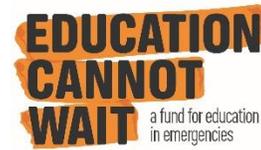


## ECW Resource Mobilization Challenge

Submit your idea at [educationcannotwait.org/challenge](https://educationcannotwait.org/challenge)



## Request for Expression of Ideas for Resource Mobilization for Education in Emergencies and Protracted Crises

### A. Overview

Education Cannot Wait (ECW), hosted in UNICEF, is the new global fund for education in emergencies and protracted crisis. It brings education to children and youth affected by conflict and post-conflict situations, natural disaster, refugee situations and displacement. It was established with an ambitious fundraising target of US\$3.725 billion by 2021 to help fill a financing gap for education in emergencies and protracted crises of an estimated US\$ 8.5 billion per year. This gap cannot be closed with traditional sources of humanitarian and development finance alone, but requires big new ideas to bring in new and additional sources of finance.

ECW, represented through UNICEF, runs a resource mobilization challenge (the “Challenge”) to identify bold ideas to help address this financing gap for education in emergencies and protracted crises. Ideas should be substantive and have the potential to raise at least US\$50 million per year continually (or US\$100 million total once, if a onetime effort). Ideas should allow the provision of grant funding for education as ECW is committed to providing equal and free education.)

The goal of the Challenge is to surface new and actionable ideas for large scale resource mobilization efforts with a real potential for implementation. The deliverable of the Challenge will be a unique resource mobilization idea and a concrete business plan for implementation. (While the Challenge will not ask for early stage implementation and piloting, the plan should indicate a clear action implementation plan outlining all the resources, estimated implementation/realization cost, challenges and detailed risk mitigation measures required to make the idea and the concrete business plan achievable

ECW, represented through UNICEF, will select up to three proposals for an award of up to US\$25,000 each to the person, team, institution or organization that submits an innovative credible clear idea and achievable business plan outlining resources, cost estimates, challenges, proposing mitigation measures to deal with the challenges and risks to ensure the objectives of resource mobilization.

The Challenge will have two stages.

First, ECW, represented through UNICEF, will ask for the Submission of an Expression of Ideas (EOI) and select the best and most innovative ideas capable of being implemented.

Second, ECW, represented through UNICEF, will request submitters of the selected ideas to provide a more detailed proposal to turn their idea into a business plan. At this second stage, ECW will seek to validate whether submitters of the best ideas have the capacity to deliver the business plan for the idea submitted. Validation will be based on the quality of a outline of the proposed business plan and based on a technical writing sample submitted. In addition, ECW will check if submitters fulfill the required criteria to be awarded a UNICEF contract under the challenge. This document spells out the Terms of Reference for the first stage, the Request for EOI (REOI).

After the completion of the Challenge, ECW, represented through UNICEF, may consider supporting the implementation of winning proposals with seed funding from its Acceleration Facility<sup>1</sup> based on the quality of business plans. Depending on the nature of the idea and business plan, ECW could either take the lead and implement the idea or would enable winners/partner with winners to support implementation. In all cases, resulting actions and funds would support ECW and its mission, either directly through the ECW Fund or indirectly through ECW-financed programs and activities. Financial support would be limited to start-up funding. It could include costs for staff and consulting services, legal services, financial advice, as well as establishing required legal structures. It also includes costs for marketing and outreach.

## **B. Requirements**

ECW, represented through UNICEF, is inviting companies and individuals to respond to this REOI for large scale resource mobilization for education in emergencies and protracted crisis. This REOI will lead to a Request for Proposal (RFP) issued to eligible institutions, organizations, individuals, or teams of individual consultants to provide a business plan for their idea. The RFP process will result in the award of Institutional/individual contracts with successful vendors for a period of three months. Shortlisted organizations, institutions and/or individuals will be notified within three months after EOI closing date. Only submitters of shortlisted ideas will be contacted and thereafter invited to the RFP or Selection Process. Awards will be made for funding of up to US\$25,000 for each business plan.

### **Eligibility to Participate:**

Organizations, individuals and teams of individuals are eligible to respond to the REOI.

- Companies
- Non-Profit Organizations
- Academic institutions, universities and think tanks
- Foundations
- UN Organizations
- Individuals. (UN staff members and their family members would be required to seek clearance from the Ethics Office for engaging in activities of commercial interest outside of their official UN functions.)
- Teams of eligible Individuals. If applying as a team, the team will identify one individual responsible for submitting the EOI, naming participating team members and corresponding with ECW.

Participants in the Challenge can reside anywhere.

Organizations that are on the United Nations or World Bank sanctions list are not eligible participate.

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<sup>1</sup> The overall aim of the Acceleration Facility is to support activities that feed in to broader collective efforts at all levels to improve education preparedness, planning and response in sudden-onset and protracted crises. The objective is to increase efficiency, effectiveness and impact of interventions through: advancing best practices; improving field-driven research; promoting innovation in education and financing; supporting specific gender-targeted interventions; commissioning separate research; forging stronger strategic partnerships; and providing funding to existing partners.

## Requirements for Proposed Resource Mobilization Ideas

The ideas submitted must fulfill the following criteria:

- **Bold and large-scale:** Ideas should be substantive and have the potential to raise at least US\$50 million per year if they are for a continual resource mobilization effort or US\$100 million total once, if they are for a onetime resource mobilization effort)
- **Grant funding:** Education in emergencies and protracted crisis requires grant funding as ECW supports children and youth with free education. The proposed idea should mobilize resources that lend themselves to finance free education.
- **Funding for education in emergencies and protracted crisis:** Resources mobilized should be without restrictions to finance education in emergencies and protracted crisis in countries affected by conflict and war, natural disasters, pandemics, or refugee crisis and internal displacement.
- **New sources of finance: ECW is seeking to identify and tap non-traditional sources of financing beyond bilateral donor contributions and mainstream philanthropy.** Proposed ideas should not compete with or crowd out existing funding for education in emergencies.
- **ECW mission and humanitarian principles:** Resources mobilized should not conflict with the ECW vision to create a world where all children and youth affected by crisis can learn free of cost, in safety and without fear in order to grow and reach the full potential. They also should not conflict with the humanitarian principles of humanity, neutrality, impartiality, and independence

### C. Submission of Idea

Interested proposers that meet the eligibility criteria are required provide a Submission by completing and submitting the EOI Submission form and provide the information and supporting documents indicated in the form. EOI Submission forms must be submitted through <http://www.educationcannotwait.org/challenge> by **July 31, midnight in New York.**

Interested organizations and individuals must submit the following information:

- Idea: What it is, why it works, and how it is different from other funding sources (max 400 words).
- Potential: Estimated fundraising potential, including assumptions made (max 300 words).
- Implementation: Outline for implementation including a realistic timeline (max 400 words).
- Costs: Estimated start-up costs and ongoing costs - the budget (max 150 words).
- Risks: Assessment of risks and potential implementation hurdles such as technical, political, financial (including potential and perceived risks to achieve resource mobilization targets), and/or partnership risks (max 150 words).

This REOI does not constitute a solicitation. ECW does not require bids or proposals at this stage; this request is merely seeking an Expression of Idea for participating in the tender.

A response to this REOI does not automatically guarantee that the idea will be selected to participate in the subsequent Request for Proposals. Participants **will not** be required to provide a detailed proposal for the implementation of their plan unless their Idea and business plan is selected for the RFP stage to provide a business plan.

ECW, represented through UNICEF, reserves the right to change or cancel the Challenge at any time during the REOI and/or solicitation process. It also reserves the right to require compliance with additional conditions as and when issuing the final tender/RFP document.

#### D. Selection Process and Criteria

All Submissions will be reviewed by a team of technical evaluators and down-selected to the most promising 50 Submissions based on the criteria outlined below. Following that, up to 8-10 ideas will be formally evaluated based on the same criteria below. A Grand Jury will pick the three best ideas based on the same criteria below.

The selection criteria will be as follows:

<b><i>Mandatory Requirements</i></b>	<b><i>Score</i></b>
<ul style="list-style-type: none"> <li>• Idea is substantive and has the potential to raise at least US\$50 million per year if they are for a continual resource mobilization effort r US\$100 million total once, if they for a onetime resource mobilization effort)</li> </ul>	yes/no
<ul style="list-style-type: none"> <li>• The idea can mobilize resources that lend themselves to finance free education / provide grant funding.</li> </ul>	yes/no
<ul style="list-style-type: none"> <li>• Resources mobilized would be without restrictions to finance education in emergencies and protracted crisis in countries affected by conflict and war, natural disasters, pandemics, or refugee crisis and internal displacement</li> </ul>	yes/no
<ul style="list-style-type: none"> <li>• The idea taps non-traditional sources of financing beyond bilateral donor contributions and mainstream philanthropy. Proposed ideas.</li> </ul>	yes/no
<ul style="list-style-type: none"> <li>• The idea does not compete with or crowd out existing funding for education in emergencies</li> </ul>	yes/no
<ul style="list-style-type: none"> <li>• Resources mobilized do not contradict the ECW vision to create a world where all children and youth affected by crisis can learn free of cost, in safety and without fear in order to grow and reach the full potential. It also should follow the humanitarian principles of humanity, neutrality, impartiality, and independence</li> </ul>	yes/no
<b><i>Quality of Proposal</i></b>	
<ul style="list-style-type: none"> <li>• Innovation: How new, promising, and viable is the proposed solution?</li> </ul>	30 points
<ul style="list-style-type: none"> <li>• Resource mobilization potential: What level of new and additional resources is it likely to generate and over what timeframe?</li> </ul>	25 points
<ul style="list-style-type: none"> <li>• Implementation: how realistic is the proposal in terms of implementation?</li> </ul>	25 points
<ul style="list-style-type: none"> <li>• Costs: What would be estimated start-up costs and ongoing costs for resource mobilization?</li> </ul>	10 points
<ul style="list-style-type: none"> <li>• Risk: How well are potential risks captured? How likely is it that these risks can be managed?</li> </ul>	10 points
Total	100 points

## **E. Additional Information**

### **Intellectual Property and Publication of Proposals**

All responses to the REOI will be treated as having been submitted on a non-confidential basis whether or not such responses are marked or referred to by the Participant as being confidential. Neither ECW, represented through UNICEF, nor its affiliates will have a duty to treat the responses as confidential.

ECW, represented through UNICEF, will reserve the right to negotiate the terms of intellectual property to the business plan when commissioning the business plan as part of the RFP process. Options for intellectual property to be considered include a) open source, b) the intellectual property will be with the winner of the challenge, or c) the intellectual property will be with ECW. If ECW claims the intellectual property rights or requires an open source solution, this will follow standard UNICEF contracting procedures.<sup>2</sup>

By making a submission to this EOI participant(s) are providing consent to ECW to publicly disclose their identity and publish part of submitted EOIs: The Idea, the Potential, Implementation, Costs, and Risks and/or a truncated version of these. Disclosure will not occur until the EOI has been fully completed, that is, all submissions have been evaluated, rejected or accepted. In addition, ECW may wish to share submissions and corresponding winner information with ECW partners<sup>3</sup>.

### **Correspondence**

All correspondence throughout the EOI will be through email through the email address provided when responding to the REOI. All correspondence must be in the English language.

Any additional questions about this REOI, can be submitted to [challenge@educationcannotwait.org](mailto:challenge@educationcannotwait.org). Answers to all questions submitted will be shared publicly at <http://www.educationcannotwait.org/challengeanswers>.

ECW, represented through UNICEF, will organize a public webinar and call for consultation and give potential responders to the REOI the opportunity to ask questions. The date and time of this webinar and call (and subsequent additional webinars and calls, if needed) will be announced at <http://www.educationcannotwait.org/challenge> at least a week ahead of time.

If at any stage in the EOI a submitter cannot be traced or contacted after reasonable efforts have been made by the ECW, that submitter will forego the right to progress to the RFP stage of the Challenge and ECW, represented through UNICEF, at its sole discretion may arrange for a replacement submitter to be selected.

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<sup>2</sup> See Section 5 of annex A of the UNICEF General Terms and Conditions of contract (Services).

[https://www.unicef.org/supply/files/GENERAL\\_TERMS\\_SERVICES\\_2017.pdf](https://www.unicef.org/supply/files/GENERAL_TERMS_SERVICES_2017.pdf)

<sup>3</sup> ECW would like to build a community of people on this topic. Submitters of ideas may want to learn from their peers. Some of the ideas might be interesting for INGOs and or UN partners.

## **F. Timeline:**

July 12, 2018	Webinar and call to for question regarding the EOI
July 31, 2018	Deadline to respond to EOI and submit ideas
Third week of September 2018	Presentation to Grand Jury at the margins of the UN General Assembly and selection of three winning ideas
October 2018	Request for Proposals for business plan
November/December 2018	Check-in meeting with ECW
January 31, 2019	Final submission of business plan for implementation

## **G. Background Information**

UNICEF (the United Nations Children’s Fund) is an international, intergovernmental organization established by the General Assembly of the United Nations by resolution No. 57(1) of 11 December, 1946 as a subsidiary organ of the United Nations, having its headquarters in New York, with offices in over 160 countries spanning 260 locations.

UNICEF works with governments, civil society organizations, and other organizations around the world to advance children’s rights to survival, protection, health, development and participation and is guided by the Convention on the Rights of the Child.

Education Cannot Wait (ECW) is the global fund for education in emergencies and protracted crises. was established with an ambitious fundraising target of US\$3.725 billion by 2021 to help fill a financing gap for education in emergencies and protracted crises of an estimated US\$ 8.5billion per year.

ECW is hosted in UNICEF. This REOI will follow UNICEF’s Financial Regulations and Rules, and specifically, the rules and procedures for procuring services.