
REQUEST FOR PROPOSAL – SUMMARY PAGE

RFPS-CEECIS-2015-151219

Launching date: Friday, 04 December, 2015

Closing date for the submission of your proposal: **Tuesday, 05 January, 2016**

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for a

Consultancy to research and develop Communication and Evidence-based Effective Messaging

Proposals must be submitted via UNICEF Web Bidding Tool:

<https://ungm.in-tend.co.uk/unicef-pfp.aspx/Home>

The purpose of this Request for Proposal for Services (RFPS) is to select and contract a service provider (SP) to research compelling, evidence-based messaging and framing to mobilize greater and more sustained commitment from major decision-makers on the value of investing in community-based services in order to accelerate childcare system reforms across Europe and Central Asia.

The messaging and framing work will support advocacy efforts to increase or re-allocate European, national and local resources towards social inclusion of vulnerable families and children with a particular focus on the development of appropriate support services and protection of children below three years and those with disabilities. The aim is to mobilize greater, more sustained, public and political engagement of major stakeholders (European Commission DGs, European Union Parliamentarians, governments, and donors /foundations active in the social sector) on the value of investing in the transition from institutional to community-based care.

In summary, the main deliverables of the consultancy comprise an inception phase; research based on one-to-one interviews and change analysis, a presentation of the draft messages and framing; facilitation of consultations in Brussels and a final presentation and report.

The whole exercise must be completed within six months or less after the signing of the contract.

Should your company be qualified and interested in this bidding opportunity, please register in the UNICEF-PFP e-tendering system to access the complete RFP package - please follow the registration procedure attached to this notification.