



**INDIVIDUAL CONSULTANT PROCUREMENT NOTICE: TO DEVELOP AN IMPLEMENTABLE
SDG COMMUNICATIONS STRATEGY TO ACTION THE SDG ROAD MAP.**

15th September 2017

Country: Botswana

Description of the assignment: To develop a simplified, implementable SDG Communications Strategy to action the SDG Road Map.

Project name: Botswana SDGs Communication Steering Committee

Period of the assignment: 25 days over a period of 2 months

Proposal should be submitted at the following address: *Procurement, United Nations Development Programme, Corner Khama Crescent and President Drive, Government Enclave, Gaborone, Botswana* or by email procuremnet.bw@undp.org no later than 27th September 2017.

Any request for clarification must be sent by standard electronic communication to the e-mail indicated above. The Botswana SDGs Steering Committee Coordinator will respond by electronic mail and will send email responses, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

In September, 2015, the world leaders agreed to an ambitious development agenda that will transform the world onto a sustainable development pathway that addresses and promotes the needs of the people and the planet to achieve prosperity and sustainable peace through multi-country and multi-stakeholder partnerships. This agenda focusses around 17 Sustainable Development Goals (SDGs) with specific targets and indicators for each goal. Agenda 2030 is universal, meaning that it applies to all countries including Botswana.

Botswana has signed up to the Agenda 2030 for Sustainable Development and the Africa Agenda 2063, and is committed to implement both through the national development agenda articulated in Vision 2036 and the country's draft Eleventh National Development Plan (NDP 11) as well as the Eighth District and Fourth Urban Development Plans (DDP 8/UDP 4). The National Strategy for Sustainable Development (NSSD), with its draft framework in place, also provides the basis for

Botswana to make the global agenda a reality. To implement the Sustainable Development Goals (SDGs) that characterize the 2030 Agenda, Botswana needs a coordinated approach in which all actors at all levels and in all sectors - public, private, civil society, communities and individuals are involved. It also needs a clearly spelt out approach and guidance for implementation to ensure that the 2030 Agenda is effectively and wholly implemented and reported on.

Botswana has therefore established a SDGs National Steering Committee, co-chaired by the Ministry of Finance and Economic Development and the United Nations. The Secretariat is based in the Ministry's Population and Development Unit. The NSC is supported by a Technical Task Force made up of technical officers from government, UN, civil society, academia and private sector.

The SDGs National Steering Committee has developed an SDGs draft roadmap that forms the basis for coherent and coordinated implementation of the SDGs in Botswana, incorporating and building on existing initiatives while pursuing transformative approaches to development that lead to the attainment of Botswana's development aspirations. The Roadmap is a national document that identifies the broad areas that will be addressed over the next five (5) years and the specific actions that need to be taken over the next one (1) year to facilitate implementation of the 2030 Agenda in Botswana.

Per the SDG Road Map and to fully achieve the SDGs, Botswana aims to have a dedicated and functional National SDGs Communications Strategy in place to facilitate awareness and advocacy for the SDGs, to ensure that no one is left behind. In addition, to support the implementation of the National SDGs Communications Strategy and the smooth operations of the National Steering Committee on the SDGs and that of the SDG Secretariat, there is a need to have in place a fully functional communications team, to be called the Botswana National Communication Technical Working Group, that will be responsible for undertaking all communications on the SDGs aimed at reaching out to all members of society, using media and languages appropriate for different stakeholders. The communications strategy will target urban and rural areas, all genders, age groups and different sectors as well as academic and research institutions. It will include the opinions of key leaders, prominent and respected members of society as well as vulnerable groups to champion and be the face of the SDGs at different levels.

In support of this endeavour and the entire SDG process in Botswana, UNDP is recruiting an individual consultant to draft the National SDG Communications Strategy and help facilitate the setting up of a National SDG Communications Technical Working Group (CTWG). The consultant will be an established Communications professional with demonstrated experience in developing strategies that facilitate the participation of all members of society, given the scope of the SDGs themselves. In addition to communications expertise, the consultant will also have a good understanding of the development issues of Botswana from social, environmental, economic and governance perspectives at national, district and community levels. This will enable them to develop with strategies to communicate SDGs to different audiences in the society.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Objectives of the assignment:

1. To develop a simplified, implementable SDG Communications Strategy to action the SDG Road Map.
2. To set up a multi-stakeholder National SDG Communications Technical Working Group with clearly defined terms of reference. The Working group will comprise of actors or communications champions and facilitators from private sector, government, local authorities, academia, CSOs, youth and women groups and others. This first objective feeds into the second.

With the support of the SDG Communications Steering Group, the consultant will familiarise him/herself with the Agenda 2030 for Sustainable Development and its peculiar features that distinguish it from the MDGs and regular development. Building on this understanding and the work that has already been done in Botswana to take the SDGs to the people, the consultant will set out the overall approach to SDG communications, based on existing communications channels in Botswana as well as new innovations that are applicable now and in the future. He/she will also identify the key actors to be involved in communications (target audiences and the communicators). The key communicators will be assembled into a National Communications Technical Working Group, that will facilitate and champion wider communications on issues related to the SDGs over time, and inform the content of the Communications Strategy. With these inputs, the consultant will develop a National SDGs Communication Strategy for adoption by the SDG Steering Committee. The specific categories of work are outlined below.

A. Develop methodological approach and workplan for the assignment

- Undertake a review of the background documents of the Agenda 2030 for Sustainable Development and the SDGs, including their principles and what they mean for all members of society.
- Review reports of work that has already been done on the SDGs in Botswana.
- Establish the linkages between the SDGs and other related frameworks such as NDP11, Vision 2036 and the draft National Framework for Sustainable Development to ensure synergistic communications.
- Draft an approach to be used for Communications, articulating the Communication needs and the process required to develop an action-oriented Communications Strategy.

B. Facilitate the Establishment of an inclusive National SDG Communications Technical Working Group

- Facilitate initial meetings with SDG Steering Group and work with them to identify and develop matrix of SDG target audiences and communications channels as well as key communication facilitators (journalists, communications officers, educators, liaison persons) in state and non-state organizations.
- Agree with Steering Group on a membership of a broader Communications Technical Working Group (not necessarily all communicators identified above).
- Draft Terms of Reference for Communications Technical Working Group.

- Facilitate meeting of CWG to introduce them to SDGs and to get their inputs into Strategy.

C. Develop a National SDGs Communications Strategy

- Draft Communications Strategy
- Validate draft Strategy with Communications Technical Working Group
- Present validated Strategy to SDG National Steering Committee

Approach to the assignment

This activity involves consultations with the Communications Steering Group and two half-day workshops with the Communications Technical Working Group. This will also be informed by desk-based studies on the local development and the global SDG contexts.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Masters Degree degree in Communications, Media, International Relations or a related field.

II. Years of experience:

- 3 years of demonstrable work experience in communication strategy development and implementation.

III. Competencies:

- Excellent analytical and report writing skills are required for this consultancy.
- Advanced time management and organizational skills are a must.
- Good understanding of development issues in Botswana at a national, district and community level is desirable.
- Networking, facilitation and public speaking skills for diverse stakeholders will be a great asset.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Cover letter:

- (i) Explaining why they are the most suitable for the work

2. Financial proposal
3. Personal CV including past experience in similar projects and at least 3 references

5. FINANCIAL PROPOSAL

- **Lump sum contracts**

The financial proposal shall specify a total lump sum amount. Note that payments are based on outputs and delivery of the specified work as outlines in the TOR broken down in the following ways:

The payment schedule:

1. 30% upon signing of the contract and presenting an acceptable inception report.
2. 40% on submission of acceptable drafts of Strategy, terms of reference and Workshop reports
3. 30% On submission of all approved final products

Travel:

Any envisioned travel costs must be included and indicated in the total lump sum for the consultancy.

6. EVALUATION

Cumulative analysis

Only candidates obtaining a minimum of 70% point would be considered for the Financial Evaluation

Criteria	Weight	Max. Point
<u>Technical</u>		
<ul style="list-style-type: none"> • Criteria A Academic qualifications: Masters Degree degree in Communications, Media, International Relations or a related field	Yes/No	
<ul style="list-style-type: none"> • Criteria B Experience in developing strategies or policies	30%	30
<ul style="list-style-type: none"> • Criteria C Methodological approach	10%	10
<ul style="list-style-type: none"> • Criteria B Good understanding of development issues in Botswana	10%	10

at a national, district and community level		
<ul style="list-style-type: none"> <u>Criteria E</u> Good writing skills and presentation of work	10%	10
<u>Financial</u>	30%	

ANNEX - INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS