able to work in an English-speaking environment

V. Timeframe

The session will be piloted in a small group of students by August 15th and roll out in the Fall semester in September.

VI. Payment plan

- 25% of the total installment will be dispatched upon signing of contract and submission of a detailed project work plan using UNFPA's template.
- 50% of the total installment will be dispatched upon the submission of a functional prototype of the online session.
- 25% of the total installment will be dispatched upon the submission of the final package after the conclusion of the pilot in August and any final revisions are made to the session design.

VII. Submission

Please submit a detailed proposal in English, indicating your work plan, initial design of the online session, qualification, examples of past work and a budget plan using UNFPA's template (enclosed) to gaoshan@unfpa.org and haoran@unfpa.org. The deadline of the submission is **25 March 2021 at 9:00 am (GMT+8)**.

Proposal Template

Background:

300 words max- please elaborate why it is important to implement the project and what impact it will bring to the beneficiaries.

Introduction and qualifications of the organization:

500 words max-please introduce the applicant organization and elaborate why it is qualified to implement the project.

Activity planning:

Name of activity 1:				
Description	300-400 words Please highlight 'what', 'who', and 'how'			
Timeline	Please indicate the timeline for this activity			
Key milestones	Time 1 (For example by June 15 th) Please firstly define 3-4 key deadline and elaborate what achievement could be delivered by this deadline- for example instructors recruited, schools identified and etc This will be used as a tracker for	Time 2	Time 3	Time 4

	project implementation			
Budget (USD)	<p>Please categorize the budget into several aspects in US Dollar:</p> <p>Fees paid to individuals, including expert consultancy fee, coordinator's stipend, instructor's stipend and etc</p> <p>Cost for travel, accommodation related</p> <p>Cost for purchasing any equipment, including software</p> <p>Other cost</p>			
Focal point	Please identify the person who will be mainly responsible for the activity implementation			
Any other issues	<p>Please clarify any other issues you want to mention, including if you are expecting any supports from UNFPA and other organizations</p> <p>Please also include any major assumption and risk identified for completing this activity</p>			
Name of activity 2:	Please follow the same format if there are more activities			
Description				
Timeline				
Key milestones				
Budget (USD)				
Focal point				
Any other issues				

Total proposed budget (USD):