

**Informal call for proposals**

**Reference: Marketing information platform**

**Deadline for application: 24 September 2021**

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

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

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- Terms of Reference (see attachment A)

Your written proposal should comprise:

A) A Technical proposal consisting of:

- i. Certificate of incorporation
- ii. CVs or Bios of staff assigned to the project
- iii. an approach and methodology for the assignment, including timelines.

B) A financial proposal consisting of the amount to be charged for the assignment to be quoted in US dollars, GBP or in Euros with a breakdown of the total cost of the service, including set-up fees and ongoing monthly service fees as applicable.

Your proposal and supporting documents must be in either English or French. 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) **24 September 2021**. Email proposals should not exceed 5MB.

The email should be addressed to [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 (GEM) Report

## **Attachment A**

### **Terms of Reference – Marketing information platform**

#### **1. Background**

The Global Education Monitoring Report (or GEM Report), formerly known as the Education for All Global Monitoring Report (GMR), is an editorially independent, authoritative, and evidence-based annual report that monitors progress in education in the Sustainable Development Goals (SDGs), which have been adopted as part of the 2030 Agenda for Sustainable Development. The Report is funded by a group of governments, multilateral agencies and foundations and published annually by UNESCO to serve the international community. It is widely recognised as an indispensable advocacy and technical tool supporting the achievement of SDG 4, which aims to ensure “inclusive and equitable quality education” and promote “lifelong learning for all” by 2030. With its renewed mandate, established in the Incheon Declaration of the World Education Forum in May 2015, the annual GEM Report series will identify effective education policies and analyse major education related themes.

The 2021/2 version of the Global Education Monitoring Report will tackle this topic head on - to monitor the situation, inform and advance research and provide policy recommendations.

Among its objectives is to broaden the conversation on the many ways in which non-state actors are involved in education systems – providing education (private, NGO, faith-based or community schooling); providing ancillary services (school meals, technology, conducting assessments, supplementary tutoring); influencing education system functioning and financing (equity implications; influence over national policies; additional resource mobilization prospects); and the state role in the process (regulatory frameworks, accountability mechanisms).

The Report will reflect on the most recent developments in the non-state actors’ landscape. As global corporations or philanthropic foundations increase their interest in what and how education is delivered, their influence and prominence in the global education community as well as in their dealings with countries creates new challenges and opportunities for public-private interactions. Similarly, as governments grapple with providing early childhood education for all in the SDG era, many public-private arrangements are likely being developed or expanded.

#### **2. Objectives**

Working closely with the Senior Communications and Advocacy Specialist, the company will provide a simple to use marketing information platform with integrated email marketing to support the Global Education Monitoring Report team with tracking interaction with core policy influencers in education around the world across all its platforms, including its website. The platform should also allow for integration with GEM Report online platforms to assist the team understand user journeys and improve / tailor products according to user needs.

To do this, the company will be responsible for:

- Design, set up and training of the team on establishing a marketing information platform for the core target policy influencers in education around the world, complete with integrated email marketing,

and strong reporting capabilities to be able to analyse GEM Report engagement with core target audiences.

- Providing ongoing technical support and maintenance of the system to ensure that, as a minimum, system updates, security and technical issues are covered.

**The system should:**

- Offer a secure login interface and allow for multiple logins from GEM Report team members
- Be accessible via standard web browsers
- Provide an all-in-one email marketing/marketing automation software/platform with the:
  - ability to track GEM Report contacts' behavior across our website
  - ability to integrate with third-part event and newsletter tools
  - ability to create/manage blog posts/landing pages.
  - ability to send automated emails
- Platform constantly monitored, maintained and updated to ensure user information protection
- Be data protection and GDPR compliant
- Allow for third party integration to plug into GEM Report web interface for user behaviour tracking
- Allow for social media integration
- Offer detailed analytics on user behaviour

The company will deliver:

- A tailored marketing information platform solution meeting GEM Report specification
- Training session with the GEM Report team to ensure the team can independently maintain and add contacts
- Platform access, maintenance and support

**3. Deliverables:**

- a) 18 October 2021: Design of the platform
- b) 22 November 2021: Marketing targets uploaded on the system
- c) 10 December 2021: Team trained on the system
- d) Ongoing technical and customer support and system maintenance for 12 months on a need on basis (security, updates provided)

**4. Minimum Requirements:**

- Expertise in designing integrated marketing platforms for international organizations or companies
- Ability to write (in the English language) clearly and effectively
- Ability to host all contacts and manage the database
- Ability to track all contacts' behavior across websites
- Ability to integrate with third-part event tools on events and marketing management
- Ability to segment database based on any property available

**5. Selection Criteria**

Extent and relevance of experience in marketing information platforms