

Terms of Reference

Communication and Event Management Consultancy Services on Retainer Basis

Location: South Africa

Application Deadline: 27th November 2018

Category: Climate change mitigation; renewable energy

Type of Contract: Institution/Professional Contract

Languages Required: English

Starting Date: (date when the selected candidate is expected to start): Upon signing of the contract

Duration of Initial Contract: until 31 Dec 2019

1. Introduction

The South African Wind Energy Project Phase 2 (SAWEP 2) is funded by the Global Environment Facility (GEF) with the Department of Energy (DoE) as the Executing Entity/Implementing Partner, and supported by the United Nations Development Program (UNDP) South Africa Country Office. The South African National Energy Development Institute (SANEDI) is providing project management services to the project. The project objective is to overcome barriers to the attainment of South Africa's 2010 Integrated Resource Plan target of 3,320 MW of wind power generation online by 2018/19. In order to achieve this, the project focusses on four components: Component 1: Monitoring and Evaluation of the implementation of local content requirements, Component 2: Resource-mapping and wind corridor development support for policy-makers, Component 3: Support for the development of small-scale wind sector and Component 4: Training and human capital development for the wind energy sector. Each component is associated with specific outputs and a set of activities.

2. Background

Implementation of recommendations from an initial review and analysis phase of especially Component 3 Small Scale Wind Sector Development and Comp 4 Wind Energy Training and Capacity Building alongside the implementation of Component 2 Wind Atlas for South Africa (WASA) Phase 3 are currently being undertaken. Throughout the project life cycle, effective and professional communication on the project's progress, results, lessons learned and recommendations for improvement is essential to project stakeholders and the public. Amongst other objectives, this assignment will keep track of the objectives, thereby determining potential for replication and scaling up. Several project opportunities for profiling key stakeholders (DoE, UNDP, GEF, SANEDI) and project activities are anticipated, these include launch events, workshops, media

briefings etc. A need was therefore identified for the services of a professional Communication and Event Management consultancy on a retainer basis to support the SAWEP 2 Project Coordination Unit (PCU) in the planning and execution of effective project communication and event management.

3. Objective

To provide effective and professional project communication services and to plan, undertake and implement events as determined in consultation with the SAWEP 2 PCU.

4. Scope of Work

Communications and Marketing

- Develop and implement in consultation with the SAWEP 2 team a Marketing and Communications Strategy for SAWEP 2 including an effective and efficient social media/website presence. This strategy will define, strengthen and promote the SAWEP 2 brand and effectively market SAWEP 2's work and competencies to all appropriate stakeholders.
- Responsible for all interaction with the media companies and drive the communication and dissemination of SAWEP 2's knowledge projects and activities with stakeholders and Government in consultation with the SAWEP 2 PCU.
- Coordinate and manage the preparation, publication and dissemination of SAWEP 2 knowledge products in coordination with the SAWEP 2 PCU, including helping to determine the best media to achieve its dissemination goals.
- Develop relationships with journalists, publications, and key players in the renewable and sustainable development fields and the mass media; with a view to raising SAWEP 2's visibility locally and internationally.
- Develop selected SAWEP 2 communication materials, including press kits, fact sheets, brochures and graphic work. This will include the necessary video editing, proof-reading and copy editing.
- Prepare any required updates to SAWEP's Marketing and Communications Strategy.
- Tracking and effectively communicating the results and impact of SAWEP 2's work, via web-based tools or any other means for effective reporting and demonstration of SAWEP 2's value and impact.
- Brief and prepare government officials for interviews and other advocacy initiatives, if required;
- Conduct any other assignments related to knowledge management, marketing, communications, branding and outreach, as may be required and requested by the SAWEP 2 PCU.
- Develop a video at the end of the project profiling project achievement
- Advise on any other suitable platforms to sustain the legacy of the SAWEP 2 project beyond its lifespan.

Events Management

A minimum of one national wind seminar targeting approximately 80 local and Southern Africa participants, high level DoE, UNDP and Danish Embassy officials and key stakeholders with at least 2 high profile project launches - one at provincial level and the other at an institutional level with one or two project information workshops are anticipated in the one year retainer period.

The service provider will for each event (seminar, launches, workshops etc) as agreed/requested by the SAWEP 2 PCU submit an Event Proposal with scope of work, deliverables and budget for discussion and approval by the SAWEP 2 PCU.

The service provider will undertake the budgeting, preparation, implementation and the management of all logistical issues and arrangements related to the hosting of successful events including securing and payment of goods and services. Some of the tasks include:

- Manage all logistical aspects of all SAWEP 2 related events.
- Undertake publicity and advertisement campaign for each event.
- Develop and maintain a database of stakeholders to be invited to the planned events.
- Support the SAWEP 2 PCU to mobilise key stakeholders to participate in all planned events.
- Prepare event report focussing on the outreach and effectiveness of the events with recommendations and lessons learned
- Link up and support DoE and UNDP communications teams in profiling and documentation of SAWEP 2 related events through appropriate ICT channels

5. Expected Outputs and Deliverables

- Marketing and Communications Strategy developed and implemented
- Social media/website presence established and updated regularly
- SAWEP 2 knowledge products disseminated locally and internationally through appropriate platforms
- SAWEP 2 communication materials developed and published through appropriate media channels
- Results and impact of SAWEP 2's work tracked and communicated
- Government officials briefed and informed on the work of SAWEP 2
- Performance of any other related tasks as requested by the SAWEP 2 PCU
- Successfully held 1 x National Wind Seminar, 2 x high profile project launches and a number of information workshops
- Keep all developed material kept in a safe repository and made accessible to all project partners
- Video at the end of the project profiling project achievement
- Any other recommended platform for sustaining the legacy of the SAWEP 2 project

6. Institutional Arrangement



*Empowered lives.
Resilient nations.*

The UNDP will accept submissions where firms have entered into a joint-venture agreement or have sub-contracted specialised skills/resources. However, the UNDP's contractual arrangement will be with one company who will take full responsibility for delivery. A team leader from the same company must also be appointed and will report to, and seek approval/acceptance of outputs from the project manager.

All material produced for this project remains the intellectual property of the project and should be handed over at the end of the contract.

7. Payment

At the beginning of each quarter, the activities and output(s) targeted for that quarter, time frame and budget will be agreed with the service provider.

Paid monthly in arrears upon submission of a short progress report with a time sheet on the achievement of the output(s) targeted for that quarter.

8. Duration of the Work

- The duration of the consultancy is from appointment date until 31 Dec 2019, i.e. estimated one year.
Please note that fast turnaround (within 24 hours) is expected for certain time-sensitive deliverables

9. Duty Station

The consultancy must be based in South Africa and be able at short notice to attend meetings at the Department of Energy, UNDP Country Office in Pretoria and SANEDI in Sandton as and when required.

10. Education and experience

Education

Team leader

Preferably a post Graduate Degree in communications, journalism, events planning or other related field (team leader)

Support personnel (team members)

Graduate degree or equivalent in communications, events management, journalism Social Science or other related areas.

Experience

- Proven knowledge and experience in social media management (Facebook, Twitter, blogs) and ICT usage.

- Minimum 5 Years of work experience in the field of media relations, journalism or/and Communication, including proofreading and copy editing
- Minimum 5 Years of work experience in the field of events organization, implementation and management
- Knowledge/experience of the UNDP, GEF, other similar donor communications, outreach, knowledge dissemination and knowledge management processes are a plus
- Knowledge/experience working with government departments or energy sector - communications, outreach, knowledge dissemination and knowledge management processes will be an added advantage

Core competencies

- Excellent verbal and written communications skills, and demonstrated experience working with a variety of stakeholders, including senior government officials, civil society organisations, donors, journalists, editors, consultants and academics, private sector and other relevant stakeholders and media outlets in a professional and friendly manner.
- Excellent project management, administration, organizational and time management skills
- Excellent writing, editing and oral communication skills in English a must
- Highly motivated and demonstrated ability to take initiative and ability to manage complexities
- Excellent computer skills and experience in preparing and maintaining communication and event materials

11. Project Administration

Whilst the contract is held with UNDP, the work will be overseen by the Project Coordination Unit (PCU) comprising of the Project Manager (SANEDI) and DoE Renewable Energy Project Manager.

12. Evaluation Criteria

The evaluation of proposals will be conducted according to UNDP procurement rules. A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals. The technical proposal is evaluated based on its responsiveness to the Term of Reference (TOR) **and interviews may also be conducted as part of the technical evaluation to ascertain best value for money.** In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation will be compared.

Selection will be based on a technically compliant and least costly proposal, where the approach to the work, qualifications and experience (Technical proposal) will be weighted a minimum of 70%.

Technical Evaluation Criteria

Criteria	Points	Weight
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Qualification (Team leader)		20%
Educational Qualification in communications, journalism, events planning or other related field *Bachelors 3 *Honors 6 *Master and => 10	10	
Experience (consultancy/consortium)		60%
Proven knowledge and experience in social media management (Facebook, Twitter, blogs) and ICT usage. * 1 year 3 * 3 year's 6 * 5 years and => 10	10	
5 Years of work experience in the field of media relations, journalism or/and Communication, including proofreading and copy editing *1 years 5 *3 years' 15 * 5 years' and => 20	20	
5 Years of work experience in the field of events organization, implementation and management *1 years' 5 *3 years' 15 * 5 years' and => 20	20	
Knowledge/experience of the UNDP, GEF, other similar donor communications, outreach, knowledge dissemination and knowledge management processes are a plus * 1 year 3 * 3 years' 6 * 5 years' and => 10	10	
Knowledge/experience of the Dept. of Energy communications, outreach, knowledge dissemination and knowledge management processes are a plus * 1 year 3 * 3 years' 6 * 5 years' and => 10	10	
Competencies (consultancy/consortium)		20%

• Demonstrated experience working with a variety of stakeholders, including senior government officials, civil society organisations, donors, journalists, editors, consultants and academics, private sector and other relevant stakeholders and media outlets in a professional and friendly manner.	5	
• Excellent writing, editing and oral communication skills in English	5	
• Highly motivated and demonstrated ability to take initiative and ability to manage complexities and working under stress	5	
• Excellent computer skills and experience in preparing and maintaining communication and event materials	5	

13. Response format

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated. The vendor will be hired on a UNDP contract.

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- Evidence and examples of similar projects that have been successfully completed, including those of team members;
- Personal CVs highlighting qualifications and experience in similar projects, including those of team members;
- Work references – minimum of three references -contact details (e-mail addresses) of referees (organisation for whom you've produced similar assignments), including those of team members;
- All-inclusive (fix cost bid) financial proposal indicating consultancy fee (South African Rand) and a breakdown of expenses (unit price together with any other expenses) related to the assignment.

Applicants are required to submit their proposals to **procurement.za@undp.org** on or before the **27th November 2018** with the subject line: **Job Code Title and Reference Number**.

14. Contact person

For any enquiries regarding this call for proposal, contact the UNDP [\[procurement.za@undp.org\]](mailto:procurement.za@undp.org)