

TERMS OF REFERENCE

Title	Adapting and producing Comprehensive Sexuality Education (CSE) learning materials for Deaf and hard-of-hearing students
Purpose	To ensure accessibility of the CSE curriculum for students who are Deaf and hard-of-hearing by developing inclusive materials, providing teacher training, and fostering an inclusive learning environment in mainstream classrooms.
Location	Viet Nam
Duration	6 months
Start Date	August 1, 2025

1. Background

As part of efforts to promote inclusive education for children with disabilities, UNICEF is building on MOET-approved guidelines for implementing comprehensive sexuality education (CSE) for students with disabilities mainstreamed in lower and upper secondary levels, as well as for integrating CSE content into relevant subjects in line with the 2018 General Education Curriculum (GEC). This work is grounded in the adapted international CSE guidance, developed with technical support from UNICEF, UNESCO, and UNFPA between 2018 and 2021, with the aim of embedding CSE across all four education levels—from pre-primary to upper secondary—within the 2018 GEC. However, it is recognised that students who are Deaf or hard of hearing (DHH) continue to face significant barriers in accessing and engaging with CSE content due to the lack of adapted materials and appropriate communication support. Traditional delivery methods often rely heavily on auditory instruction, which limits DHH students’ participation and increases their vulnerability to risks such as sexual abuse and exploitation.

To address this gap, UNICEF is seeking a **local-based consulting institution/agency** for the adaptation and production of accessible CSE materials tailored to the developmental and cognitive needs of DHH learners. These materials will be age-appropriate and will incorporate Vietnamese Sign Language (VSL), subtitles, and visually engaging content to enhance understanding and accessibility. The adapted resources will be piloted in selected schools and/or Inclusive Education Resource Centres (IERCs). This initiative represents a critical step toward empowering DHH students to meaningfully participate in CSE lessons and to gain the knowledge and life skills essential for their safety, well-being, and inclusion.

2. Justification for Requesting an Institution

To effectively adapt and produce video learning materials on CSE for DHH students, an institutional consultancy is the preferred approach. This work requires a multidisciplinary team, including experts in sign language interpretation, pedagogy, and audiovisual production, which an institution/agency can efficiently provide.

A consulting institution/agency offers specialised resources and infrastructure, such as professional recording studios, editing facilities, and access to experienced educators and interpreters. This ensures high-quality production that meets both pedagogical and accessibility standards.

By mobilising multiple experts simultaneously, a consulting institution/agency can deliver results efficiently and within project timelines. Their structured approach to project management ensures smooth coordination across various aspects of content adaptation and production. Additionally, they provide structured quality assurance and accountability, ensuring rigorous internal reviews, user validation, and clear deliverables.

3. Purposes and Objectives

To adapt and develop CSE learning materials for DHH students, enhancing accessibility and ensuring their meaningful participation in mainstream classrooms.

The specific objectives of the assignment are:

- Develop inclusive and visually engaging materials tailored to the needs of DHH students.
- Train teachers on effective delivery of adapted CSE content.
- Create an inclusive classroom environment that encourages equal participation.

4. Methodology and technical approach

- a. Document Review
 - Review relevant documents, including the 2024 MOET-approved guidelines on CSE and the adapted international CSE guidance (which will be shared by UNICEF), to analyse and identify auditory-dependent elements, in consultation with inclusive education experts and UNICEF Education team.
 - Prioritise key topics for visual and linguistic adaptations (indicative and non-exhaustive):
 - Healthy relationships and communication
 - Reproductive health and hygiene
 - Consent and boundaries
 - Preventing violence and seeking help
 - Gender equality and diversity
- b. Material Development
 - Create Vietnamese sign language (VSL)-integrated videos and visuals.
 - Design age-appropriate infographics and written resources.
 - Add subtitles and captions to all multimedia content.
- c. Teacher Training
 - Develop and deliver training modules to familiarise teachers with adapted materials.
 - Conduct workshops focusing on inclusive teaching strategies and effective use of VSL.
- d. Pilot Testing and Feedback
 - Test the adapted materials in selected Inclusive Education Resource Centres (IERCs) and schools.
 - Gather feedback from teachers and students to refine the content and methods.

5. Scope of work, deliverables and timeframe

5.1 Scope of work:

- Adapting CSE materials for DHH students, integrating Vietnamese Sign Language (VSL) and accessible visuals.
- Training teachers on inclusive teaching strategies for delivering adapted CSE content.
- Conducting pilot testing in selected schools and analysing impact on student engagement and learning outcome.

5.2. Deliverables and Timeframe

No	Deliverables	Descriptions	Tentative dates
1	Inception report and document review	Define project objectives, methodology, work plan, stakeholder roles, and risk mitigation strategies. Analyse the relevant CSE documents to identify and prioritise adaptations needed for DHH students.	1 August – 9 September 2025.
2	Accessible CSE materials package in VSL	- Develop VSL-integrated videos, infographics, and written resources, with captions and subtitles. Ensure that the VSL used is inclusive and accessible to all users, taking into account regional variations in signs	10 September – 23 November 2025.

		<p>between the North and South of Viet Nam.</p> <ul style="list-style-type: none"> - Estimated total video: At least 10 videos across the five (5) CSE topics. - Submission of Raw and Editable Files: The agency must submit all raw footage, editable project files (including, but not limited to, video timelines, graphics, and subtitle files), as well as a detailed shot list for each video produced. This is to ensure that the content can be repurposed for future use by UNICEF and its partners. 	
3	Teacher training	<p>Deliver training workshops on the use of adapted materials and inclusive teaching strategies.</p> <p>The training will target an estimated 2–3 selected schools and/or IERCs. One training workshop will be conducted per school/IERC, with approximately 10 teachers participating in each.</p>	24 November – 8 December 2025.
4	Pilot testing	<p>Deploy materials in selected schools/IERCs and gather feedback from stakeholders.</p>	9 December 2025 – 7 January 2026.
5	Final materials and report	<p>Refine materials based on pilot feedback. Document project outcomes, challenges, lessons learned, and recommendations for future scaling.</p> <p>The report can be submitted in either English or Vietnamese.</p>	8 January – 6 February 2026.

6. Management

The selected institution/agency will work under the supervision of the Chief of Education Programme, while day-to-day advice and management will be undertaken by the Education Specialist – Equity & Inclusion, UNICEF Viet Nam. The UNICEF Education section will also provide facilitation of working with MOET, DOETs and other stakeholders.

7. Qualifications and experience required:

- The institution/agency should be **local-based**, with team member(s) proficient in Vietnamese Sign Language (VSL), capable of using signs accessible across North and South regional variations.
- Experience in multimedia content creation, particularly educational videos for children with disabilities.
- Ability to create visually engaging and accessible educational materials.
- Technical capacity (equipment, studio facilities for video production and captioning).
- **Preferable qualifications**
 - o Understanding of the needs of Deaf and hard-of-hearing children.
 - o Experience working with educational institutions or NGOs in special and inclusive education.

- Experience in training educators on the use of adapted materials.

8. Proposed budget

Institutions/agencies are invited to offer a lump sum package, including the budget for hiring the development team, all translation costs, and travel expenses, if any.

This budget does not include the costs of the venue for conducting consultative workshops/meetings with relevant national and local stakeholders, if deemed necessary. These will be organised on a needs basis by UNICEF and therefore covered directly by UNICEF.

UNICEF applies EU-UN cost norms for executing activities in Viet Nam. Institutions/agencies are suggested to propose budget at the same or lower than cost norms.

Deliverables	Estimated no. of working days
Deliverable 1	40 days
Deliverable 2	75 days
Deliverable 3	15 days
Deliverable 4	30 days
Deliverable 5	30 days
Total	190 days

9. Payment schedules

Payment will be made upon acceptance of the deliverables indicated in Section 5 according to the schedules below:

Payment schedules	% of total contract value
Payment 1: Upon acceptance of the deliverables 1 and 2	45%
Payment 2: Upon acceptance of deliverables 3, 4, and 5	55%

10. Structure of proposal

Interested institutions/agencies are required to submit a detailed Technical Proposal, including the following:

1. Credential Documents outlining the expertise of the company, detailing general and specific experience with similar clients and/or assignments, including samples of past relevant works (e.g., reports, materials, products).
2. Details of the Proposed Team for the assignment, including the following information:
 - Include the title/designation of each team member on the project.
 - Describe past experience in similar projects and assignments, listing specific roles and contributions.
 - The team needs to include members with expertise in the following key areas: education or related social sciences, sign language, graphic design, arts, management, EdTech, ICT, etc.
 - Specify a (sub)team of sign language experts, translators, and captioning specialists, outlining how they will coordinate to develop VSL-integrated videos, age-appropriate visuals, infographics, and written resources, and add subtitles and captions to all multimedia content.

3. Summary of the Approach the agency will take to meet the specific objectives and deliverables outlined above.
 - Proposals must be prepared in English, duly signed and stamped, and submitted as PDF files.
 - Pricing information must not be included in the Technical Proposal. Prices must be quoted in VND with taxes specified separately.
 - Proposals submitted outside the allotted timeframe or without adequate information will be automatically disqualified.

Evaluation Process and Methods

Given the novelty, complexity, and strong emphasis on innovation and creativity in this assignment, the technical and financial proposals will be weighted at **75:25**, respectively. Only proposals scoring **at least 53 points** for the Technical Proposal will be shortlisted.

Each Technical Proposal will first be assessed based on its technical merits, followed by a price assessment. A maximum of 75 points is allocated to the technical component and 25 points to the price component, with a maximum possible total score of 100 points.

The proposals will be evaluated against the following criteria:

A. Technical Proposal

Criteria		Points
1	Overall Response	5
1.1	Completeness of the response	
1.2	Overall concord between TOR and Proposal	
2	Technical Expertise	30
2.1	Experience adapting educational materials or creating accessible learning resources for students with disabilities	
2.2	Present/past experience working with high profile customers or projects (name of clients and/or project engagements)	
2.3	Technical services (equipment, studio facilities for video production and captioning)	
3	Personnel	20
3.1	Management position and technical competencies (CV)	
3.2	Number of key staff assigned to the project management	
4	Innovative and Creative portfolio	20
4.1	Samples of innovative work in educational contexts for students with disabilities	
4.2	Experience in creating sign language videos, captions, and accessible multimedia resources	
Total		75

B. Financial Proposal

The Financial Proposal should detail costs for each component of the proposed work. Ensure separate line items for:

- Strategy and planning

- Creative conception
- Translation to Vietnamese sign language (VSL) in videos and visuals
- Adding captions and subtitles to multimedia content
- Designing and developing infographics and visual written resources
- Teacher training

Max points (**25 pts**) will be awarded to the lowest price proposal, and the other proposals will receive points in inverse proportion of the lowest price proposal.

The proposal achieving the highest overall score, after combining the technical and financial scores, will be considered the best value for money and recommended for the award of the contract. UNICEF will establish an evaluation panel composed of technical staff from UNICEF.

Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.