UNICEF Georgia Country Office

Terms of Reference (ToR)

Technical support for the development of a Detailed Technical Assignment (DTA) including the concept and specific technical requirements for the webpage and interactive health promotion portal for the National Centre for Disease Control and Public Health (NCDC)

Purpose of Activity/Assignment: The COVID-19 pandemic placed a devastating burden on governments and health systems all over the globe to react to an unprecedented crisis. COVID-19 had extensive public health, social and economic implications for people, and it 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 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 webpage www.ncdc.ge and also developed a webpage 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 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 continued support to the national health authorities in terms of enhancing capacities to adequately respond to COVID-19, post-COVID-19 situation and other public health threats by mainstreaming approaches for 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 by developing a Detailed Technical Assignment (DTA) including the concept and specific technical requirements for a model interactive webpage and portal for the NCDC.

Scope of Work:

Objective:

In close collaboration with NCDC, development of Detailed Technical Assignment (DTA) including the concept and specific technical requirements for NCDC's webpage based on which a comprehensive webpage for NCDC with portals related to various health promotion topics will be assembled.

The final deliverable - Detailed Technical Assignment (DTA) – is envisaged as the document or set of documents to serve as a roadmap for the NCDC to further develop a web page (with portals) capable of facilitating interaction with the general public in the form of web-based games, web-based forums, web-based trainings or classes, digital consultations with health experts, etc.

This DTA (document/set of documents) should be detailed enough to enable prospective NCDC contractors to work on the web development. This means that at a minimum 80-90% of technical requirements of the web content will be covered by this product. The latter shall include:

- Finalized, ready to use narrative contents with precise verbal formulations, as this will appear on the web,
- Methodology to be used in the backgrounds,
- Validations to be used on the entry pages,
- Content of the possible picklists,
- Outline of the visual content of the web page,
- Any other relevant aspects, as may be relevant for the webpage,
- All the above content must be approved by NCDC.

Tasks:

- **The initial task of the contractor will be to collect the raw data/information/knowledge from the respective NCDC units and staff and to translate these into the DTA. This can be done through group meetings, individual interviews, questionnaires, e-mail correspondence, etc.**

Specifically:

- The DTA shall incorporate the relevant specifications/parameters to ensure the functionality of a live broadcast and a real-time consultation; live-chat function and shall enable interested individuals/web-consumers to appoint consultations with specialists.
- The DTA shall provide technical specifications for multimedia materials.
- The technical specifications/requirements shall include (but are not limited) to the following information:

- web architecture
  - web applications' functionality
  - front end
  - programming language for web
  - browser compatibility
  - mobile versions/compatibility with mobile application
- The DTA shall provide specifications to ensure the further upgrade and extending the functionality in the future including further opportunities for interaction.
- The DTA shall incorporate concept and specific requirements of a portal devoted to vaccination. 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.
- Additional tasks as identified by NCDC

Additional information for webpages for reference:

NCDC's current web: www.ncdc.ge

Webpages for competent Public Health Institutions for references:

- • World Health Organization: www.who.int
- • US CDC: www.cdc.gov
- • European Center for Disease Control: www.ecdc.europa.eu/en
- • Norwegian public Health Institute: https://www.fhi.no/en/
- • Robert Koch Institute: https://www.rki.de/EN and others

Timelines/Deliverables:

#	Deliverables	Timelines
1.	Development of inception report including specific working modalities for data/information collection, including workplan/timelines and required support from the NCDC.	**Withing 2 weeks after signing the contract**
2.	Development of the product outline	**Within 1 months after signing the contract**
3.	Development of draft DTA	**Within 2 months after signing the contract**
4.	Feedback from NCDC and UNICEF incorporated into DTA and presentation to stakeholders	**Within three weeks after completion of deliverable 3**
5.	Final DTA with the set of final documents submitted and approved by NCDC and UNICEF	**Within two weeks after completion of deliverable 4**

Duration of Consultancy

The consultancy is for 4 months.

The selected institution is required to have regular consultations with NCDC and UNICEF, as well as with web-developer in case of need during the process of web-development.

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, proven 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 technical team shall include members with IT/design/development experience, as well as Public Health professional (to be recruited as invited expert);

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:

- 10% after development of inception report.
- 20% after development of the product outline.
- 20% after development of draft DTA.
- 50% after final products 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 (coordination, team composition and

specific tasks, deliverables) – 20
- Experience of the entity in similar assignments – 30
- Quality control and reporting mechanisms – 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

- **Short** technical proposal with description of the proposed work plan, timeline and working methodology, including coordination, team composition and quality control and reporting mechanisms.
- Project team composition (short bios)
- Company's profile/organizational experience and portfolio, **including links, list of web pages, list of partner organizations and companies.**
- Three 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.

Submitted by: Nino Lortkipanidze, SBC Officer

Reviewed by: Vakhtang Akhaladze, Operations Manager

Endorsed by: Amy Clancy, Deputy Representative

Approved by: Ghassan Khalil, Representative