

## TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONTRACTOR (IC)

### GENERAL INFORMATION

**Services/Work Description:** Evaluation of the UN engagement in Women First Run

**Post Title:** National Consultant (NC)

**Group of Individuals and/or Firms are not eligible for this consultancy assignment (only at an individual level)**

**Consultant Level:** Level C (Senior Specialist)

**Duty Station:** Addis Ababa / Country Office

**Duration:** One month from signing of the contract

**Expected Start Date:** As soon as possible

### I. BACKGROUND / PROJECT DESCRIPTION

The UN Country Team has partnered with the Great Ethiopian Run (GER) for the past decade to bring about greater visibility to its advocacy of development issues.

The partnership aimed at enhancing the United Nations visibility to the general public as a Delivering as One country. The UN has used the common platform for advocating on cross-cutting development agenda.

The United Nations was also a title sponsor for the Women First Run organized annually by Great Ethiopian Run for the last three consecutive years, highlighting Sustainable Development Goal 5 (SDG 5) - Gender Equality and Women's Empowerment. The run brought together more than 11,000 girls and women in 2017; 12,000 in 2018 and 13,000 in 2019.

Women First Run is held in connection to the International Women's Day. The United Nations Communications Group on behalf of the UN Country Team closely worked with the Great Ethiopian Run and encouraged participation of women and girls in the run and ensured the key messages agreed at the UN level are widely disseminated.

The United Nations partnered with the Great Ethiopian Run and became a title sponsorship with the following objectives:

- To raise the public awareness on SDG 5 – Achieve gender equality and empower all women and girls and foster visibility of the UN's work towards achieving the goal. The major focus is reaching out for a wider public and media to further improve understanding of the public on gender equality and women empowerment.

- Inspire action by different actors including government, civil society, women and youth to engage individually and collectively in the efforts to achieve gender equality and empower all women and girls.

Accordingly, the UN 2017 Women First Run held under the theme “Because I Can” aimed at promoting the empowerment of women and girls, calling for ending all forms of discrimination against all women and girls everywhere, eliminating all harmful practices and all forms of violence against all women and girls and ensuring women’s full and effective participation and equal opportunities for leadership.

The UN 2018 Women First Run held under the theme “Violence Free-Life: It’s My Right” focused on eliminating all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.

Under the theme “I LEAD”, the UN 2019 Women First Run aimed at promoting women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

The title sponsorship involved selection of a theme for the run, opportunities to deliver key messages by UN representatives at the pre-race and race events, contribute key messages for social and mainstream media as well as enhance visibility through visual branding.

The communications products included radio messages, communication pieces on newspapers, press conferences, production and distribution of the UN logo and messages on race t-shirts, posters, billboards and other promo items as well as website coverage.

Although the United Nations has partnered with the Great Ethiopian Run over the last several decades to advocate diverse development issues using running events, a formal assessment has not been conducted to look at the impact of the events in achieving their desired objectives.

After making both financial and technical investment for several years, the United Nations Country Team agreed to have evidence on costs and benefits of the Women First Run that would inform the UNCT to determine future partnership with the GER on this run.

Therefore, the UN Country Team requires the services of an external consultant to evaluate the effectiveness and achievements of UN Ethiopia’s partnership with GER on the Women First Run.

## **II. SCOPE OF THE WORK**

The assessment is limited to the Women First Run (5km) held from 2017-2019 in which the United Nations Ethiopia was a title sponsor. As the aim of the assessment is to look at the impact created by the UN investment (both financial and technical) in the run, the focus is on the outcome (qualitative and quantitative) achieved in relations to the investment.

The assessment methods will include desk review, survey and interviews with key stakeholders including UN officials, UN Communications Group members, UN staff, the Great Ethiopian Run team, government officials of selected ministries, representatives of local and international NGOs, youth and women groups, media agencies, and participated organizations in sponsoring the Women First Run events and participants of the run.

### III. OBJECTIVES

- Evaluate the UN's sponsorship of the annual Women First Run (organized by the Great Ethiopia Run) in terms of reach, retention and understanding of the UN messaging (including visual representation) across different target audiences, youth (male and female), women and the general public.
- Evaluate the extent to which the Sustainable Development Goal-SDG 5 (Gender Equality and Women's Empowerment) is given prominence by direct participants and those reached through media as a result of the thematic messages of the run.
- Make recommendations to UN Ethiopia on future engagements and partnership with GER and / or other platforms that would best get the UN's development message, especially promoting the SDGs, across to the identified target groups

### IV. EXPECTED OUTPUTS AND DELIVERABLES

- a. Inception report, to be distributed among key stakeholders for comments in an inception meeting and by email.
- b. Draft report. The report should be submitted in English and should provide substantive assessment against the objectives. The report should also be structured in terms of thematic topics and related findings, description of best practices, conclusions, learnings, recommendations proposing opportunities for the United Nations to promote SDGs in Ethiopia.
- c. Additional outputs include a power-point presentation and selected best video footages of focus group interviewees.
- d. Facilitation of validation meeting.
- e. Final Report

### V. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The selected individual consultant will correspond directly with the UN Communications Group (UNCG) via UN Resident Coordinator's Office (UNRCO) to submit drafts, seek approval of the final productions, discuss and adhere to timeline and submission of the final reports.

Any changes to format, content or timeline must be communicated in a timely manner and in writing to the UN Communication Group and implemented only upon receiving approval. UN Communications Group will facilitate contacts including the Great Ethiopian Run, UN Communications Group members, UN Country Team members, UN staff and representatives of international and local NGOs.

### VI. DURATION OF THE WORK<sup>1</sup>

The consultant will be responsible for conducting the evaluation within one month from the signing of the contract.

No.	Deliverables / Outputs	Estimated Duration	Review and Approvals
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<sup>1</sup> The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.

		to Complete	Required <i>(Indicate designation of person/Unit who will review output and confirm acceptance)</i>
1	Inception Report	3 Working days	UNCG
2	First Draft	14 Working days	UNCG/UNCT
3	Final Draft	4 Working days	UNCG/UNCT
	Total	21 Working days	

## VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

- A minimum of Master's degree in in the area of Project Management, Marketing, Communications and Media, social sciences or any other relevant field;
- A minimum of seven solid years of experience in the area of Project Management, Marketing, Communications and Media, social sciences or any other relevant field;
- At least 7 years of professional experience in conducting evaluation preferably on campaigns, advocacy and social mobilization;
- Excellent knowledge of both English and Amharic;
- Capacity to communicate fluently with different stakeholders (race organizers, civil society, government authorities, local communities, UN staff);
- Solid understanding and knowledge and experience of campaigns, advocacy, communications and media;
- Excellent analytical and report writing skills;
- Familiarity with gender issues;
- Previous experience in UN or similar agencies is an asset

### **Core Competencies:**

- Demonstrates integrity by modelling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of the United Nations;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favouritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.
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### **Important Note:**

The Consultant is required to have the abovementioned professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

## VIII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly; Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- 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. In this regard, the respective weight of the proposals are:

- a. Technical Criteria weight is **70%**
- b. Financial Criteria weight is **30%**

Criteria	Weight	Max. Point
<b>Technical Competence (based on CV, Proposal and interview (if required))</b>	<b>70%</b>	100
▪ <b>Criteria a.</b> Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal	<b>40</b>	
▪ <b>Criteria b.</b> Minimum educational background as per the requirement in the ToR	<b>10</b>	
▪ <b>Criteria c.</b> Minimum six years of experience in similar consultancy projects and/or IC	<b>10</b>	
<b>Criteria d.</b> Ability to discharge the consultancy service within the timeframe as per the ToR	<b>10</b>	
<b>Financial (Lower Offer/Offer*100)</b>	<b>70%</b>	
<b>Total Score</b>	<b>Technical Score * 70% + Financial Score * 30%</b>	

## IX. PAYMENT MILESTONES AND AUTHORITY

The prospective consultant will indicate the cost of services for each deliverable in **US dollars all-inclusive<sup>2</sup> lump-sum contract amount** when applying for this consultancy. The consultant will be paid **based on the effective UN exchange rate (where applicable), and** only after **approving authority** confirms the successful completion of each deliverable as stipulated hereunder.

The qualified consultant shall receive **100%** his/her lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

## X. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating quotations whose contents are uniformly presented and to facilitate their comparative review, a prospect Individual Contractor (IC) is given a proposed *Table of Contents*. Therefore, prospective Consultant Proposal Submission must have at least the preferred contents which are outlined in the IC Proposal Submission Form incorporated hereto.

## XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

<sup>2</sup> The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal

**This TOR is approved by:** [\[Dinksew Taye, Head of UNRCO \(a.i\)\]](#)

**Name:**

**Designation:**

**Signature:** \_\_\_\_\_

**Date Signed:**