TECHNICAL EVALUATION MATRIX (TEM)	
Stage I: Mandatory Requirements (Pre-qualification Criteria)	
Minimum 5 years of successful work experience in developing and implementation of communication for social change strategies and campaigns.	
In-depth knowledge of the methodological and analytical approaches of social research.	
Demonstrated human and institutional capacity of managing large scale projects and donor funds.	
Proven experience of effective communication and networking at central and local government.	
Cover letter	
Project proposal	
Proposed work plan (including M&E plan), timeline, and working methodology	
A financial proposal in GEL with detals indicated in the ToR	
CVs/short Bios of the proposed experts	
Stage II: Technical Evaluation Criteria	
1	**Previous experience**
1.1	Overall experience
1.2	Proven work experience in developing and implementation of communication for social change strategies and interventions.
1.3	Proven knowledge of variety of programmes/models of delivering and measuring behaviour change
1.4	Demonstrated understanding of social issues in Georgia, in particular social norms and cultural practices around the child rights, inclusive education, child welcoming environment, better
2	**Relevant experience of successfully completed projects**
2.1	Proven experience of effective communication and networking at central and local government level, with communities and professional organizations.
2.2	Working experience with other international organizations/UN in the similar fileds
2.3	Profesional liability insurance
3	**Staff experience and Skills**
3.1	Experience in developing communication for social change programs and social research.
3.2	Demonstrated in-depth knowledge of the methodological and analytical approaches of social research.
3.3	CVs of Project management and experts
3.4	Clear and reasonable organization chart provided by Bidder
4.1	Proposed work plan and approach of implementation of the tasks as per the ToR
4.2	Implementation strategies, monitoring and evaluation, quality control mechanisms
4.4	Technologies used - compatibility with UNICEF
5.1	Readiness to work without advance payment
5.2	Profit/loss at the end of the previous year