

Terms of Reference (ToR)

Content creation for the digital version of the UNDP publication *Blir Världen Bättre?*

GENERAL INFORMATION

Work Description:	Writer for the content creation of the digitalization of UNDP Sweden's flagship publication <i>Blir världen bättre?</i>
Project Title:	Digitalization of <i>Blir världen bättre?</i>
Type of Contract:	International Consultant
Duty Station:	Stockholm/Home-based
Duration:	355 working hours distributed over 5 months
Application deadline:	10 February 2020
Expected Start Date:	1 March 2020

BACKGROUND OF THE ASSIGNMENT

UNDP Sweden is looking for a consultant responsible for updating and creating new content for a digital version of the UNDP publication *Blir Världen Bättre?* (Is the world getting better?).

As a part of the UN development agenda, UNDP Sweden published the book *Blir Världen Bättre?* for the first time in 2005. The publication is written by Staffan Landin and Mikael Botnen Diamant and uses up-to-date statistics to describe positive developments in the world over the past few decades. The book describes the progress of the Millennium Development Goals and the Global Goals and how they light a path to a sustainable future for both people and planet.

Blir Världen Bättre? has become a flagship UNDP product and much-appreciated teaching material among both teachers and students. Since 2005 the book has been published in seven updated and revised editions and hard copies have been distributed to upper secondary schools all over Sweden as teaching material. The content is also available on the Globala Målen [website](#) as a [downloadable PDF](#).

OBJECTIVES OF THE ASSIGNMENT

The overall aim of the project is to make an ambitious, digitized version of *Blir Världen Bättre?*, that enjoy the pedagogical narrative from the book but displays the content in a more stimulating and accessible way that fits the modern digital classroom.

We have just started the process of digitizing the publication and embed it into the Globala Målen website as a digital interactive tool for teachers and students to use. A digital agency has been contracted to conduct the technical development, design and implementation of the digital interactive tool. Updating and creating new content for the digital product requires in-depth knowledge of global development issues. We are therefore sourcing this part separate from the team responsible for the digital development.

The project is open, and the awarded consultant is expected to actively take part in developing the content of the digital version of *Blir Världen Bättre?* together with UNDP Sweden. UNDP Sweden will contribute to the content creation by providing the content framework and topics.

The digital version of *Blir Världen Bättre?* will consist of interactive educational modules that the user “walks through” while learning about sustainable development. We aim to take teachers and students on a digital journey where they get to immerse themselves in up-to-date facts and statistics about the state of the world and increase their knowledge about sustainable development.

Target audience: Teachers and high school students ages 15-18.

DUTIES AND RESPONSIBILITIES

The consultant will be responsible for updating and adapting the substantive content of the current *Blir Världen Bättre?* publication to the digital version of *Blir Världen Bättre?*

In broad terms this include:

- **Update:** Identify up to date topics and issues within development and development cooperation, bringing the Global Goals to the forefront of *Blir Världen Bättre?*
- **Adapt:** Develop concepts and create written content that suits a digital interactive learning tool. Focus on communicating the substantive content through shorter explanatory texts, manuscripts for audio and/or video material and concepts and/or copy for animations and infographics.

The consultant will work closely with UNDP Sweden and the contracted digital agency. The consultant is expected to participate in meetings and workshops with the digital agency, UNDP Sweden and test groups.

The language for the digital product is Swedish.

Methodology

The consultant will be required to develop a clear methodology to deliver on the key pieces of content. Previous versions of *Blir Världen Bättre?*, various Global Goals reports, as well as relevant research materials from UNDP, other UN agencies, civil society etc., may serve as useful reference materials.

The consultant is expected to ensure synergy in the narrative of the various modules and ensure the principles of the 2030 Agenda (leave no one behind, integrated approach, inclusive and participatory approach, human rights-based approach) are reflected in the content and language.

The content should also capture and reflect up to date issues and challenges in the implementation of Sustainable Development Goals. The consultant should also ensure that cross cutting issues (Population, Environment, Gender and youth, Good governance, Monitoring and Evaluation capacity) are taken into consideration.

User experience perspective

The digital version of *Blir Världen Bättre?* will be developed with the user in focus. Our ambition for the digital product is to minimize the use of text as much as possible and instead use audio and video clips, animations, and infographics to communicate information. The consultant should have demonstrated experience in writing copy and content for these different types of mediums.

Availability

The consultant is expected to be available between 1 March – 31 August 2020, with the most work intensive period being from 1 March – 30 June 2020. Please see estimated timeline under Deliverables, Timeline and Payment.

The consultant will work closely with UNDP Sweden and the contracted digital agency and participate in meetings and workshops with the digital agency, UNDP Sweden and test groups.

DELIVERABLES, TIMELINE AND PAYMENT

The assignment will be home-based. UNDP is not responsible for providing any equipment, materials or services required to execute the deliverables stated.

Format of the deliverables will comply with UNDP requirements. The detailed outline of these deliverables will be agreed upon commencement of the assignment. The ownership of all text, photo, video, audio and interviews material rests with UNDP. The consultant will be duly credited.

Prelaunch (testing of beta version of digital product and content): 1 May 2020

Launch: September 2020

Deliverables	Specification	Estimated Duration to Complete	Dates
Content adaptation and editing	Adapt content for the digital version of <i>Blir Världen Bättre?</i> . Divide content into suitable learning steps/modules and adjust according to specified/suitable format for that module, e.g. text, short video or audio clip. UNDP Sweden will assist in the decision on what format the different parts will be presented in.	240 hours	1 March – 31 May 2020
Meeting participation	Preparation and participation in meetings with digital agency and UNDP Sweden.	15 hours	1 March – 15 August 2020
Implementation of feedback from test groups with target audience (teachers and students).	Implementation of feedback and clarifications into the digital product will be done in close collaboration with the digital agency and UNDP Sweden.	80 hours	1 June – 30 June 2020
Final review and editing before launch		20 hours	1 July – 15 th August 2020

REQUIRED SKILLS AND EXPERIENCE OF THE INDIVIDUAL CONTRACTOR

Education:

- University degree in Political Science, Journalism, Economics, Development Studies, or other related field

Professional experience:

- Minimum 3 years of relevant experience; working in journalism, international development organizations and/or research institutions with proven experience in sustainable development, development cooperation or related topics.
- Demonstrated experience of writing about development issues or areas related to sustainable development such as industrialization, urban development, poverty analysis, environmental impact assessment, and social impact assessment including gender analysis.
- Demonstrated pedagogical or creative writing skills and experience, for example creating content for video, audio, and or shorter news articles or blogs.
- Demonstrated experience in writing about the Millennium Development Goals and the Global Goals.
- Knowledge and understanding of UN/UNDP's work and/or other multicultural/bilateral actors' works and roles related to sustainable development.
- Knowledge and understanding of how progress in the Global Goals and their targets are measured and evaluated is considered an advantage.
- Familiarity with the curriculum for the upper secondary school is considered an advantage.

Language:

- Excellent knowledge of English and Swedish, including the ability to set out a coherent narrative when writing about international development issues.
- Capacity to communicate fluently with target audience: upper secondary school students and teachers as well as other stakeholders (civil society, government authorities, academia, etc.)

Functional competences:

- Practical experience in pedagogical or creative content creation;
- Computer skills: full command of Microsoft applications (Word, Excel, PowerPoint) and common internet applications will be required.

Ethics and values:

- Demonstrates integrity by modelling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

INSTITUTIONAL AGREEMENT

The awarded contractor will report on progress bi-weekly directly to the UNDP Project Officer at the UNDP Swedish Office.

The awarded contractor is expected to collaborate with UNDP Swedish Office and the service provider responsible for the digitalization of *Blir Världen Bättre?*.

TRAVEL

The consultant is expected to arrange her/his own travel and be responsible for ticketing, visa and accommodation, if not based in Stockholm, Sweden. Cost of travel to Stockholm to meet with UNDP Sweden and the digital agency must be included in the financial proposal. Please see below for application details.

EXPECTED DURATION OF THE CONTRACT

Target date of commencement of assignment: 1 March 2020

Expected date of full completion: 31 August 2020

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENT

Interested individuals are requested to include a financial proposal in the application. The pricing should be an all-inclusive¹ lump sum amount for the deliverables listed in this Terms of Reference.

UNDP shall affect payments, by bank transfer to the consultant's bank account, upon acceptance by UNDP of the deliverables specified in this Terms of Reference. Payments will be made in tranches and upon submission of a Certification of payment of the work completed.

The payment schedule will be decided upon between UNDP and the contracted consultant.

APPLICATION PROCEDURE

Interested candidates should provide the following documents and information:

- Submission of a CV indicating relevant past education and professional experience, as well as the contact details (email and telephone number) of the candidate and at least three (3) professional references.
- Submission of written proposal, explaining why the candidate is the most suitable for the work (max 1 page).
- Submission of Offeror's Letter to UNDP Confirming Interest and Availability (Annex 3), and;
- Submission of financial proposal. Applicants are required to submit their financial proposals in Swedish Kroner (SEK) for this consultancy, using the financial proposal template available in Annex 3. The financial proposal should be an all-inclusive lump sum quote for the entire consultancy. The term 'all-inclusive' implies that all costs (professional fees, assignment- and mission- related travel expenses as provided above, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor are already factored into the financial proposal. The cost of the assignment shall be linked to the deliverables specified above and reflected in Annex 3, page 4 "Breakdown of Cost by Deliverable".

The CV, letter of interest and availability and financial proposal should be sent to stina.amnebj@undp.org by 10 February 2020.

Criteria for selection:

Only those candidates who meet the minimum levels of education, language and work experience requirements will be considered for the technical evaluation. The technical evaluation will include a desk review and may also include interviews with shortlisted candidates.

Combined scoring method – where the competencies, skills and experience will be weighted a max of 70% and combined with the price offer which will be weighted a max of 30%.

¹ The term 'all-inclusive' implies that all costs (professional fees, assignment- and mission- related travel expenses, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor should be factored into the financial proposal.

Method: Cumulative analysis method will be used to evaluate proposals.

When using this weighted scoring method, the award of the contract will 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.

Technical criteria weight: 70 (70% of total obtainable scores).

Financial criteria weight: 30 (30% of total obtainable scores)

Only candidates obtaining a minimum of 49 (70%) points on technical part will be considered for the financial evaluation.

Criteria and scores for technical evaluation (total 70):

- Demonstrated experience in writing about the Millennium Development Goals and the Global Goals (15 points).
- Demonstrated experience in producing written content about development issues, development cooperation and/or areas related to sustainable development (30 points).
- Demonstrated ability to write and communicate about complex development issues in a clear, creative and pedagogical manner (25 points).
- Knowledge and understanding of UN/UNDP's work and/or other multicultural/bilateral actors' works and roles related to sustainable development (10 points).

Criteria for financial evaluation (30 points maximum):

The following formula will be used to evaluate financial proposal: -

$$p = y (\mu/z), \text{ where}$$

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal:

μ =price of the lowest priced proposal:

z = price of the proposal being evaluated:

The award of contract will be made to the individual consultant who receives the highest combined score out of the weighted technical and financial criteria as specified above.

GENERAL TERMS AND CONDITIONS FOR INDIVIDUAL CONSULTANTS (IC)
<http://www.undp.org/content/dam/undp/documents/procurement/documents/IC%20-%20General%20Conditions.pdf>

ADDITIONAL REFERENCES AND RESOURCES

- Link to Globala Målen: <https://www.globalamalen.se/>
- Link to Blir Världen Bättre? at Globala Målen: <https://www.globalamalen.se/blirvarldenbattre/>
- Link to the PDF-version of *Blir Världen Bättre?*: <https://www.globalamalen.se/wp-content/uploads/2018/12/blir-varlden-battre-webbvaenlig.pdf>
- Link to existing teaching material on the Global Goals: <https://www.globalamalen.se/skola/skolmaterial/>
- Link to general information about the Sustainable Development Goals: <https://www.un.org/sustainabledevelopment/>

UNDP SWEDEN PROJECT TEAM

Carolina Given Sjölander – Officer in Charge UNDP Sweden – carolina.given.sjolander@undp.org

Lisa Stenvinkel – Project Officer – lisa.stenvinkel@undp.org – *Project Lead*

Stina Amnebjerg – Operations Officer – stina.amnebjerg@undp.org