

Terms of Reference

For the recruitment of International Consulting Firm

GENERAL INFORMATION

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| Service Description: | International Consulting Firm to prepare Communications and Branding Strategy & Action Plan for Impact@Africa Network |
| Duty Station: | Home-based |
| Type of the Contract: | International Consulting Firm |
| Estimated Duration of Assignment: | 35 Man-days |
| Expected Start Date: | Immediately after the contract is signed |

I. BACKGROUND / RATIONALE

Impact@Africa is a continental wide coordinating network established in 2017. The network is formed as a result of recommendations made by impact investment sector stakeholders on how to alleviate challenges identified in a UNDP report on "[Impact Investment in Africa: Trends, Constraints and Opportunities](#)."

Through an extensive consultative process spanning 2014 – 2017, impact investment stakeholders were fully engaged and consulted on what key activities need to be implemented for the impact investment sector in Africa to grow and thrive. The recommendations made by the stakeholders were captured in an 'Africa Impact Investment Action Plan'.

One of the key recommendation by the stakeholders was to establish a vibrant impact investment coordinating body in Africa. The objectives of the network are to bring together all ecosystem players, provide a strong unified voice and facilitate the implementation of the action plan and other key ecosystem strengthening activities, oversee and support the implementation of the action plan through the coordination of sector stakeholders. It is within this purview that Impact@Africa is being formed.

A formative board to lead the transition until an official board of Africa Impact Investment Network will be elected was formed by voluntary stakeholders during the Africa Impact Investment Action Plan Implementation Kick-off Meeting organized from 23-25 November 2016 in Nairobi, Kenya.

The Formative Board has prepared a five-year strategic plan that guides the implementation of the activities in the action plan. One of the areas of actions is advocacy and awareness raising. To start the implementation of the above activities, there is a need to have a clear Communications and Branding Strategy & Action Plan.

As one of its selected implementation support to the Impact Investment Action Plan, UNDP RSCA wants to engage international consultanting firm to prepare a Communications and Branding Strategy & Action Plan for Impact@Africa Network.

II. OBJECTIVES OF THE SERVICE / WORK

UNDP RSCA together with the Impact@Africa Formative Board wishes to engage the services of an individual consultant to support the preparation the Communications, Branding Strategy & Action Plan for Impact@Africa Network. The consultant will create a dynamic website with a contemporary and compelling user interface to engage users to effectively find the information they need on Impact@Africa, and establish an online platform to strengthen regional networks and build a conducive environment for business at regional level.

III. SCOPE OF THE SERVICE / WORK

The individual consultant's scope of service includes the below:

1. Preparing a Communications and Branding Strategy and Action Plan
2. Designing, implementing and operationalizing a dynamic website for the network
 - Design the look and feel of the new website that is minimalistic, modern, visually appealing (i.e. with attractive mix of texts and graphics), has a unified theme and design, easy to navigate and responsive;
 - Create/customize an open source Content Management Systems (such as WordPress, Drupal) that is reliable and with support base worldwide, and will permit non-technical staff to instantly update web site content, add modules or sections, and integrate current web design trends' elements, such as, but not limited to, user tagging, content commenting, syndication, social networking, peer-to-peer sharing, blogging and wiki;
 - Integrate basic content for the website guided by Impact@Africa Strategic Plan;
 - Provide search capabilities using key words or phrasing that will identify content from throughout the site;
 - The consulting firm should register the domain name
3. Design samples of marketing materials (website content and messaging, brochures, flyers, business cards, email signatures, banners, letterheads etc.)

IV. EXPECTED OUTPUTS / DELIVERABLES

The following are expected deliverables and payment milestones:

| instalment of Payment/ Period | Deliverables or Documents to be Delivered | Approval should be obtained from: | Percentage of Payment |
|--------------------------------------|--|--|------------------------------|
| 1 st Instalment | 1) Inception report (by February1, 2018) | Tomas sales | 10% |
| 2 nd Instalment | 1) Final Communications and Branding Strategy 2) Final Communications and Branding Action Plan (by 15 Feb. 2018) | Tomas Sales | 35% |
| 3 rd Instalment | 1) Designed dynamic website with the following features (final): <ul style="list-style-type: none"> • Customized content types according to the needs of the network (news, blog, events management, calendar, network member pages, visitor, user and administrator frontpages, photo gallery) • Online library for publications; • Advanced search engine; • Content forwarding and commenting; • Content archiving; • Search engine optimization for the website and all content types • Security optimization • Administrator and user-level access with including the necessary guidance materials; • Social media integration aligned with the branding strategy of the network • Other features as may be determined necessary by Impact@Africa (by 28 Feb 2018) | Tomas Sales | 40% |
| 4 th Instalment | 1) Designed samples of marketing materials (website content and messaging, brochures, flyers, business cards, email signatures, banners, letterheads etc) (final) (by 5 March 2018) | Tomas Sales | 15% |

Note: Draft documents/website and designs under installment 2,3 and 4 should be submitted for comment before submitting the respective final deliverables. Payment shall be effected up on submission and acceptance of the final deliverables.

V. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS EXPECTED

5.1 Area of Corporate Specialization of Proposing Firm

- At least 3 years of relevant experience in preparation of a Communications and Branding Strategy for Organizations, Associations and Businesses.
- Similar prior engagement in website design and management
- Able to provide examples similar of projects organizations, companies and/or UN agencies is an asset.
- Demonstrated experience of timely delivery of services and ability to meet deadlines and managerial experience.
- A firm that can mobilize a team of highly qualified experts with the following profiles:

5.1.1 Lead Consultant

Academic Qualifications:

At least Master's Degree in in marketing, communication, information technology, computer science or related field

Work Experience:

- A minimum of seven years of progressive experience in developing communication and branding strategies
- The lead consultant should demonstrate innovation, knowledge and understanding of brand in a global marketplace, and the shifting dynamics of how consumers receive and use information
- Experience in integrating best practices of social media platforms into the website and well as network in impact investment space
- Knowledge of social sharing tools that allow visitors to post on Facebook, Twitter, LinkedIn etc. and ability to be incorporated across the website
- Demonstrated experience in providing user training
- Hands on work experience in fields related to the assignment in developing countries in general, and Africa in particular is an asset
- Work experience with United Nations system is an asset
- Flexibility in responding to the needs of the project lead.

Language and Other Skills:

- Excellent knowledge of English, working knowledge of French an asset

5.1.2 Consultant

Academic Qualification:

- University degree in computer science, information systems, computer programming or relevant field

Experience:

- A minimum of 3 years of progressive professional experience in designing, and programming dynamic website
- Experience in preparing user-friendly, interactive and responsive digital products and integrated solutions such as web portals, dynamic website
- Experience in designing promotion materials such as website content and messaging, brochures, business cards, email signatures, membership forms, banners, letterheads etc.
- Experience in data visualization,
- Solid knowledge on website security

Language and Other Skills:

- Excellent knowledge of English, working knowledge of French is an asset;

VI. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm 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%

VII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider here below is given a proposed Table of Contents. Accordingly; the Technical Proposal document must have at least the preferred content as outlined in the RFP Standard Bid Document (SBD).

| Proposed Table of Contents | Page |
|-----------------------------------|-------------|
|-----------------------------------|-------------|

TECHNICAL PROPOSAL COVER PAGES

- Cover Page (use the template hereto)
- Submission Cover Letter (use the template hereto)
- Cover Letter (use the template hereto)
- Statement of Declaration (use the template hereto)
- Statement of Full Disclosure (use the template hereto)

SECTION I. EXPERTISE OF FIRM/ ORGANISATION

- 1.1 Brief Description of Proposer as an Entity
- 1.2 Financial Capacity and/or Standing
- 1.3 Track Record and Experiences

SECTION II. APPROACH AND IMPLEMENTATION PLAN

- 2.1 Approach to the Service/Work
- 2.2 Technical Quality Assurance Review Mechanism
- 2.3 Implementation Timelines
- 2.4 Subcontracting (if any)
- 2.5 Risks and Mitigation Measures
- 2.6 Reporting and Monitoring
- 2.7 Anti-corruption Strategy
- 2.8 Partnerships (if any)
- 2.9 Other

SECTION III. PERSONNEL

- 3.1 Management Structure
- 3.2 Staff Time Allocation

3.3 Summary of Key Personnel Qualifications

ANNEXES

- Company Registration Certificate (Annex 1)
- Tax/VAT Certificate (Annex 2) if Applicable
- Two Years Audited Financial Statements (Annex 3)
- Authenticated Power of Attorney (Notarial Certificate) in case of Partnership/Consortium (Annex 4)
- CV of Lead Consultant (Annex 6)
- CV of Consultant (Annex 7)
- CV of Support Staff – if any (Annex 8)
- Any other Pertinent Certificates worth to be noted (Annex 9 . . .)

VIII. PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable |
|--|--|--------------|-------------------|
| 1 | Expertise of Firm / Organization | 30% | 300 |
| 2 | Proposed Methodology, Approach and Implementation Plan | 40% | 400 |
| 3 | Key Personnel | 30% | 300 |
| TOTAL | | 100% | 1000 |

| Technical Proposal Evaluation (FORM I) | | |
|---|---|-------------------|
| Expertise of the Firm / Organization | | Points Obtainable |
| 1.1 | Reputation of Organization and Staff / Credibility / Reliability / Industry Standing | 50 |
| 1.2 | General Organizational Capability which is likely to affect delivery <ul style="list-style-type: none"> - Financial Stability - Consortium, Holding company or One firm - Age/size of the firm - Strength of the Project Management Support - Project Financing Capacity - Project Management Control | 90 |
| 1.3 | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.) | 15 |
| 1.4 | Quality assurance procedure, warranty | 25 |
| 1.5 | Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar assignments/Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes | 120 |
| SUB TOTAL | | 300 |
| Technical Proposal Evaluation (FORM II) | | |
| Proposed Methodology, Approach | | |
| 2.1 | To what degree does the Proposer understand the task? | 30 |
| 2.2 | Have the important aspects of the task been addressed in sufficient detail? | 25 |

| | | |
|---|--|------------|
| 2.3 | Are the different components of the project adequately weighted relative to one another? | 20 |
| 2.4 | Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal? | 55 |
| 2.5 | Is the conceptual framework adopted appropriate for the task? | 65 |
| 2.6 | Is the scope of task well defined and does it correspond to the TOR? | 120 |
| 2.7 | Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 85 |
| SUB TOTAL | | 400 |
| Technical Proposal Evaluation (FORM III) | | |
| Management Structure and Key Personnel | | |
| 3.1 | Lead Consultant General Qualification Suitability for the Project | |
| | - Experience in similar consultancy work/engagement | 25 |
| | - Training/academic qualifications | 20 |
| | - Professional experience in the area of specialization | 45 |
| | - Knowledge of Africa | 40 |
| | - Language qualification | 30 |
| SUB TOTAL | | 160 |
| 3.2 | Consultant(s) General Qualification Suitability for the project | |
| | - Relevant professional experience in the area of specialization | 60 |
| | - Training/academic qualification | 25 |
| | - Knowledge of Africa | 25 |
| | - Language qualification | 30 |
| SUB TOTAL | | 140 |
| | | 300 |