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INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

(Procurement Process ID: PROCESS-35-28456)

Date: 18 March 2015

Country:	Cambodia
Description of the assignment :	Communications Consultant
Project name:	Linking Policy and Practices (LPP) Project
Period of assignment/services:	45 working days

1. BACKGROUND

United Nations Development Programme (UNDP) in Cambodia is looking for an Individual Contractor to perform the above mentioned assignment. Interested offeror is strongly advised to read the INDIVIDUAL CONSULTANT (IC) PROCUREMENT NOTICE for more detail about term of references, instructions to offeror, and documents to be included when submitting offeror.

Any request for clarification/additional information on this procurement notice shall be communicated in writing to UNDP office or send to email vannara.chea@undp.org or procurement.kh@undp.org. While the Procurement Unit would endeavor to provide information expeditiously, only requests receiving at least 5 working days prior to the submission deadline will be entertained. Any delay in providing such information will not be considered as a reason for extending the submission deadline. The UNDP's response (including an explanation of the query but without identifying the source of inquiry) will be posted where this Individual Consultant (IC) Procurement Notice is posted. Therefore, all prospective Offerors are advised to visit the page regularly to make obtain update related to this Individual Consultant (IC) Procurement Notice.

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

To assist you in understanding the requirements of this assignment, scope of work, responsibilities, and description of the proposed analytical work, we have attached hereto the following:

- Terms of Reference (Annex 1)
- The Individual Contract and its General Terms and Conditions (which are available on UNDP website at <http://www.kh.undp.org/content/dam/cambodia/docs/Operations/UNDP%20General%20Con>

[ditions%20for%20Individual%20Contracts.pdf](#)) or Reimbursable Loan Agreement¹ (which are available on UNDP website at http://www.kh.undp.org/content/dam/cambodia/docs/Operations/UNDP-Reimbursable%20Loan%20Agreement_Eng.doc), which you would be expected to sign in the event you are the selected Offeror in this procurement process.

3. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

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

- Cover letter: Explaining why the candidate the most suitable for the work;
- **Proposed methodology;**
- Offeror's letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment and Final all-inclusive price proposal with breakdown of costs as per UNDP template, which is available on UNDP website at http://www.kh.undp.org/content/dam/cambodia/docs/Operations/UNDP_Template%20for%20Confirmation%20of%20Interest%20and%20Submission%20of%20Financial%20Proposal.docx;
- UNDP Personal History Form (P11), which is available on UNDP website at <http://www.kh.undp.org/content/dam/cambodia/docs/Operations/UNDP-P11%20modified%20for%20SCs%20and%20ICs.doc>;
- Note for Interested Candidates above the age of 62: UNDP regulations require, at their own cost, to undergo a full medical examination including x-rays. Medical evaluation documentation does not need to be submitted with the other requested documents listed above, but will be requested should the candidate be chosen.

Your offer [proposal/application] should be submitted online through UNDP Online Recruitment System at the URL address http://jobs.undp.org/cj_view_job.cfm?job_id=54917 no later than application submission deadline. **Late application submission will be rejected.**

To submit your offer through UNDP Online Recruitment System, please follow the steps below:

1. Go to above mentioned URL address;
2. Click "Apply Now" button, fill in necessary information on the first page, and click "Submit Application";
3. Upload your offer. **Please note that UNDP Online Recruitment System allow only one uploading, so please make sure that you merge all your documents into a single file;**
4. You will receive an automatic response to your email confirming receipt of your application by the system.

4. FINANCIAL PROPOSAL

¹ RLA is an instrument used to engage individuals that are employed with another legal entity, at the time of their engagement with UNDP. It must be the individual who will decide if the contract should be IC or RLA, not UNDP

This is Lump sum contracts. Therefore, the interested offeror is requested to submit **Final All-Inclusive Price** with breakdown of costs.

5. EVALUATION

Offerors will be evaluated based on the Cumulative analysis.

- Technical Qualification (100 points) weight; [70%]
- Financial/Price Proposal (100 points) weight; [30%]

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. Only the price proposal of the candidates who passed the minimum technical score of 70% of the obtainable score of 100 points in the technical qualification evaluation will be evaluated.

5. 1. Technical qualification evaluation criteria:

The total number of points allocated for the technical qualification component is 100. The technical qualification of the offeror/individual is evaluated based on following technical qualification evaluation criteria:

Technical Evaluation Criteria	Obtainable Score
Minimum of 3 years experiences (with a Bachelor's Degree) or a minimum of 5 years experiences (with a Master's Degree) working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies;	50%
Proven track record in editing and designing stories, newsletters, and communication materials; Prior experience of event management and facilitation in the region is an asset;	30%
Experience in facilitating high profile meetings with multiple stakeholders, at high-level forums and providing brief briefs in print, radio, TV and other electronic media;	
Proven track record in development related field advocacy and communications; prior work experience within UNDP or another UN agency in relevant field is an asset.	20%
Total Technical Obtainable Score	100 points

Only the offeror/candidate who have attained a minimum of 70% of total points will be considered as technical qualified offeror/candidate.

5. 2. Financial/Price Proposal Comparison:

- Only the financial/price proposal of offeror/candidate who have attained a minimum of 70% score in the technical evaluation will be considered and evaluated.

- The total number of points allocated for the price component is 100.
- The maximum number of points will be allotted to the lowest price proposal that is opened/evaluated and compared among those technical qualified candidates who have attained a minimum of 70% score in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price. $[\text{Lowest Price} \times 100 / \text{Other Price under Consideration}] = \text{Points for Other Candidate's Price Component}$.

5.3. Selection Method and Award Criteria:

The award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The total score for each offeror will be calculated independently by this formula: $\text{Total Score} = \text{Technical Score} \times 0.7 + \text{Finance Score} \times 0.3$

6. ANNEXES

- ANNEX 1 - TERMS OF REFERENCES (TOR)

ANNEX I – TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTOR

I. Assignment Information

Assignment Title:	Communication Consultant
UNDP Practice Area:	Cambodia Human Development Report (CHDR)
Cluster/Project:	Linking Policy and Practices (LPP) Project
Post Level:	Junior Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Both home-based and non-home-based (Phnom Penh)
Expected Place of Travel:	Some field trips in Cambodia (only when required)
Contract Duration:	45 working days (distributed over 5 months periods: 20 April- 30 September 2015)

2. Project Description

Over the past two decades Cambodia has made impressive progresses in terms of poverty reduction and human development. Economic growth, unmatched by any post conflict society, is pro-poor leading to substantial reduction in poverty. Factors contributing to this fast economic growth among others include: restoration of peace and security, large public and private capital inflows, open market, and fairly stable macroeconomic conditions. As a result, Cambodia has registered massive gains and improvements on human development as measured by the global human development indices (HDI): life expectancy at birth, educational attainments and decent living standards. Between 1980 and 2012, Cambodia's life expectancy at birth increased by 24.9 years, from 38.7 to 63.6, mean years of schooling and expected years of schooling increased by 0.8 and 4.0 years, from 5.0 to 5.8 and 6.5 to 10.5, respectively.

Between 1995 and 2012, Cambodia's Gross National Income (GNI) per capita increased by some 163 percent, from \$797 to \$2,095 (2005 PPP\$). Overall, Cambodia's HDI for the period between 1995 and 2012 experienced fast growth in the three HDI dimensions at an annual average growth rate of about 1.7 percent, an average HDI growth faster than the Low and Medium HDI groups. As a result, Cambodia is among the countries in the South that have had greater gains in HDI between the periods from 1990 to 2012. Despite all the progresses and improvements, Cambodia's educational attainment and human capital base are by all means low including compared to the countries in East Asia and the Pacific.

That said, Cambodia is at an historic stage in its development, moving away from Low Income Country to Middle Income Country status by 2030. However, growth was and is still mainly taking place in a few urban centers, while the domestic private sector remains agrarian-based with a focus on subsistence farming of rice. The rapid expansion of the urban labor market draws people in low skilled jobs and low pay – often at the expense of continued education and training – and conceals deep underlying structural problems in education and skills formation.

Against this backdrop the United Nations Development Programme (UNDP) is in the process of writing of the Cambodian Human Development Report (CHDR) 2015: Towards Balanced Growth in Cambodia - Role of Human Capital Development. The CHDR 2015 will take stock of the past and present state of human development, human capital (education and health) base, and demographic window of opportunity for equitable growth and social development to elicit debates on human development gaps and human capital formation for the betterment of citizens of the country.

The timing of the 2015 CHDR is critical for Cambodia in that the Report will stimulate policy debate on long-term solution to Cambodia's sustainable human development and human capital needs; and needs that until now have been met with short-term solutions. Adopting a lifecycle perspective to human capital accumulation by investing in the first 1,000 days of a child's life provides one important part of such a long-term solution. Ensuring that a child receives care during this time will enable him/her to benefit from education and gives him/her the capabilities to continually adapt to changes in the job market.

UNDP Cambodia is looking for a communication consultancy services to take lead and facilitate the preparation for the launching of the CHDR 2015 including the production of advocacy and communication plan, press materials, marketing and dissemination of the CHDR 2015 messages, and preparations of press-kits, speeches, designing and printing report. **Assignment is distributed over five month period from 20 April to 30 September 2015.**

3. Scope of Work

Tasks and the scope of work cover but not limited to the following:

Lead the preparations of CHDR 2015 outreach and communication plan, communication materials, including designing report publication (May/June) and contributing to the successful report launch (September)

Some specific tasks includes:

- Develop a concept note and communication plan for the entire CHDR 2015 launching process and events;
- Implements the CHDR's Communication and Dissemination strategies;

- Produce at least 5 - 8 pager, brochures as part of disseminating the CHDR 2015 messages on key topics of the 2015 CHDR;
- Prepare press materials for the media (TV, radio and electronic/online) and as well as press statements and speeches during events of the launching (national and sub-national);
- Organize media briefings in preparation of the launch
- Working closely with the UNDP Communications unit and LPP project team in engaging national and international media contacts for the report launch;
- Keep updated address and lists of CHDR launching event participants from government, diplomatic mission, UN agencies, NGOs and private sector;
- Proof read the report and work closely with the designing and printing companies on 2015 CHDR publication for both English and Khmer languages;
- Monitor and produce report of the media coverages after the launching event
- Take active role in communication related activities as instructed by UNDP Senior Management and the Project Coordinator;

4. Expected Outputs and Deliverables

The key result/deliverables expected from the successful consultant– amongst others are:

- CHDR 2015 launching concept note and detailed communication plan for the entire period of pre and post launching of the CHDR 2015;
- At least 5 , 8 pager brochures on key topics of the CHDR 2015 as part of disseminating key messages of the report;
- Press materials for launching event produced and media briefing conducted;
- CHDR 2015 published, i.e. Full report in English, executive summary in English and Khmer
- Monitoring and media coverage report (after launching event)

A more detailed timeframe will be further elaborated with UNDP once the consultant is selected.

As part of the evaluation criteria, to apply for this job, the consultant must provide the proposed methodology to deliver the expected outputs along with his/her CV.

No	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review outputs and confirm acceptance)</i>

1	Complete work and communication plans for the CHDR 2015 covering the periods from April – December 2015	7 days	4 th week of April 2015	NHDR Coordinator and Policy and Research Coordinator
2	Launching concept note, CHDR 2015 published, i.e. Full report in English, executive summary in English and Khmer	15 days	1 st week of July 2015	NHDR Coordinator and Policy and Research Coordinator
3	Press materials for launching event produced and media briefing organized and conducted	18 days	2 nd week of July	NHDR Coordinator and Policy and Research Coordinator
4	Launching and dissemination workshops organized and delivered	3 days	2 nd week of September	NHDR Coordinator and Policy and Research Coordinator
5	Monitoring and media coverage report (after launching event)	2 days	4 th week of September 2015	Policy and Research Coordinator
Total # of Days:		45 days		

5. Institutional Arrangement

- The consultant will work under the overall supervision of the LPP Policy and Research Coordinator, in consultation with NHDR Coordinator, the Communication Unit, and National Development Economists.
- All logistics support such as selection venue, printing house and recruiting related vendors will be provided by UNDP/LPP
- Travel in the province/s (if required) will be arranged by UNDP/LPP, in which case the consultant would receive UNDP DSA as applicable.
- The consultant will be provided with key background documents and literature relevant for the 2015 CHDR.

6. Duration of the Work

The Consultant will have approximately total of 45 working days of services to deliver the stated outputs over a period of five (5) months that will commence in **Mid-April to 30 September 2015**. A tentative schedule is presented in the expected outputs/delivery table in section IV. The

final work plan and a detailed schedule will be further elaborated at the beginning of the assignment.

7. Duty Station

The duty station for this assignment is in Phnom Penh. During the assignment the consultant is expected to be spent full time a **maximum of 30 working days in the LPP office** to undertake tasks and deliver outputs/deliverables around the period of the report launch. A more detailed timeframe will be further elaborated with the CHDR team once the consultant is selected.

8. Minimum Qualifications of the Individual Contractor

Education:	A minimum of Bachelor's Degree in Communications, Journalism, Public Relations or related fields.
Experience:	<ul style="list-style-type: none"> ▪ Minimum of 3 years experiences (with a Master's Degree) or a minimum of 5 years experiences (with a Bachelor's Degree) working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies; ▪ Proven track record in editing and designing stories, newsletters, and communication materials; ▪ Prior experience of event management and facilitation in the region is an asset; ▪ Experience in facilitating high profile meetings with multiple stakeholders, at high-level forums and providing brief briefs in print, radio, TV and other electronic media; ▪ Proven track record in development related field advocacy and communications; prior work experience within UNDP or another UN agency in relevant field is an asset.
Competencies:	<ul style="list-style-type: none"> ▪ Strong analytical, research, writing and communications skills. Familiarity with relevant technologies for the production of film, print and web-based products; ▪ Event planning and facilitation ability; ▪ Excellent communication and presentation; ▪ Writing skills for higher level advocacy and communication purposes; ▪ Strong technical and practical knowledge on issues related to facilitation, advocacy, communication, and media relationships; ▪ Ability to promote knowledge management and a learning environment through excellent interpersonal relationships;

	<ul style="list-style-type: none"> Strong skills in providing substantive inputs in the area of media and communications for high level workshops and events; Knowledge management and sharing.
Language Requirement:	Strong command of written and spoken English; knowledge of Khmer is an asset
Other Requirements (if any):	N/A

9. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Minimum of 3 years experiences (with a Master's Degree) or a minimum of 5 years experiences (with a Bachelor's Degree) working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies;	50%
Proven track record in editing and designing stories, newsletters, and communication materials; Prior experience of event management and facilitation in the region is an asset;	30%
Experience in facilitating high profile meetings with multiple stakeholders, at high-level forums and providing brief briefs in print, radio, TV and other electronic media;	
Proven track record in development related field advocacy and communications; prior work experience within UNDP or another UN agency in relevant field is an asset.	20%
Total Obtainable Score:	100%

10. Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

N	Outputs/Deliveries	Payment Schedule	Payment Amount

1	Upon signing the contract and acceptance of work plan and methodology of the assignment, media and communication plan	1 st week of May 2015	20%
2	Upon satisfactory completion of the communication materials, successful launch CHDR 2015 and submission and acceptance the monitoring and media coverage report.	4 th week September 2015	80%