**TERMS OF REFERENCE FOR ‘COMMUNICATION SERVICES TO PROMOTE A TEACHER PROFESSIONAL STANDARD’**

1. **Background**

Learning Together is a four-year collaborative project that started between Ukraine and Finland in summer 2018. As of now, the work is scheduled to last until July 2022. The project is implemented by FCG International.

The Learning Together project focuses on supporting the New Ukrainian School (NUS) reform, especially in the primary education, and is designed around three key clusters and transversal elements. These clusters are (1) teacher preparation, (2) education promotion, and (3) educational environment.

Learning Together is now seeking to contract a qualified and experienced media company or another relevant organization to undertake the assignment associated with the development and implementation of a communication campaign to promote a new Teacher Professional Standard. These Terms of Reference (ToR) are an invitation to submit bids for this assignment. This assignment is aimed at promoting education.

As part of the New Ukrainian School reform, the Ministry of Education and Science has developed the new Teacher Professional Standard for professions 'Primary School Teacher of a General Secondary Education Institution' and 'Teacher of a General Secondary Education Institution'. This Standard will be implemented and come into force from the beginning of the 2021-2022 academic year (September 2021).

The campaign is a part of the 2021 Communication Plan of the Learning Together project.

1. **Objective**

The task of the service provider will be to offer a communication campaign to further explain the new Teacher Professional Standard to the target audience through a mass media campaign and a series of explanations.

The target audience will include parents, teachers, Higher Education Institutions (HEIs), In-service Teacher Training Institutes (ITTIs) and Centres of Professional Development (CPD).

The main purpose of information products is to explain in more detail to the target audience the essence of general and professional competencies specified in the Teacher Professional Standard, considering key competencies of students and basic principles of the New Ukrainian School concept. Besides, it is important to show the meaning of the Standard as an effective tool in the process of professional development of teachers, meeting the needs of the modern world.

Another purpose of such explanations would be to involve and familiarize teachers with the new Teacher Professional Standard, provide practical tools for implementing the new Standard, including the best approaches to self-assessment, taking into account the new requirements.

The objective of explanatory information products will be:

* for HEIs, ITTIs, and CPDs - to demonstrate teachers how to use the professional standard in their activities; for HEIs – to help develop their own pre-service teacher training programs, for ITTIs – to help develop in-service teacher training programs, for CPDs – to work with teachers based on the Teacher Professional Standard;
* for parents and the general public – to show in an easy-to-understand form the professional profile of a modern teacher in the context of the New Ukrainian School concept, its connection with key competencies of students who study on the basis of new educational standards.

The service provider should study and include in the explanatory information products the best Finnish practices of teacher professional development in the teacher’s profession.

The communication campaign should start in SEPTEMBER 2021 and last until JUNE 2022.

**Target groups:** 1) specialists in the field of education (teachers of primary and general secondary education schools, school principals, teaching staff of pre-service teacher training HEIs, teaching staff of ITTIs and Centres of Professional Development; 2) general audience (parents).

The campaign will be coordinated and supervised by the employees of the Learning Together project and the Ministry of Education and Science.

1. **Scope of work**

A contract will be concluded with the service provider, under which the service provider will:

* 1. produce and effectively disseminate a series of explanations to the target audience – primary and secondary school teachers, as well as parents – in various forms, including, but not limited to, infographics, videos, interviews, success stories, etc.

The following topics are given only as an example and are not mandatory/conventional. Service providers can offer their own set of topics in their creative bids. The topics of such explanatory information materials may include several products:

* a general video for all audiences of the campaign, which will explain in an easy-to-understand form that there is the new Teacher Professional Standard;
* a video ‘Self-assessment based on the Teacher Professional Standard as the first step in the process of teacher professional development’;
* short videos about standards with the following potential topics: explanations ‘What are these standards? Why are they needed? Why are these standards established? What competencies should be developed? How to develop certain competencies? How do I use the Standard?’;
* such videos (no more than 10 minutes long) should explain 15 professional and 8 general competencies (based on examples);
* the video can use infographics and other visual aids;
* short videos or interviews about how the Teacher Professional Standard can be used in Higher Education Institutions, In-service Teacher Training Institutes, and Centres of Professional Development.

Campaign information materials can be combined and presented in any interactive modern online format. It can be online landing pages, a training course, online platforms, etc.

* 1. Media campaign ‘The New Teacher Professional Standard’ in partnership with national mass media channels (television, radio, press, social networks).
	2. Conceptualization, structure, format, and design of all campaign information materials and events. This may include communication using relevant mass media such as printing materials and posters, advertising in media (newspapers, radio, television), web campaigns, social media campaigns, knowledge management activities such as workshops and seminars.
	3. Involvement: the service provider can involve the school administration and teachers of NUS pilot schools who have already successfully worked as part of the New Ukrainian School into this campaign.
	4. Visual identity compliance: in all information materials, the roles and visual identity of the Learning Together project and the Ministry of Education and Science must be clearly indicated and compliant with the Visual Identity Guidelines of the project, which will be provided.
	5. To cooperate with representatives of the Learning Together project and the press service of the Ministry of Education and Science in preparing press releases, blogs, brochures, as well as organizing press briefings (if necessary), media visits and articles in mass media.
	6. To collaborate with other potential actors, such as NGOs, think tanks, companies, brands, businesses, media professionals, key public opinion leaders, and donors.
	7. To document and report on activities that highlight the progress, achievements, and impact of the campaign.
1. **Expected results**

The service provider must achieve the following results:

* 1. to develop creative ideas and concepts, and indicate the expected key performance indicators (outputs and outcomes) of the campaign;
	2. the human rights-based approach (HRBA) and the inclusion of vulnerable groups should be taken into account in the creative concept;
	3. to submit ideas and a plan of the communication campaign in the mass media;
	4. to present key campaign ideas and explain how their implementation can be measured using key performance indicators (KPIs);
	5. to produce an inception report with a description of campaign milestones, activities, including the implementation plan, and the exact timeframe;
	6. to implement the campaign;
	7. to produce monthly progress reports on each task of each stage and coordinate them with the project's communication expert;
	8. to submit a final report indicating the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons learned and future recommendations.
1. **Budget**

The maximum total budget provided for this assignment is EUR 40,000. The budget, assignment details, terms and conditions will be specified in the contract between FCG International Ltd (Client) and service provider. The payment will be made in installments against approval of key deliverables by the Project Management Team.

1. **Requirements to submitting bids**

The bid should include the following:

* 1. Technical Proposal of no more than 10 pages, including the proposed approach, key performance indicators, planned campaign management activities and an operational Work Plan with timelines. The proposal must be written in English.
	2. Cost breakdown

The cost breakdown should include two separate sections: ‘Expert Fees’ and ‘Other Expenses’. The fees are determined based on rates per working days or working months. Other costs should be broken down according to the Technical Proposal and Work Plan. The budget breakdown should be in euros.

* 1. Short description of the Consultant and CVs of each team member (if a team approach is used).
	2. Official documents confirming the status of the organization and a document confirming its financial capacity (yearly cash flow report and report on financial results) of the organization.
	3. Copies of registration documents (including copies of registration certificates of legal entities that the bidder plans to engage for the provision of services, a copy of the tax certificate; an extract from the Charter indicating the activities).

Other relevant supporting materials may be provided as annexes.

1. **Evaluation criteria**

The bids will be evaluated considering the quality (90%) and price (10%).

* 1. The quality of the bid will be evaluated based on the following:
		1. The creative concept, ideas, expected key performance indicators (outputs and outcomes) of the campaign and Communication Plan;
		2. The Technical Proposal:
			+ relevance of the implementation approach and methodology;
			+ expected impact of the proposed methodology.
		3. Organization
			+ previous experience in implementing similar assignments, at least 2-3 nationwide communication campaigns carried out, mainly in the education sector;
			+ proven knowledge in the field of education or related fields.
		4. Service provider’s team qualification:
			+ Master's degree in Public Relations, Journalism, Marketing or similar field;
			+ minimum five years of professional experience in media campaigns, communications development, public relations, journalism, marketing, or other related fields;
			+ experience in working with Ukrainian government organizations (in conducting community-focused campaigns);
			+ understanding the specifics of the work and established relationships with potential partners from the Ukrainian media, government agencies, public opinion leaders, and the business community;
			+ ability and successful experience in developing and implementing media campaigns, as well as developing messages in various formats (press releases, websites, success stories, blog entries, tweets, TV, radio, etc.) with a focus on different audiences;
			+ ability and proven experience of proactive and effective work under pressure;
			+ knowledge and understanding of the use of visual identity and compliance with branding of international technical assistance programs and international donors;
			+ excellent written, oral and interpersonal skills; excellent communication skills in English and Ukrainian;
			+ knowledge of the New Ukrainian School reform is an advantage.

The interview, to which the best candidates will be invited, will consist of a 30-minute presentation and a 15-minute questions and answers session.

**8. Deadline for submitting bids**

The terms of the contest are as follows:

1. If the bidder wants to receive additional explanations about the contest, written questions should be sent to the following email address: (dmytro.morgun@fcg.fi) until <30> <JULY> 2021.
2. All bidders will be provided with answers to all clarification requests until <30> <JULY> 2021.
3. The final proposal must be submitted before <6> <AUGUST> 2021 to the email address: dmytro.morgun@fcg.fi.

Please note that all written correspondence must be in English. Further instructions related to the tender will be provided only from the above-mentioned email address. Recommendations received from other sources will not be taken into account when evaluating the tender bid.