



REQUEST FOR PROPOSAL (RFP)

DESCRIPTION: Provision of MOI and MOJ Media and communication capacity building and advisory support (re-advertisement)	DATE: 02 November 2018
	REFERENCE: RFP/LBY/JP/2018/100 (re-advertisement)

Dear Sir / Madam:

We kindly request you to submit your Proposal for Provision of MOI and MOJ Media and communication capacity building and advisory support

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before 22nd November 2018, 14:00 hrs. (Tunisia time) and via email, courier mail or fax to the address below:

UNDP Libya
Immeuble Le Prestige Business Center (Second Floor), Tour E et D, 2^{ème} étage, Rue du Lac Windermere, Les
Berges du Lac, 1053 Tunis, Tunisia

Attention: Procurement Unit

Proposals submitted electronically to be sent at tenders.ly@undp.org

Your Proposal must be expressed in the English Language and valid for a minimum period of 90 days from the date of deadline for submitting the offers.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

RFP/LBY/JP/2018/100 (re-advertisement)

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link : http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Ermira Basha,
Operations Manager,
UNDP Libya

Description of Requirements

Context of the Requirement	Provision of MOI and MOJ Media and communication capacity building and advisory support
Technical Component	<p>In recognition of recent political and security developments in Libya and related opportunities to enhance stability in Tripoli and avert the further erosion of institutional capacities, and against the backdrop of the UN Secretary-General's decision to move ahead with relocating the United Nations into Libya, the Government of National Accord (GNA) has requested assistance from UNSMIL and UNDP to efforts of the Ministry of Interior, Libyan police and criminal justice institutions to advance security and the rule of law in Libya's capital. Based on detailed assessments of the current context and capabilities, and in consultation with Libyan stakeholders, priority areas have been identified for programmatic engagement as follows:</p> <ul style="list-style-type: none"> • Structure, roles and resourcing of local police and criminal justice institutions clarified and prioritized according to identified needs in Tripoli. • Effectiveness of law enforcement and prison service delivery in Tripoli improved through provision of training and technical and material assistance. • Ministry of Interior enabled to better assess and provide feasible demobilization options for members of armed formations. • Ministry of Interior provided with capacity development and organizational assistance. <p>In line with UN commitment to integrated assistance, and with support from the Global Focal Point arrangement for Police, Justice and Corrections, UNDP and UNSMIL are rolling out a 'Policing & Security Joint Programme' (UNJP), which will maximize the capabilities of the UN system in support of the GNA's agenda in these critical areas. This joint programme is fully aligned with UNSMIL's Security Council mandate and the UN Strategic Framework, and leverages UNDP's capacities and expertise as a programmatic entity and development partner of the Libyan government.</p> <p>UNDP is seeking the service of a professional firm to provide training and advisory services to the Ministries of Interior and Justice. The firm shall retain the services of a qualified professional team to conduct the assignments.</p>
Technical Component of the proposal should include	<p>The technical component of your proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:</p> <p>a) <u>Description of the Firm and the Firm's Qualifications:</u> A brief description of your firm/institution and an outline of recent experience on projects of a similar nature, including experience in the country and language concerned. You should also provide information that will facilitate our evaluation of your firm/institution's substantive reliability and financial and managerial capacity to provide the services.</p> <p>b) <u>Understanding of the Requirements for Services, including Assumptions:</u></p>

	<p>Include any assumptions as well as comments on the data, support services and facilities to be provided by the Government as indicated in the TOR, or as you may otherwise believe to be necessary.</p> <p>c) <u>Proposed Approach, Methodology, Timing and Outputs:</u> Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person-months in each specialization that you consider necessary to carry out all work required.</p> <p>d) <u>Proposed Team Structure:</u> The composition of the team which you would propose to provide in the country of assignment and/or at the home office, and the work tasks (including supervisory) which would be assigned to each. An organogram illustrating the reporting lines, together with a description of such organization of the team structure, should support your proposal.</p> <p>e) <u>Proposed Project Team Members:</u> The curriculum vitae of the professional members of the team.</p>
No. of copies of Proposal that must be submitted [if transmitted by courier]	<p><u>One original and one copy</u>, submitted in a hard copy.</p> <p>The offer shall be composed of two separate sealed envelopes, including one for technical proposal (one original and one copy)</p>
Proposal Submission Address	<p>UNDP Libya: Immeuble Le Prestige Business Center (Second Floor), Tour E et D, 2ème étage, Rue du Lac Windermere, Les Berges du Lac, 1053 Tunis, Tunisia: Tender Reference: RFP/LBY/JP/2018/100 (re-advertisement)</p>
Conditions and Procedures for electronic submission and opening	<p>Offers should be submitted electronically with proof of postage dated prior to the deadline. The financial offer should be provided separately to the technical proposal.</p> <p>The financial proposal should be password protected and the password should not be sent to UNDP unless requested by UNDP if the proposal is deemed technically qualified. You will have 24 hours to respond to the request for password from UNDP.</p> <p><input checked="" type="checkbox"/> Official Address for e-submission: tenders.ly@undp.org</p> <p><input checked="" type="checkbox"/> Free from virus and corrupted files</p> <p><input checked="" type="checkbox"/> Format: PDF files only,</p> <p><input checked="" type="checkbox"/> Financial offer</p> <p><input checked="" type="checkbox"/> Max. File Size per transmission: 10 MB</p> <p><input checked="" type="checkbox"/> Max. No. of transmissions: 5 (five) for technical proposal and 1 (one) for financial proposal</p> <p><input checked="" type="checkbox"/> No. of copies to be transmitted: 1 (one)</p> <p><input checked="" type="checkbox"/> Mandatory subject of email for the Technical Proposal “Provision of MOI and MOJ Media and communication capacity building and advisory support (re-advertisement)”</p> <p><input checked="" type="checkbox"/> Mandatory subject of email for the Financial Proposal: Financial Proposal for “Provision of MOI and MOJ Media and communication capacity building and advisory support (re-advertisement)”</p>
List and Description of Expected Outputs to be Delivered	<p>UNDP is seeking for qualified offerors to provide Provision of MOI and MOJ Media and communication capacity building and advisory support, as per TOR (annex 2 of this RFP)</p>

Person to Supervise the Work/Performance of the Service Provider	<i>Project Manager of Policing and Security Joint Project (PSJP)</i>
Frequency of Reporting	<i>Company will be reporting to Project Manager on regular weekly basis, and/or as agreed during contract negotiating stage</i>
Progress Reporting Requirements	Refer to TOR
Location of work	<input checked="" type="checkbox"/> Tripoli, Libya
Expected duration of work	04 months
Target start date	05 December 2018
Travels Expected	As per the TOR
Special Security Requirements	Firm/institution will take full responsibility over the safety and security of the people involved in contract implementation
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required Offeror must provide work implementation timeline for each design element
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required Provide evidence that the proposed personnel possess necessary expertise, skills and certifications.
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	<i>As per deliverables</i>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<i>Project Manager of Policing and Security Joint Project (PSJP)</i>

Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise of the Firm: 175 points <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan: 245 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel: 280 points
	<p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p> <p>Where "x" is the price of the lowest proposal, and "y" is the price of any other proposal. The percentage score for price allocated to the lowest proposal will be 30 points, and to any other proposal x/y times 30.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 3) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 4) <input checked="" type="checkbox"/> Detailed TOR (Annex 2)
Contact Person for Inquiries (Written inquiries only)	<p>Please refer all queries to procurement.ly@undp.org 5 days prior to offer submission deadline</p> <p><i>Note: This email address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was officially received.</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

<p>Required Documents that must be submitted to Establish Eligibility of Proposers</p>	<ul style="list-style-type: none"> a) Company Profile, which should <u>not</u> exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured. b) Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation. International Bidders must provide proof of registration to operate in Libya or Registration of Libyan Partner organization/company with whom the implementation of the contract will be carried out. If the bidder is a Joint Venture (JV) or a Consortium, provide legal agreement to that effect. Further, the proposal should indicate who is the lead entity in the JV/Consortium and detailed distribution of activities/tasks must be provided. c) Past relevant contracts indicating Client name, duration of the contract, value of the contract and brief description of outputs delivered by the offeror d) At least two references letters' from the top clients (in terms of contract value) which was executed within the past three years e) All information regarding any past and current litigation during the last five (5) years, in which the offeror is involved, indicating the parties concerned, the subject of the litigation, the amounts involved, and the final resolution if already concluded. f) Minimum 3 contracts of similar nature and complexity implemented over the last 7 years (copies of contracts to be provided) g) Structure of the proposed team; Names and relevant positions of the key personnel that will perform the services. h) Detailed breakdown of proposed implementation timeline. i) Bank Statements for the past three years, and or audited statements. j) Written confirmation from each personnel that they are available for the entire duration of the contract
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Evaluation Criteria

The submitted proposals will be subject to a preliminary examination to verify the authenticity and completeness of proposals, and then a detailed evaluation will be conducted.

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared.

Only proposals that achieve above the minimum of 490 points (i.e. at least 70% of the total 700 points) on the substantive presentation shall be reviewed for price.

The technical proposal is evaluated based on its responsiveness to the Term of Reference (TOR).

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Specific Experience of the Firm relevant to the assignment	25%	175
2.	Technical Approach, proposed Methodology and Management Work Plan	35%	245
3	Personnel	40%	280
Total			700

Section 1. Specific Experience of the Firm relevant to the assignment		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	20
1.2	General Organizational Capability which is likely to affect implementation: Financial stability - 15 points loose consortium, holding company or one firm -20 points strength of project management support - 15 points	50
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 procedures and risk mitigation measures	15
1.5	Relevance of: Demonstrated expertise and experience in the field of communication capacity building and advisory support - 20 points Experience on similar projects/trainings (03 projects) -30 points Experience with projects in the Middle East Region -15 points Work for UNDP/ major multilateral/ or bilateral programmes - 10 points	75
Total Section 1		175

Section 2. Technical Approach, proposed Methodology and Management Work Plan		Points obtainable
2.1	To what degree does the Offeror understand the task?	60
2.2	Have the important aspects of the task been addressed in sufficient detail?	40
2.3	Are the different components of the project adequately weighted relative to one another?	25

2.4	Is the conceptual framework adopted appropriate for the task?	30
2.5	Is the scope of task well defined and does it correspond to the TOR?	50
2.6	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	40
Total Section 2		245

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services		20
3.2	Qualifications of key personnel proposed		
3.2 a	Team Leader/Advisory expert		55
	Master's degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field.	20	
	Minimum of 5 years of relevant national/international working experience in the area of strategic communications	15	
	Proven record of producing articles, blogs and communications products using software, online platforms and CMS (i.e. In Design/Photoshop, MailChimp or other HTML editors, Drupal/WordPress, Visualize and other infographic makers). <u>At least 3 samples of previous work must be provided</u>	15	
	Fluency in English and Arabic is required	5	
3.2 b	TRAINER 1		45
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field;	15	
	At least five years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major outreach events and awareness programme;	15	
	Minimum 3 years experiences in media training and development of user manuals;	10	
	Fluency in English and Arabic is required	5	
3.2 c	TRAINER 2		30
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree;	15	
	Minimum 3 years experiences in producing items such as commercials, films, short documentaries, audio messages and videos in various TV and Internet formats using software editing programs and video equipment such as cameras, microphones and lighting. Software to master may include Final Cut Pro, AVID, After Effects and Photoshop	10	
	- Fluency in Arabic and English is Required	5	
3.2 d	TRAINER 3		35
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree;	20	

	Minimum 3 years experiences in handling of web-based management systems, web-based graphic design with demonstrated knowledge of working with social media tools;	10	
	- Fluency in English is required, fluency in Arabic is a strong asset	5	
3.2 e	TRAINER 4		45
	Bachelor's degree (or equivalent professional experience) in Video Production, Film, Multimedia, photography, Graphic Design or related field.	20	
	Minimum of 2 years experiences in photo and video editing skills ideally to develop human interest stories for video	10	
	Familiarity with new technology, and leverage that knowledge and experience to promote innovative, engaging visual communication solutions	10	
	Fluency in spoken and written English and Arabic is a must	5	
3.2 f	TRAINER 5		50
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree	20	
	Minimum 5 years of professional experience producing video and motion graphics projects for a variety of styles and applications. (Experience in a corporate marketing or agency environment is preferred but not required)	15	
	Experience managing and producing video projects from concept to completion (including concept and script development, storyboarding, filming, audio and video editing, publishing, and distribution to a variety of platforms and media types)	10	
	Fluency in English. Fluency in Arabic is an asset but not required	5	
			280

Terms of Reference

MOI and MOJ Media and communication capacity building and advisory support

BACKGROUND INFORMATION AND RATIONALE, PROJECT DESCRIPTION

In recognition of recent political and security developments in Libya and related opportunities to enhance stability in Tripoli and avert the further erosion of institutional capacities, and against the backdrop of the UN Secretary-General's decision to move ahead with relocating the United Nations into Libya, the Government of National Accord (GNA) has requested assistance from UNSMIL and UNDP to efforts of the Ministry of Interior, Libyan police and criminal justice institutions to advance security and the rule of law in Libya's capital. Based on detailed assessments of the current context and capabilities, and in consultation with Libyan stakeholders, priority areas have been identified for programmatic engagement as follows:

- Structure, roles and resourcing of local police and criminal justice institutions clarified and prioritized according to identified needs in Tripoli.
- Effectiveness of law enforcement and prison service delivery in Tripoli improved through provision of training and technical and material assistance.
- Ministry of Interior enabled to better assess and provide feasible demobilization options for members of armed formations.
- Ministry of Interior provided with capacity development and organizational assistance.

In line with UN commitment to integrated assistance, and with support from the Global Focal Point arrangement for Police, Justice and Corrections, UNDP and UNSMIL are rolling out a 'Policing & Security Joint Programme' (UNJP), which will maximize the capabilities of the UN system in support of the GNA's agenda in these critical areas. This joint programme is fully aligned with UNSMIL's Security Council mandate and the UN Strategic Framework, and leverages UNDP's capacities and expertise as a programmatic entity and development partner of the Libyan government.

CONTEXT:

As part of UNDP efforts to strengthen the capacity of rule of law institutions in Libya, the Policing and Security Joint Project is working closely with the Ministry of Interior and Minister of Justice to develop a media and communication strategy, which will build the capacity of the communication team of both ministries, enhance public outreach, and provide better quality information.

SCOPE OF WORK:

UNDP Libya is seeking the service of a professional firm to provide training and advisory services to the Ministries of Interior and Justice. The firm shall retain the services of a qualified professional team to conduct the assignments.

The contracted firm is expected to perform the following tasks:

- A. Capacity Building Programme – Ten Training Courses
- B. Advisory Support - Development of Communication Strategy, Media, Public Outreach and Awareness Programme

INSTITUTIONAL ARRANGEMENTS

The Service Provider will be awarded a contract with UNDP for the delivery of services applied for and will work under the guidance and supervision of the Project Manager. The Service provider will be responsible for establishing and maintaining of good working relationships with the trainees. The advisory support expert is the team leader and will be required to work closely with the Project Manager.

SPECIFIC DELIVERABLES

A. Capacity Building programme – Ten (10) Training Courses

Objective

The objective of this training is to build the capacities of the trainees to enable them to conceptualize, plan, design, and implement a communication strategy for their various scopes of work.

Trainees/Target Audience groups:

- Communications and media offices of each ministry.
- Focal points from the public relations offices of the ministries

Note: The level of knowledge and expertise of these targeted group is different not only from one group to the other but also within the same targeted group. For instance, GNA communications officers have more experience than some communications focal points from ministries, and among these the level is also different.

Learning Areas:

- Development of a shared communication strategy which contains information on its purpose, strategic objectives, key messages, target audience, tools, activities, timing, and monitoring and evaluation, to be implemented at local and national level.
- Storytelling as a tool to inspire audiences and engage people emotionally.
- Media advocacy strategies, including liaising with media to communicate key messages to defined target audiences.
- Development, editing and publishing of the content of strategic information materials for advocacy purposes, including press releases, press kits, online communication, videos, and pictures.
- Identification and collation of a database of regional and international media outlets with which the ministries could build links to enhance advocacy, outreach and strategic communications.
- Website development, including content creation and the methods for managing a website and social media platforms suitable for dissemination and interaction with the stakeholders utilizing the most appropriate media platforms to meet their needs.
- Development and implementation of social media strategies, creation of content for Twitter, Facebook, YouTube, Flickr and Instagram, and monitorization of online results and achievements as well as best practice online and identification of new campaigning opportunities.
- Monitoring and analyzing: conducting daily monitoring and monthly evaluation processes to measure the effectiveness of this strategy and as well as the work plan of the department, and the impact it is making.

Note: The trainees will need to learn to perform these tasks with the equipment available in their actual work place.

Training Courses:

S. No.	Course Titles	Objectives	Number of Trainees	Duration
1.1	Communication Strategy	<ul style="list-style-type: none">• Strategic communication and why it matters• The work plans• Developing a Communications Strategy• Digital Communication Strategy	10	8 days
1.2	Media programme production (Broadcast media)	<ul style="list-style-type: none">• Developing media programme (visual TV, written and radio)	20	5 days
1.3	Website management and social media posting	<ul style="list-style-type: none">• Website development• Social media posting	20	5 days

		<ul style="list-style-type: none"> • Accessibility for people with disabilities 		
1.4	Public outreach and awareness programme	<ul style="list-style-type: none"> • Develop the programme • Implementation • Documentation 	20	5 days
1.5	Communication	<ul style="list-style-type: none"> • Writing stories in Arabic: <ol style="list-style-type: none"> a. Accuracy b. Diversity c. Inclusion • Writing press releases: <ol style="list-style-type: none"> a. Structure b. Accuracy • Defining and dealing with sources of information • Conflict sensitive communication • Gender sensitive communication • Communicating about people with disabilities 	20	5 days
1.6	Video	<ul style="list-style-type: none"> • Introduction and technology • Shooting: <ol style="list-style-type: none"> a. How to take good videos with bad cameras. b. How to take good videos with phones + phone APPS c. Key things to consider when shooting videos. • Planning the shoot and storyboard • Shoot your first video • Video editing process: <ol style="list-style-type: none"> a. Phone APPS for editing b. Free and online software for editing videos c. Subtitles • Edit your first video 	16	5 days
1.7	Photography	<ul style="list-style-type: none"> • Introduction and technology • Taking photos • Photography Basics: framing, composition, lighting, angles • How to take photos with visual impact • How to take good pictures with your phone or with a bad camera • Find the best camera for your shot and your budget. • Photography and visual storytelling: <ol style="list-style-type: none"> a. The photo story: images vs placement b. Prepare your first Photo Slideshow 	16	5 days
1.8	Multimedia Storytelling	<ul style="list-style-type: none"> • Impactful Storytelling: <ol style="list-style-type: none"> a. Searching for stories b. Sourcing and social media c. Interviewing d. Creating a narrative • Audio Reporting/Storytelling <ol style="list-style-type: none"> a. Audio Slideshow • Storytelling techniques: Sounds with photos • Video story • Data visualization (Interactive tools) 	16	5 days

1.9	Monitoring the Effect of Communications	<ul style="list-style-type: none"> Defining indicators to track Safe and cost-effective methods of monitoring Documentation 	24	3 days
1.10	Two-way Communications	<ul style="list-style-type: none"> How to receive communications, and what to do with incoming messages How to conduct and use media analysis Listening skills 	20	2 days
Total				48 days

Training Implementation

With the aim of enhancing the capacity of the ministries and GNA to create two-way communication channels with their citizens, so that they are aware of the tangible results the GNA is achieving through the Facility to address people's needs, the partner organization will focus on providing training based on the schedule below.

B. Advisory Support - Development of Communication Strategy, Media, Public Outreach and Awareness Programme

Using the expertise of the team members if necessary, support the MOI and MOJ TWGs, media offices and public relation offices to:

a. Strategic Communications and Content Development

- Develop a communication strategy which contains information on its purpose, strategic objectives, key messages, target audience, tools, activities, timing, and monitoring and evaluation, to be implemented at local and national level.
- Develop public outreach and awareness programme with key messages to defined target audiences reflecting the ministries strategy.
- Provide technical advice, update and support the implementation of the Communications Strategy;
- Maintain a Communications Toolkit consisting of standard, re-branded templates targeting different audiences; as well as Communications and Events SOPs for the Ministries events, collateral and logo usage, branding, marketing, and media outreach;
- Provide advice on the Ministries brand positioning, website, social media channels, collateral and other materials;
- Provide the media teams at the ministries support to produce multimedia content (2-3 minutes videos and animated videos story that incorporates infographics and data visualization);
- Provide the media teams at the ministries support to produce newsletters and ad-hoc mailings; press releases, impact stories, blogs, opeds, among other strategic content.

b. Media Management including Media Partnerships

- Provide communication advice and support for reputational management in line with the developed policies and guidelines;
- Provide support to develop a media engagement strategy and updating target media lists comprised of a comprehensive database of journalists, writers, and high-profile contributors.
- Advise on and reach out to key media at the local and country levels, advocating, raising awareness of the Ministries initiatives, and increasing the ministries external presence on media outlets;
- Identify and support opportunities to create visibility for the ministries through its partner network, and relevant events;
- Assist daily media monitoring by scanning online media for relevant news, interviews and articles mentioning the ministries and relevant topics.

c. Website Content Management and Social Media Campaigns

- Develop/redesign the ministries websites dynamically, including content creation and the methods for managing a website and social media platforms suitable for dissemination and interaction with the stakeholders utilizing the most appropriate media platforms to meet their needs.
- Design and implement a web content management strategy that increases audience traffic to and engagement with the Ministries public facing website. Ensure it is regularly updated with quality, creative multimedia content including press releases, videos, human impact stories, events, reports, blogs, briefs. Ensure website backend technically maintained;
- Advise on the design and implementation of a social media strategy to increase audience volume and engagement. Ensure updated daily with quality content showcasing the ministries achievements and inclusive business thought leadership, generating follower engagement and increasing overall number of followers; engage ministries staff and the online community according to specific targets, Communications Calendar, and outreach agreed with the media team;
- As part of this strategy, support the media teams to design and deliver online communications campaigns;
- Provide support to social media outreach and integration around events, speaking opportunities, news and other relevant topics.

d. Submission of a report summarizing tasks achieved, lessons learnt, challenges as well as recommendations

Advisory support - Development of communication strategy, media, public outreach and awareness programme (one expert)			
S. No	Activities	Objectives	Duration
2.1	Develop the draft communication strategy	Contain purpose, strategic objectives, key messages, target audience, tools, activities, timing, and monitoring and evaluation, to be implemented at local and national level.	10 days
2.2	Develop public outreach and awareness programme	Develop public outreach and awareness programme with key messages to defined target audiences reflecting the ministries strategy.	10 days
2.3	Develop the ministries websites and appropriate media platforms	Develop the ministries websites, including content creation and the methods for managing a website and social media platforms suitable for dissemination and interaction with the stakeholders utilizing the most appropriate media platforms to meet their needs.	5 days
3.0	Submission and presentation of the final report	Develop a final report that summarizes the achieved tasks, discusses the challenges, and provide recommendations.	3 days
Total days			28 days

DURATION OF THE WORK

The assignment is expected to be completed with 4 months from the date of signing this agreement.

- *Training programme development and implementation 48 days*
- *Advisory support 28 working days.*

Note: The period for each course could vary slightly but only with the knowledge and permission of UNDP.

LOCATION OF WORK:

Tripoli, Libya. The trainings will be conducted within the premises of the Ministries of Interior and Justice.

RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

A. Expertise of the Service Provider

Interested service providers shall state why they are the best-suited to carry out the above tasks. This should include a brief organizational profile, an outline of the service provider's strengths and expertise highlighting directly relevant experiences to the assignment.

B. Methodology and Approach

The service provider shall propose a tailored methodology to successfully carry out the assignment:

- Demonstrate an understanding of the tasks;
- The scope of the tasks is well defined and correspond to the Terms of References;
- The presentation of the proposal is clear, the sequence of the activities and the planning logical and realistic to achieve the expected deliverables

C. Team Structure

The service provider shall submit the proposed team structure to successfully deliver the assignment. The specific roles and responsibilities of each team member shall be clearly presented. The service provider shall also provide the updated CV of each team member as the supporting evidence of the qualifications. If a team member is proposed to serve in more than one role, it should be clearly described.

D. Timeline/Workplan

In addition, the service provider shall submit the proposed work plan to complete this assignment. This includes a description of how the deliverables can be achieved within the timeframe allocated.

PAYMENT STRUCTURE

The financial proposal must provide a detailed cost breakdown. The service provider will be paid based on satisfactory completion of the below deliverables:

	Deliverables	Expected time frame (days)	Percentage of payment
1	Upon submission and approval of inception report	3	10%
2	On completion of the ten training courses for the MOI and MOJ media offices and public relations personnel	48	50% upon completion of the trainings (10 courses)
3	On completion of the development of communication strategy, media, public outreach and awareness programme	25	30%
4	On completion and presentation of the final report	3	10%

Qualifications and Experiences of the Firm

- Minimum 5 years of experience in providing trainings in communication and development of communication products such as websites, design and layout of publications, development of manuals or related field;
- Experience in the MENA region or related area (Statement of Satisfactory Performance from top 2 clients to be provided);
- Minimum 3 contracts of similar nature and complexity implemented over the last 7 years;

(For JV/Consortium/Association, all Parties cumulatively should meet requirement)

QUALIFICATION AND EXPERIENCE OF KEY TEAM MEMBERS:

The minimum technical staff required for performing design and construction of the force main shall be as follows:

Team Leader/Advisory Expert

The advisory expert is the team leader and should work in coordination with the trainers so that the content of the communication strategy is in line with the content of the trainings. The expert should also be involved and coordinate the trainings.

- Master's degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field;
- Minimum of 5 years of relevant national/international working experience in the area of strategic communications;
- Proven record of producing articles, blogs and communications products using software, online platforms and CMS (i.e. In Design/Photoshop, MailChimp or other HTML editors, Drupal/WordPress, Visualize and other infographic makers). At least 3 samples of previous work must be provided;
- Previous experience working with UN/UNDP or similar organizations on projects in the area of communications/PR is an asset but not required;
- Fluency in English and Arabic

TRAINER 1:

To provide the following courses; Communication Strategy, Public outreach and awareness programme, Communication and Two-way communication

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field;
- At least 5 years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major outreach events and awareness programme;
- Minimum 3 years experiences in media training and development of user manuals;
- Fluency in spoken and written English and Arabic is a must.

TRAINER 2:

To provide the following courses: Media programme production (Broadcast media)

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree;
- Minimum 3 years experiences in producing items such as commercials, films, short documentaries, audio messages and videos in various TV and Internet formats using software editing programs and video equipment such as cameras, microphones and lighting. Software to master may include Final Cut Pro, AVID, After Effects and Photoshop;
- Fluency in spoken and written English and Arabic is a must;

TRAINER 3:

To provide the following courses: Website management and social media posting, and Monitoring the Effect of Communication

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree;
- Minimum 3 years experiences in handling of web-based management systems, web-based graphic design with demonstrated knowledge of working with social media tools;
- Fluency in spoken and written English and Arabic is a must;

TRAINER 4:

To provide the following courses: Video and Photograph

- Bachelor's degree (or equivalent professional experience) in Video Production, Film, Multimedia, photography, Graphic Design or related field.
- Minimum of 2 years experiences in photo and video editing skills ideally to develop human interest stories for video;
- Familiarity with new technology, and leverage that knowledge and experience to promote innovative, engaging visual communication solutions;
- Fluency in spoken and written English and Arabic is a must;

TRAINER 5:

To provide the following courses: Multimedia storytelling

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree;
- Minimum 5 years of professional experience producing video and motion graphics projects for a variety of styles and applications. (Experience in a corporate marketing or agency environment is preferred but not required);
- Experience managing and producing video projects from concept to completion (including concept and script development, storyboarding, filming, audio and video editing, publishing, and distribution to a variety of platforms and media types);
- Fluency in English. Fluency in Arabic is an asset but not required.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹)

[insert: Location].

[insert: Date]

To: Sultan Hajiyeve, Country Director, UNDP Libya

Dear Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Minimum 5 years of experience in providing trainings in communication and development of communication products such as websites, design and layout of publications, development of manuals or related field.*
- g) *Experience in MENA region or related area (Satisfactory Performance from top 2 clients to be provided)*
- h) *Minimum 3 contracts of similar nature and complexity implemented over the last 7 years.*
- i) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

Service Provider must provide:

- a) *Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) *CVs demonstrating qualifications must be submitted; and*

¹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price <i>(Lump Sum, All Inclusive)</i>
1	Upon submission and approval of inception report	10%	
2	On completion of the ten training courses for the MOI and MOJ media offices and public relations personnel	50% upon completion of the trainings (10 courses)	
3	On completion of the development of communication strategy, media, public outreach and awareness programme	30%	
4	On completion and presentation of the final report	10%	
	Total	100%	

**This shall be the basis of the payment tranches*

E. Cost Breakdown by Cost Component [This is only an Example]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
Team Leader/Advisory Expert				
TRAINER 1:				
TRAINER 2:				
TRAINER 3:				
TRAINER 4:				
TRAINER 5:				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs (please specify)				

[Name and Signature of the Service Provider's Authorized Person]
[Designation]
[Date]