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G H A N A

## TERMS OF REFERENCE (TOR)

### GENERAL INFORMATION

**Services/Work Description:** To organize a media award on SDGs reporting in Ghana  
**Project/Program Title:** Establishment of the **"Ghana SDGs Media Awards"** (GSMA).  
**Duty Station:** Accra  
**Type of the Contract:** National Consultancy Firm  
**Duration:** 7 working days distributed over 6 months  
**Expected Start Date:**

### I. BACKGROUND / RATIONALE

In February 2016, Ghana launched the 17 Sustainable Development Goals (SDGs), which will be implemented until 2030. The successful implementation of the ambitious global goals would depend largely on broad stakeholder support, anchored on public awareness and sustained citizen engagement.

Leveraging the vibrant mass media in Ghana is crucial for the consistent communication of SDGs information and knowledge to the public to shape opinions and attitudes and encourage appropriate actions that contribute to the implementation of the global goals.

In 2016, UNDP partnered with UNESCO and the UN Communications Group to increase media awareness and understanding of the Sustainable Development Goals and promote their incorporation in development reporting for social change.

The project, dubbed "Mainstreaming the Sustainable Development Goals (SDGs) in development reporting", provided a two-day hands-on training to 30 journalists selected from various media organizations across the country. It supported journalists with small grant to develop stories in the form of features, documentaries and articles with the view to spotlighting the SDGs in reporting. Following a vetting process by a team of media experts, eight stories were nominated for awards and three finalists presented with cash prizes, certificates and plaques.

The training increased journalists' knowledge and appreciation for the SDGs and encouraged them to report on the goals more accurately while the awards offered the proper motivation for the incorporation of the global goals in development reporting. The increased reportage on the global goals contributed to improved public awareness and engagements around the goals.

To sustain this momentum and further motivate journalists to spotlight the SDGs, incorporate them into development reporting and promote social change among the public, UNDP in partnership with UNESCO and the UN Communications Group (The Partners) seek to establish the **"Ghana SDGs Media Awards"** (GSMA).

The GSMA will award journalists who distinguish themselves in development reporting with special reference to the SDGs. Its execution will include the provision of financial and technical support to the media to produce compelling media products (documentaries, stories, features and articles) that spotlight development gaps and engender broad stakeholder and public support for the SDGs implementation in Ghana.

Not only does the GSMA seek to recognize and reward development media products inspired by the SDGs media training implemented in 2016 but also acknowledge others initiated by media organizations and private citizens

with an impactful outcome. The GSMA is expected to be an annual event implemented over the next four years until 2020, with each ensuing year benefiting from the experience and lessons from the past years.

## **II. OBJECTIVES OF THE SERVICE / WORK**

- Increase SDGs visibility and awareness in Ghana
- Rally stakeholder and public action and support for SDGs implementation in Ghana
- Motivate journalists and media practitioners to incorporate SDGs into development reporting.

## **III. SCOPE OF THE SERVICE / WORK**

In consultation with the partners, led by the UNDP Communications Analyst;

- Launch the small grant that offers support for the production and broadcast/publication of development stories, as well as a call for submission of general impactful development stories for awarding.
- Set up a small team comprising media experts to review story concepts, select promising ones for funding and identify three finalists under the small grant for awarding; as well as review submitted development reportage in the general category and nominate those deserving of awards.
- Organize an event to award deserving journalists in six categories – three finalists related to the small grant and three finalists related to the general category.

## **IV. EXPECTED OUTPUTS / DELIVERABLES**

- Evidence of the launch of the small grant and call for submission of impactful development stories. A news clipping (such as links to online publications and newspaper publications) may suffice.
- At least, 15 stories featuring the SDGs are produced and published/broadcast on media platforms including radio, television, newspapers and online in Ghana.
- URL links as well as sounds and sights of files and materials produced in connection with this project for further promotion on web platforms of the partners and key stakeholders.
- A list of six finalists nominated to be awarded including the top three in the small grant category and the three finalists in the general category, submitted at least one week to the awards event.
- Evidence of the successful host of an event that awarded six journalists for excelling in the production of compelling development stories related to the SDGs.
- A brief terminal report, not exceeding six pages including illustrations, which demonstrates the successful completion of the project and catalogues useful lessons learnt to guide similar future endeavors.

## **V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)**

All attempts should be made to give interested journalists the opportunity to submit qualifying stories during the opening period. All activities and key decisions implemented under this project should be undertaken in consultation with the UN partners. To guide the successful implementation of this project, care should be taken to study the report on a similar initiative implemented in 2016, including key recommendations and lessons learnt.

## **VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT**

The project is expected to benefit journalists based in Ghana. The event to award deserving journalists should take place in Accra. The project is expected to begin in the third week of May and completed by the end of October. It is desired that the award event be held to coincide with one of the relevant UN Days if possible.

## **VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS**

The prospective vendor will work in close consultation and report to the UNDP Communications Analyst who will act on behalf of the UN partners. The project terminal report will be submitted to him at the UN House, next to the Fire Service HQ, Accra. Where attempted contacts with the UNDP Communications Analyst fail, alternate contacts may include Ms. Cynthia Prah, Chair of UN Communications Group and Mr. Yakub Abdul Hamid of UNESCO.

#### **VIII. PAYMENT MILESTONES AND AUTHORITY**

Prospective Service Provider will indicate the cost of services for each deliverable in GH Cedis when applying for this consultancy. The Proposer will be paid based on the effective UN exchange rate and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee and communications. A winning Proposer shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

<b>Payment Schedule (Payment trenches)</b>	<b>Deliverables or Documents to be Delivered</b>	<b>Approval should be obtained from:</b>	<b>Percentage of Payment</b>
1 <sup>st</sup> Installment	Evidence of the launch of the small grant and call for submission of impactful development stories.	Bossmen Owusu, UNDP Communications Analyst	30%
2 <sup>nd</sup> Installment	Evidence of publication of at least 15 stories featuring the SDGs on media platforms including radio, television, newspapers and online in Ghana.	"	40%
3 <sup>rd</sup> Installment	Submission of terminal report indicative of successful project completion	"	30%

#### **IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS**

1. A credible civil society organization, with at least five years' experience in building capacity of media practitioners.
2. An organization that understands the media landscape and respected by media practitioners.
3. Experience in organizing awards for journalists in Ghana.
4. Demonstrated knowledge of and experience in the promotion of the Sustainable Development Goals among media practitioners in Ghana.
5. Experience in working in partnership with international development agencies.
6. Excellent technical capacities including staff to support the execution of the assignment.

#### **X. CRITERIA FOR SELECTING THE BEST OFFER**

Qualified civil society organization is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
  - a. Technical Criteria weight is 70%
  - b. Financial Criteria weight is 30%
- Only candidates obtaining a minimum of 700 points would be considered for the Financial Evaluation

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
<b>1</b>	Experience of Firm / Organization	40%	400
<b>2</b>	Proposed Methodology, Approach and Implementation Plan	40%	400
<b>3</b>	Management Structure and Key Personnel	20%	200
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>

Technical Proposal Evaluation (FORM I)		
Experience of the Firm / Organization		Points Obtainable
1.1	Experience in similar works in organizing award event for journalists	150
1.2	Experience on Projects in the Region	50
1.3	Experience in promoting the SDGs	150
1.4	Work for UNDP	50
SUB TOTAL		400
Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	100
2.2	Have the important aspects of the task been addressed in sufficient detail?	100
2.3	Is the scope of task well defined and does it correspond to the TOR?	120
2.4	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	80
SUB TOTAL		400
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
3.1	Team Leader	
	- Professional experience in the area of specialization	50
	- Knowledge of region	30
	- Language qualification	20
SUB TOTAL		100
3.2	Project Coordinator	
	- Professional experience in the area of specialization	50
	- Knowledge of the region	30
	- Language qualification	20
SUB TOTAL		100
SUB TOTAL - KEY PERSONNEL		200
Aggregate		1000

#### XI. LOGISTICAL SUPPORT

UNDP Communications Analyst will make available a copy of the 2016 SDGs media training report the guide the contractor. The Officer will ensure that the Consultancy Firm receives access to the UNDP Ghana Compound in Accra, Ghana and provide other practical assistance that may be within his power.

#### XII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary

interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.