



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

## Call for proposals

**Reference:** Multimedia outreach on education finance during the COVID-19 pandemic

### **Request to submit a proposal for a work assignment with UNESCO**

UNESCO is inviting proposals from companies for the work assignment described in Annex A.

To enable you to prepare a proposal for this assignment, please see Annex A.

Your proposal should comprise:

- CVs of staff assigned to the project;
- an approach and methodology for the assignment, including a work plan in line with the Terms of Reference and
- A financial proposal: the amount to be charged for the assignment should be quoted in US dollars, GBP or Euros for work to be completed between 1 October 2020 – 31 December 2020.

If any of the above required information is missing, your application will be considered incomplete and disqualified.

Your proposal and supporting documents must be in English.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in relation to the criteria set forth in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money.

Your proposal should be submitted by e-mail no later than close of business (18:00) on 21 September 2020. E-mail proposals should not exceed 5MB.

The e-mail should be addressed to

Kate Redman [k.redman@unesco.org](mailto:k.redman@unesco.org)

It is the company's responsibility to ensure that their proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

Kate Redman  
Senior communications and Advocacy  
Specialist  
Global Education Monitoring Report

## **Annex A**

### **Terms of Reference – Multimedia outreach around UNESCO research on education finance during the COVID-19 pandemic**

#### **I – BACKGROUND**

The Global Education Monitoring Report (or GEM Report) is an editorially independent, authoritative, and evidence-based annual report that monitors progress towards the global education goal and targets adopted at the UN General Assembly in September 2015. Each annual GEM Report series will identify effective education policies and analyse a major theme or topic. The Report is funded by a group of governments, multilateral agencies and private foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool for ensuring the provision of quality basic education for all and other policy priorities in education and learning.

With its renewed mandate in 2015, and drawing on accumulated expertise, the GEM Report team launched a new series of internationally focused education monitoring reports starting in 2016. These reports analyze global education trends and advocate for effective education policies and practice in the next decade and beyond. The themes of the first four reports were: education and other development goals (2016); accountability (2017/8); migration and displacement (2019); inclusion (2020). The themes of the next two reports are: non-state provision (2021/22) and technology (2023).

#### **II – TASKS**

The GEM Report Team is seeking to recruit a company to support with multimedia outreach of [two GEM Report \(UNESCO\) policy papers](#) released in July and September, 2020, showing the impact of COVID-19 on the financing of education.

The first paper shows that squeezed budgets could translate into a fall for aid to education of up to US\$2 billion by 2022. It may be six years until 2018 levels are reached again.

The second paper shows that additional costs due to COVID-19 related school closures risk increasing the financing gap for achieving SDG 4 by up to one-third, or US\$30 to US\$45 billion. But investing now in remedial and re-enrolment programmes could reduce this additional cost by as much as 75%.

Both papers have already been released to press. However, we would like the findings to shape ongoing conversation around policies in financing education. There is a risk that governments and donors decrease their funding to education further because of the public health emergency. The UNESCO GEM team has the following objectives:

- Develop a strategy to increase the visibility of the two papers in order to raise awareness of the large funding gap and the risk that SDG 4 Goal (inclusive and equitable education) is not reached if financing is not stepped up.
- Develop ideas of global campaign on financing education, taking into account the Save our Future campaign already being run on education and COVID-19 and the launch of the six-month finance replenishment campaign due to start this month by the Global Partnership for Education.

Timings should take into account a Global Education Meeting being organised by UNESCO on 20 and 22 October, a platform for high-level political leaders and policy makers to agree on global priority actions in the current and post-COVID-19 Decade of Action, and during which finance is a core theme.

The assignment could include producing content that would include multimedia materials, such as videos or animations, infographics, PowerPoint slides and/or photos with accompanying case study stories as well as any other creative deemed important for the task. Additional tactics could include managing additional media outreach around the paper or creating a simple action for high profile influential talent.

The company would be expected to track all outcomes achieved as a result of their outreach during the contract period.

### **III – OUTPUTS**

Under the supervision of the Communications and Advocacy Specialist, the company will:

1. Develop a strategy for an online visibility campaign around the findings in the two finance papers by the GEM Report at UNESCO
2. Deliver on that strategy, including by providing all content necessary for impact
3. Provide a report summarising the outcomes of the visibility campaign

### **IV - DELIVERABLES**

1. One creative strategy provided with an associated timeframe and rationale (at least 5 pages)
2. Multimedia content created to deliver on the strategy, which includes (but is not limited to) a video, PPT slides and infographics
3. A summary Report detailing full impact achieved as a result of the campaign

### **V - REQUIREMENTS**

- Demonstrated experience in multimedia outreach
- Experience in producing multimedia materials