



## Terms of Reference

<b>Title:</b>	Media Agency for the Development and Implementation of Public Awareness Campaign on Cryptocurrencies
<b>Organisational Section/Unit:</b>	UNODC Cybercrime Programme
<b>Name and title Supervisor:</b>	Dr. Joshua James, Regional Counter-Cybercrime Coordinator for Southeast Asia and the Pacific
<b>Duty Station or home-based:</b>	Home-based
<b>Proposed period:</b>	April 2024 – September 2024

### 1. Background of the assignment:

The United Nations Office on Drugs and Crime (UNODC) is a global leader in the fight against illicit drugs and international crimes. It is a leading provider of specialized assistance to Governments for addressing the legal, criminal justice and rule of law aspects of counter narcotics, crime prevention and counter- terrorism. It operates in all regions of the world through an extensive network of field offices.

The United Nations Office on Drugs and Crime (UNODC), in its mandate to assist member states in their struggle against illicit drugs, crime, and terrorism, recognizes the need for focused efforts to address these emerging threats. As part of its efforts, UNODC is seeking to hire a media agency to develop fifteen infographics, four TikTok videos, fifteen informative stories, one column, and one microsite awareness on cryptocurrencies.

This Terms of Reference will be used for the preparation of proposals of services related to the development and implementation of an online awareness and visibility campaign for Secure Online Trading and Cryptocurrencies-related crimes. With technical and logistical support from the Agency, UNODC will work in close cooperation with other UN agencies, key stakeholders, and counterparts during the implementation of the designed campaign. The developed campaign tools shall be promoted and disseminated in 6 implementing countries: 1) Thailand, 2) VietNam, 3) Lao PDR, 4) Malaysia, 5) the Philippines and 6) Indonesia.

### 2. Purpose of the assignment:

Under the overall supervision of the Regional Counter-Cybercrime Coordination, and in close coordination with the Associate Cybercrime Programme Officer, the agency will be responsible for **developing and implementing a 6-month long, comprehensive multi-layered regional**



**awareness campaign on Cryptocurrencies.** The multi-layered approach shall be discussed and presented to UNODC by the agency before the campaign starts.

### 3. Specific tasks to be performed:

Under supervision of the Regional Counter-Cybercrime Coordination, and in close coordination with the Associate Cybercrime Programme Officer, the agency will virtually attend a technical brief prior to the production period, as well as weekly progress-checking meetings. Selected agency is tasked to deliver the followings:

#### CAMPAIGN OVERVIEW

<b>Campaign development and implementation period:</b>	April 2024 – September 2024
<b>Implementing countries:</b>	<ul style="list-style-type: none"> <li>• Viet Nam</li> <li>• Lao PDR</li> <li>• Malaysia</li> <li>• The Philippines</li> <li>• Thailand</li> <li>• Indonesia</li> </ul>
<b>Target audience:</b>	<ol style="list-style-type: none"> <li>1. General Public</li> <li>2. Governments</li> <li>3. University students</li> </ol>
<b>Campaign key performance indicators:</b>	<ul style="list-style-type: none"> <li>• Analytics on calls to action</li> <li>• Website analytics <ul style="list-style-type: none"> <li>○ Total number of visits: 500,000 (at minimum)</li> </ul> </li> <li>• Social media reach across platforms (likes, comments, shares, views) for campaign materials: <ul style="list-style-type: none"> <li>○ Thailand: 3,000,000 (at minimum)</li> <li>○ VietNam: 1,000,000 (at minimum)</li> <li>○ Lao PDR: 1,000,000 (at minimum)</li> <li>○ Malaysia: 3,000,000 (at minimum)</li> <li>○ The Philippines: 3,000,000 (at minimum)</li> <li>○ Indonesia: 3,000,000 (at minimum)</li> </ul> </li> <li>• Media coverages of campaign call to action: <ul style="list-style-type: none"> <li>○ 2 national well-known outlets per implementing country</li> </ul> </li> <li>• Engagement with macro influencers <ul style="list-style-type: none"> <li>○ 2 per implementing country</li> </ul> </li> </ul>



<b>Platforms</b>	<ul style="list-style-type: none"> <li>• Tik Tok</li> <li>• YouTube</li> <li>• Facebook</li> <li>• X (Former Twitter)</li> <li>• LinkedIn</li> </ul>
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## DELIVERABLES

PHASE	AREA OF WORKS	DELIVERABLES
<b><u>PHASE 1: PLANNING</u></b> (April 2024)	<b>Strategic planning of public awareness campaign</b>	<ul style="list-style-type: none"> <li>■ Submission of strategic campaign masterplans, detailing:               <ul style="list-style-type: none"> <li>○ Goal</li> <li>○ Objectives</li> <li>○ Audience segmentation</li> <li>○ Strategies</li> <li>○ Calls to action</li> <li>○ Campaign branding: name, tagline, logo etc.</li> <li>○ Creative crafting of key messages</li> <li>○ Content journey</li> <li>○ Campaign materials production plan</li> <li>○ Campaign tools production plan</li> <li>○ Amplification/digital marketing plan</li> <li>○ Campaign milestones</li> <li>○ Platforms</li> <li>○ Plan of execution</li> </ul> </li> <li>■ Submission of a list of influencers</li> <li>■ Submission of a list of national and regional media outlets</li> </ul>



<p><b><u>PHASE 2:</u></b> <b><u>PRODUCTION</u></b> (May-June 2024)</p>	<p><b>Production of campaign materials, tools, and platform(s)</b></p>	<ul style="list-style-type: none"><li>■ Development of campaign landing page on UNODC website</li><li>■ Development of reel to mobilize online/social media movement</li><li>■ Submission of campaign video</li><li>■ Submission of key visuals and other materials as agreed with UNODC, such as infographics, TikTok videos, informative stories, microsite awareness on cryptocurrencies.</li><li>■ Submission of online article highlighting campaign call to action for media coverages</li></ul>
<p><b><u>PHASE 3:</u></b> <b><u>IMPLEMENTATION &amp; AMPLIFICATION</u></b> (July-September 2024)</p>	<p><b>Execution of campaign plan and amplification</b></p>	<ul style="list-style-type: none"><li>■ Development of written and visual content</li><li>■ Translation of all content in local languages</li><li>■ Dissemination of campaign messages and tools on UNODC Twitter, webpage and YouTube</li><li>■ Submission of press kit</li><li>■ Coordination with media outlets for coverage</li><li>■ Coordination with macro influencers for amplification</li><li>■ Marketing of campaign content</li><li>■ Organize campaign event(s), including creative outputs such as footage video and interview of participants</li></ul>
<p><b><u>PHASE 4:</u></b> <b><u>EVALUATION &amp; REPORTING</u></b> (September 2024)</p>	<p><b>Campaign reporting</b></p>	<ul style="list-style-type: none"><li>■ Submission of monthly campaign analytics</li><li>■ Submission of campaign report</li><li>■ Submission of donor report</li></ul>



#### 4. Expected tangible and measurable output(s)/deliverable(s):

Timely organization and delivery of expected outputs, in accordance with deliverables, key performance indicators and timeline. Payments will be made based upon the full, acceptable delivery of the outputs described below.

#### 5. Dates and details of deliverables/payments:

Deliverable	Output	To be accomplished by (date)
A.	Completion of tasks outlined in Phase 1: Planning	15 May 2024
B.	Completion of tasks outlined in Phase 2: Production and Testing Events	30 June 2024
C.	Completion of tasks outlined in Phase 3: Production of microsite, Implementation & Amplification	10 September 2024
D.	Completion of tasks outlined in Phase 4: Evaluation & Reporting	16 September 2024

*Payments will be made upon satisfactory completion of the deliverables, Failure to complete deliverables and meet agreed deadlines may result in reduction of payment or may be withheld pending satisfactory completion.*

#### 6. Qualifications/expertise sought (years of relevant work experience, other special skills or knowledge required)

##### a. Agency Experience

- At least 5 years of domestic / regional professional experience in implementing similar tasks, with experience in conducting campaigns.
- Demonstrated experience of developing and implementing campaigns for international development organizations is required.
- Demonstrated experience in conception, interviews, narration, production and editing of videos and impact stories.
- Knowledge and experience of working in the field of cybercrime issues will be considered an advantage.
- Experience with UNODC and /or other UN agencies and INGOs will be an asset.

##### b. Competencies

- Expertise in website development and analytics
- Expertise in conducting innovative, creative and quality Media productions in various aspects of infographics, TikToK / Youtube videos, informative stories, etc.



- Video editing skills to develop high quality reels / videos for online/ social media platforms
- Professional photography and Graphic designing
- Publications and written text for distribution across media channels
- Knowledge of traditional and new media
- Excellent communication skills in English and relevant local language

## 7. Evaluation Criteria

Upon advertisement of the procurement notice, qualified agencies are expected to submit both the technical and financial proposals. The prospective agency will be evaluated as per the following conditions:

- The prospective agencies will be evaluated as per the below-mentioned criteria under technical proposal evaluation.
- Only the agencies scoring 70% or more i.e. more than 70 points under technical proposal evaluation will be considered for financial evaluation.
- The proposal from the agency with the lowest financial bid will be deemed as the best offer and will be selected for undertaking this activity.

<b>TECHNICAL PROPOSAL EVALUATION</b>	<b>OVERALL POINTS</b>	<b>POINTS SCORED</b>
<b><u>1. AGENCY EXPERIENCE</u></b>	<b>30</b>	
a. At least 5 years of domestic / regional professional experience in implementing similar tasks, with experience in conducting campaigns. b. Demonstrated experience of developing and implementing campaigns for international development organizations is required. c. Knowledge and experience of working in the field of cybercrime issues will be considered an advantage. d. Experience with UNODC and /or other UN agencies and INGOs will be an asset		
<b><u>2. UNDERSTANDING OF ASSIGNMENT</u></b>	<b>40</b>	
a. Understanding of UNODC requirements b. Understanding of scope, objectives and completeness of response c. Overall concord between UNODC requirements and the proposal submitted by the agency.		
<b><u>3. KEY PERSONNEL AND THEIR EXPERIENCE</u></b>	<b>30</b>	
a. Team leader: Relevant experience, qualifications, and		



position with the agency b. Team members - Relevant experience, skills and competencies pertaining to the competencies required for undertaking this assignment. c. Composition of team and their roles and responsibilities d. Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments		
<b>TOTAL TECHNICAL EVALUATION SCORE</b>	<b>100</b>	

### Language

- English and French are the working languages of the United Nations Secretariat. For this assignment, fluency in English, with excellent drafting and communication skills, is required.

### Important notes:

- For all materials developed, the agency shall keep in view gender and cultural sensitivities specific to Southeast Asia to produce campaign materials.
- The agency shall maintain confidentiality of the information shared and produced till the broadcasting time.
- The agency shall adhere to the UNODC guidelines and instructions in connection with producing content.
- The agency shall develop a comprehensive Monitoring & Evaluation plan with monthly update on the progress achieved. A weekly call will be scheduled for the vendor to update UNODC on the deliverables.
- The agency shall handover all the campaign materials, designs, plans and any other materials produced under this contract / PO to UNODC. The developed materials shall be the sole and exclusive property of UNODC and will not be reproduced on any other platform/forum without having written consent from UNODC.

## 8. Payment Schedule

The payment will be made to the agency only after approving authority confirms the successful completion of each deliverable as stipulated hereunder.

Installment	Deliverable to be received	To be accomplished by (date)	Percentage of payment
<b>Installment 1</b>	Completion of tasks outlined in Phase 1: Planning	15 May 2024	15%
<b>Installment 2</b>	Completion of tasks outlined in Phase 2: Production and Testing Events	30 June 2024	40%
<b>Installment 3</b>	Completion of tasks outlined in	10 September 2024	30%



	Phase 3: Production of microsite, Implementation & Amplification		
<b>Installment 4</b>	Completion of tasks outlined in Phase 4: Evaluation & Reporting	16 September 2024	15%

### How to apply

Interested media agency should submit the following documents to Ms. Prae Kampee at [Prae.Kampee@un.org](mailto:Prae.Kampee@un.org) by **17 April 2024**:

1. Company portfolio covering company profile and experience along with Business and other registrations, recognitions, associations, if any.
2. CV of the specialist in charge of/dedicatedly assigned to coordinate this campaign along with CVs of other team members
3. A technical proposal including a plan of execution.
4. A signed quotation with cost breakdown as per the BoQ format