

UNFPA Cambodia

Term of Reference (TOR)

To provide services as Event Organizer for the International Youth Day 2023 “Future Fair: Preparing for the Future we want”

The purpose of this Terms of Reference (TOR) is to seek the services of an experienced Event Organizer to plan, coordinate, and execute the International Youth Day 2023 event, titled "Future Fair: Preparing for the Future we want". The event aims to bring together diverse youth networks/groups from diverse organisations for cross-network engagement, dialogue, and youth movement building. By facilitating a safe and creative space for youth dialogue and problem-solving, we aim to foster youth inclusive participation and expression on global issues such as population growth, climate crisis, gender equality, and sustainable development goals. This event will be a joint UN and partner event - with as many as 6 agencies contributing towards the event.

I.BACKGROUND

In a #World of 8 Billion, a world facing a climate crisis and growing inequalities and in a world where reaching the Sustainable Development Goals are now further out of reach, providing a space for youth engagement, expression and ideation is critical. Harnessing the full views of youth requires facilitating a safe, creative and innovative space which will allow for youth participation and expression.

UNFPA along with UN Family UN Family (*participating UN agencies include: WFP, UNAIDS, UNRCO, OHCHR, UNDP, UNICEF, and WHO*) including development partners, CSOs and private sector, would like to jointly host a convergence of youth networks around **International Youth Day 2023**¹. The concept is to host a joint series of events entitled "**Futures Fair: Preparing for the Future we want**". The series of events will focus on topical issues including population growth in a World of 8 Billion (the State of World Population 8 Billion Lives, Infinite Possibilities: The cases for rights and choices), the climate crisis, the push-back on gender equality, closing the gap on the SDGs and other topics proposed by UN sister agencies, partners and youth.

OBJECTIVES:

1. Bring together diverse youth networks to provide a safe space for cross-network engagement, dialogue and youth movement building
2. Facilitate a safe space for youth dialogue and problem-solving including through creative expression
3. Link youth networks to service providers for support as well as to private sector partners services including financial and tech services

EVENT DETAILS

The event is intended to mark International Youth Day 2023 and promote joint force with ONE UN – ONE VOICE and building a strong partnership and collaboration with development partners, CSOs, Youth Networks, Government and Private Sector. This event will

Date: From July - October 2023

Venue: Various for pre-workshop Creative Events and One day at CJCC Conference Hall and Meeting Rooms

¹ International Youth Day is on Saturday, August 12th – however we are delaying this event to early September due to post-Elections

1. **Event #1: Creative Expression through Art** – this component will include a pre-Fair series of workshops on creative expression that can be showcased at the Fair. A prize giving and exposition of the various forms of creative expression will be part of the Fair. The Arts Competition will allow youth to enter using a range of art forms including painting, drawing, poetry, photography, videography, dance or other forms of expression. Submissions can be made by individuals or groups. The Theme is *“The world of 8 Billion Lives, Infinite Possibilities – The case for rights and choices”*.
2. **Event #2: Creative Workshops** – there will be three creative capacity building workshops to be organized for all participants who enter the creative art competition through an on-line registration prior to each workshop. The workshop will be facilitated by technical artists including HipHop/Rap Dance, Photography & Videography, and Painting & drawing.
3. **Main Event: “Future Fair” – 1 September 2023 (Full Day – 08:00-18:00)**
 - Opening Session (08:00-10:30)
 - Exhibition Booths (08:00-18:00)
 - Discussion and Creative Forums – 5 Topics (10:30-12:00 & 14:00-15:30)
 - Closing session and Art Competitive Awards (16:00-18:00)
4. **Maintaining Youth Participation Momentum (September – October 2023)**
 - Participating partners along with all participants to the Art Competition will be encouraged to promote their products through their social media platforms (facebook, twitter, etc) from 01 September 2023 to 1 October 2023. Those with the most media reaches will be entered for a second round of prizes.
 - Movement Networking – HALF DAY – Date TBC at CJCC (in the afternoon)
 - This second event will bring together the youth networks again to ensure that movement gained has not been lost.
 - Youth will be facilitated to reflect on the experience of the Futures Fair, and to discuss areas where youth networks may want to collaborate to work together on key issues
 - Youth will also look at the strength of social media, and reflect on the impact of their art projects

II.SCOPE OF WORK & RESPONSIBILITIES & DELIVERABLE

Under the supervision of UNFPA, and in line with joint UN communications standards and guidelines including ensuring the consistency of the visual, tone of the event and all communications are ethical, empowering, inclusion, integrity, humility and humanity, the Event Organizer (EO) will be responsible and deliverable for the following: ensuring the consistency of the visual and tone of the event following by the UN team’s decisions

1. **Creative Concept Development:** The EO will develop a compelling event creative concept and plan to implement the joint concept of the events. This plan and concept will generate a consistent and integrated feel and look for the entire event as one UN and partner’s event. The EO will work with UNFPA and the Steering Committee who will approve the concept and artworks that will be used for the whole event.
2. **Social Media Plan and Management:** The EO will develop the Social Media Contents Plan to promote all events and key messages on social media including boosting contents to reach younger audiences aged 15-30 and up to 49. Create a Trello board with full access to share social media content, artworks, and customize artworks to be shared and approved in advance with event committee members. The EO will live the Open Session of the Future Fairs and Art Competition Award Ceremony through social media platforms. All communications must adhere to strict UN

standards regarding branding, ethics, empowering, inclusion, integrity, humility and humanity. Social Media Plan to promote Creative Art Competition and key messages of the event through social media platforms (FB, Instagram, TikTok, Twitter, Thread) to reach a wider audience especially young people by at least 1 million reaches with 150K engagements.

3. **Creative Design and Production:** The EO will provide for all mounting and technical requirements for the event, including stage and backdrops, exhibition booths, banners, standees, discussion rooms backdrops, lights and sound system, special effects, multimedia projectors and screens, and any other equipment as may be essential to the production concept. Develop communication assets including digital communication assets which can be utilized/modified by participating agencies.
4. **Multimedia Production:** The EO will provide a variety of graphic, motion graphics, motion video, short video, digital signage to be displayed throughout the event. The EO also provide a list of Social Media Influencers that may include DJ Nana, Dose of Cate, Niki, and Sinora Roath to promote the event and key messages through their social media pages (FB, Instagram, TikTok, Twitter).
5. **Event Handling:** The EO will coordinate all aspects of the event, including the mounting, opening session, art competition award ceremony, booth exhibitions, discussion forums and running of the program, MC script, press and media releases, direction, coordination, and all other corollary activities before, during, and after the event.
 - Full day “Future Fair” Event with 30 exhibitions booths to be attended by at least 10,000 people, opening session, award ceremony and 5 discussion forums.
 - The EO will also need to arrange the art competition prizes for 20 winners (First and Second Round) and provide the media engagement plan to cover the Future Fair event.
 - The three Creative Workshops Handling to be attended by all participants who join the art competition by at least 300 – 500 young people.
 - Movement Networking – Half Day Event at CHCC to be attended by at least 1,000 people
6. **Logistics Arrangements:** The EO will provide logistic arrangements throughout the event including the venues, discussion rooms, exhibition booths, refreshments, lunches, sound systems, screens, interpretation, and others as required.
7. **Documentation:** The EO will provide professional photo/audio/visual documentation of the event and will produce a final product that includes an event report, social media report, media coverage report, and other technical documentation and design artworks.

III.PACKAGE COST: Limited up to 49,000 USD excluded VAT only.

IV.DURATION OF WORK

The engagement shall commence immediately upon awarding the contract until 15 November 2023.

V.QUALIFICATIONS AND REQUIREMENTS

1. Experience working with UN agencies in Cambodia with existing Long-Term Agreement (LTA) preferable;
2. At least five-year experience in organizing events, exhibitions, event management, and developing messages for social media platform and other media outlets with proven records of organizing fairs;
3. At least three-year experience in youth engagement, sexual, reproductive and maternal health messaging development;

4. Commitment to adhere to UN values regarding ethics, youth engagement, diversity, inclusion, equality and non-discrimination – any others?
5. Demonstrate sound existing platform and networks to ensure wider reach to young people and women across the country;
1. Demonstrate sound technical team and availability to meet the deadline.

VI.CRITERIA FOR EVALUATION

Evaluation Criteria	Scoring Percentage
1. Project Management: Number of staff and roles, including the profile of the core members and the organizing team	15%
2. Technical Expertise: <ul style="list-style-type: none"> ● Experiences in mounting similar in-person events ● Experiences in concept development, creative design, digital marketing, digital layout, and the physical set-up of events ● Skill in documenting events ● Experience working with UN agencies, embassies, or International Non-Governmental Organizations 	40% (20%) (10%) (5%) (5%)
3. Approach in methodology <ul style="list-style-type: none"> ● Possibility of achieving expected outputs within given timeframe and budget ● Appropriateness, the feasibility of approaches and strategies to deliver the expected outputs 	15% (5%) (10%)
Total Technical	70%
Financial Proposal	30%
Total	100%

VII.APPLICATION REQUIREMENTS

The expression of interest shall include the detailing of the concept proposal, along with the slide presentation and financial proposal.