

**INDIVIDUAL CONSULTANT PROCUREMENT NOTICE #2020-43****Date: 24 April 2020**

Deadline for Submission	Please see more details on e-tendering: <a href="https://etendering.partneragencies.org/">https://etendering.partneragencies.org/</a>
Allowable Manner of Submitting Proposals	e-Tendering Site address: <a href="https://etendering.partneragencies.org/">https://etendering.partneragencies.org/</a>  Business Unit: <b>KGZ10</b> Event ID: <b>2020-43</b>
Information for electronic submission through eTendering	No hard copy or email submissions will be accepted by UNDP  Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link: <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/">http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/</a>  Contact Details for submitting clarifications/questions: E-mail address: <a href="mailto:procurement.env.kg@undp.org">procurement.env.kg@undp.org</a>  Please note that when uploading files, the following restrictions and specifications must be followed: <ul style="list-style-type: none"> <li>• File name can only contain 60 characters.</li> <li>• File name and description cannot contain special characters and letters from other alphabets. It should only contain letters from the English alphabet.</li> <li>• If you are uploading a large number of files (ex. 15 or more), please zip the files into a ZIP folder and upload the folder instead of each file individually. You can upload several ZIP folders, but if you do this, please note that the total size of each ZIP folder uploaded cannot exceed 50MB.</li> <li>• Please read the solicitation documents of the event carefully to ensure that you are meeting the event requirements for document submission. There may be restrictions on the size and format of the uploaded files.</li> </ul>
Documents to be included in proposal	<ul style="list-style-type: none"> <li>• Proposal: Resume/CV (including past experience in similar projects)</li> <li>• Signed confirmation of interest and submission of financial proposal form (the form is attached), - Annex 3, Financial Proposal Form</li> <li>• Copy of ID (passport)</li> <li>• Copy of Diploma and required certificates</li> </ul>

**TERMS OF REFERENCE**

Project Name	Conservation of globally important biodiversity and associated land and forest resources of Western Tian Shan mountain ecosystems to support sustainable livelihoods (PID 101450)
Short title of Assignment:	National Advocacy and PR Consultant
Duty station:	Bishkek, Kyrgyz Republic with travels to Toktogul and Toguz Toro districts of Jalal Abad oblast
Type of Contract:	Individual Contract
Duration of Contract:	May 2020 – December 2021 (300 effective person days)

**BACKGROUND**

The Western Tian Shan is one of the world's 200 priority ecoregions and one of 34 global biodiversity hotspots and has been designated as a natural World Heritage Site. The Tian Shan act as a bridge connecting fauna and flora of Himalayas and Hindu Kush across Pamir with biota of Siberia, and across Dzungar Ala-Tau and Altay with biota of Mongolia, which results in a unique combination of fauna and flora elements. In the Western Tian Shan, fauna and flora are characterized by high diversity and concentration in a relatively small area. In terms of flora, higher plants number more than 2,500 species, and endemism of the flora is 12%; vertebrates number well over 400 species. However, many of the Western Tian Shan's species and unique ecosystems are threatened by poor forest and land management; the region is home to 54 Red List plant species, and 27 Red List species of fauna, including the snow leopard.

The proposed project draws on a landscape conservation and management approach, understanding that not only Key Biodiversity Areas (KBA), but also buffer zones, corridors and sustainable forest and pasture management in wider landscape are the key to the conservation of biodiversity, and the sustainable use of forest and land resources. This includes the survival of snow leopard and its prey species, as well as sustainable local community development.

The development of effective internal and external communication, openness and transparency of activities, timely presentation of information to the public, accountability, consecutive communication strategy and capacity building of the local media outlets including the relevant press services will allow the Project to achieve well-coordinated good results.

**OBJECTIVE**

The main objective of the National Consultant is to support public awareness raising activities, dissemination and advocacy of Project's achievements and support implementation of the Communication Plan of Project.

**SCOPE OF WORK**

The National Consultant will work under the overall guidance of the Program Officer/Analyst and direct supervision of the Project Coordinator and closely collaborate with the national partners and UNDP CO Communication Unit when implementing the following tasks:

- Develop individual work plan for the entire assignment with clear deliverables and Communications plan for 2021 in line with the Calendar of Environmental events;
- Assist in successful implementation of the media components of the project and achievement of respective goals outlined in the project documents in line with UNDP rules and procedures;
- Implement advocacy and outreach events as part of the International Birds Day, the International Mother Earth Day, the International Day for Biological Diversity, the World Environment Day, the World Cleanup Day and the International Snow Leopard Day in close partnership with the State Agency for Environmental Protection and Forestry and other partnering organizations;
- Carry out 2 press tours: 1 in 2020 to Toktogul and 1 in 2021 to Toguz Toro for media representatives to highlight achievements in supporting Protected Areas and development of target communities located close to Protected Areas;
- Develop at least 6 press-releases and 3 success stories related to biodiversity conservation, Western Tian-Shan Nature Parks, their Public Boards, anti-poaching team, improvement of the Protected Areas legislation, and implementation of Alternative Livelihood programme;
- Develop press releases, publications, success stories and articles to UNDP newsletters and periodicals (MS Sway on a monthly basis, Bayan on a quarterly basis with at least 2 articles) thereby facilitating public awareness on

achievements of the Project and improvements in the target communities as well as delivering key messages on safeguarding biodiversity to the public;

- Facilitate media coverage of key Project activities and achievements in news outlets, web-pages of UNDP, MS Sway, the State Agency for Environmental Protection and Forestry and Department of Biodiversity Conservation and Protected Areas;
- Facilitate broadcasting 6 TV spots with a focus on the Project achievements and activities on national and/or local TV;
- Develop 4 media monitoring reports highlighting the project activities;
- Produce at least 600 high-res photographs of the Project activities, events and beneficiaries for outreach purposes and upload them to UNDP Flickr account;
- Provide technical specifications for at least 8 communications and outreach materials to be developed in the frames of the Project;
- Facilitate production of 8 videos and 2 animated infographics on the Project's activities and outcomes;
- Enhance public awareness and facilitate environmental education through organizing 6 public lectures, 2 Eco Hour events, a sports event, 2 nationwide essay competitions as well as 2 ecodebates;
- Facilitate development of logos and concept of information centers for Alatau and Kan-Achuu Protected Areas, facilitate design of 20 plastic garbage collection bins for further installing in the Protected Areas as part of the Project efforts to promote ecotourism in the Western Tian Shan;
- Organize 2 expert discussions on biodiversity conservation, forest and pasture management perspectives and facilitate their broadcasting through Kyrgyz-language radiostations;
- Provide development and publication of 2 information brochures on the Project's profile and its outcomes, 2 books on Western Tian-Shan's avifauna and Protected Areas of the Kyrgyz Republic as well as branded weekly planners and table calendars for 2021;
- Ensure compliance of communications and outreach products with UNDP branding guidelines;
- Liaise with the Project's international, national and local partners, media representatives and other stakeholders;
- Prepare interim and final reports highlighting achievements in communicating the Project activities to the public;
- All materials (including success stories, press-releases, social media updates) to be prepared in Russian and English languages. Selected materials to be prepared in Kyrgyz language as well.

#### FINAL DELIVERABLES

PRODUCTS	TERMS	PAYMENT STRUCTURE
<p>Interim report with the following products in line with Scope of Work is submitted and approved:</p> <ul style="list-style-type: none"> <li>– Detailed individual work plan for the entire assignment with clear deliverables developed and approved by the Project Coordinator;</li> <li>– Design of graphic identities (logos) for Alatau and Kan-Achuu Protected Areas developed;</li> <li>– Organizational support to the IIHF Ice Hockey World Championship (Division IV) under the slogan "Save the snow leopard" in Bishkek rendered;</li> <li>– Information brochure on the Project's profile and its interim outcomes produced in Kyrgyz, Russian and English;</li> <li>– Media coverage support to "Eco Hour" events in Toktogul and Toguz-Toro districts provided;</li> <li>– A general concept for establishing 2 information centers under Alatau and Kan Achuu Protected Areas developed;</li> <li>– Advisory assistance to designing a book on the Western Tian-Shan's avifauna provided;</li> <li>– Support to undertaking the nationwide essay competition among schoolchildren to be held as part of the International Biodiversity Day provided;</li> <li>– As part of the World Cleanup Day, at least 20 plastic garbage collection bins designed and produced for further installation in pilot municipalities and Protected Areas;</li> </ul>	30 June 2020	25%

<ul style="list-style-type: none"> <li>– 3 public lectures on environmental topics with participation of representatives from State Agency on Environmental Protection and Forestry (SAEPF) and academic circles organized in 3 higher educational institutions;</li> <li>– Support to production of 4 videos devoted to Alatau Protected Area, Kan-Achuu Protected Area, birdwatching and snow leopard provided;</li> <li>– 2 expert discussions on biodiversity conservation, forest and pasture management perspectives organized and broadcasted through a Kyrgyz-language radiostation;</li> <li>– Activities and achievements of the project covered in news outlets, web-pages of UNDP, SAEPF and Department of Biodiversity conservation and SPNA covered;</li> <li>– Regular content for the UNDP social media platforms developed in Kyrgyz, Russian and English;</li> <li>– Technical specifications for at least 2 communications and outreach materials developed;</li> <li>– At least 150 high-res photographs of the Project activities, events and beneficiaries for outreach purposes produced and uploaded to UNDP Flickr account;</li> <li>– At least 2 articles written and 6 photos are produced for the UNDP periodical Bayan in Kyrgyz and Russian;</li> <li>– Monthly summaries of the Project events are prepared with MS Word and submitted to the UNDP corporate newsletter in English;</li> <li>– A media monitoring report highlighting the project activities is developed.</li> </ul>		
<p>Interim report with the following products in line with Scope of Work is submitted and approved:</p> <ul style="list-style-type: none"> <li>– Communications plan for 2021 in line with the Calendar of Environmental events developed, agreed with the Project Staff and approved by the Project Coordinator;</li> <li>– Branded table calendars for 2021 designed and produced;</li> <li>– Branded weekly planners for 2021 designed and produced;</li> <li>– One press-tour for media representatives to target communities of Toktogul district organized and carried out;</li> <li>– 1 video on microgrants program implementation in Toktogul and Toguz-Toro districts produced;</li> <li>– 1 video on pasture management in Toktogul and Toguz-Toro districts produced;</li> <li>– 1 video on interim Project outcomes for the year 2020 produced;</li> <li>– A concept of advocacy and outreach events dedicated to the International Snow Leopard Day developed, with a set of conducted events (4 quizzes in schools, 2 environmental contests, 2 promo-events, 2 photo exhibitions and 4 lectures);</li> <li>– Eco Debates on Snow Leopard Cup conducted among schools of the target communities;</li> <li>– Animated infographics outlining the Project outcomes for 2020 produced and shared with stakeholders;</li> <li>– A guide on Specially Protected Natural Areas of the Kyrgyz Republic developed and published in agreement with UNDP and SAEPF;</li> <li>– 6 press-releases and 3 success stories related to biodiversity conservation, Western Tian-Shan Nature Parks, their Public Boards, anti-poaching team, improvement of the Protected Areas legislation, and implementation of Alternative Livelihood programme developed and distributed;</li> <li>– Activities and achievements of the project covered in news outlets, web-pages of UNDP, SAEPF and Department of Biodiversity conservation and SPNA;</li> </ul>	10 December 2020	25%

<ul style="list-style-type: none"> <li>– 2 TV spots highlighting the Project achievements and activities broadcasted on national and/or local TV;</li> <li>– Regular content for the UNDP social media platforms developed;</li> <li>– Technical specifications for at least 2 communications and outreach materials developed;</li> <li>– At least 150 high-res photographs of the Project activities, events and beneficiaries for outreach purposes are produced and uploaded to UNDP Flickr account;</li> <li>– At least 2 articles are written and 6 photos produced for the UNDP periodical Bayan in Kyrgyz and Russian;</li> <li>– Monthly summaries of the Project events prepared with MS Sway and submitted to the UNDP corporate newsletter in English;</li> <li>– A media monitoring report highlighting the project activities developed.</li> </ul>		
<p>Interim report with the following products in line with Scope of Work is submitted and approved:</p> <ul style="list-style-type: none"> <li>– “Eco Hour” in Toktogul and Toguz-Toro districts is covered in mass media;</li> <li>– Support to undertaking the nationwide essay competition among schoolchildren to be held as part of the International Biodiversity Day provided;</li> <li>– 3 public lectures on environmental topics with participation of representatives from State Agency on Environmental Protection and Forestry (SAEPF) and academic circles organized in 3 higher educational institutions;</li> <li>– One press-tour for media representatives to target communities of Toguz Toro district organized and carried out;</li> <li>– 4 concepts with detailed action plans for conducting the International Birds Day (1 April), the International Mother Earth Day (22 April), the International Day for Biological Diversity (22 May) and the World Environment Day (5 June) developed;</li> <li>– Activities and achievements of the project covered in news outlets, web-pages of UNDP, SAEPF and Department of Biodiversity conservation and SPNA;</li> <li>– 2 TV spots highlighting the Project achievements and activities broadcasted on national and/or local TV;</li> <li>– Regular content for the UNDP social media platforms developed;</li> <li>– Technical specifications for at least 2 communications and outreach materials developed;</li> <li>– At least 150 high-res photographs of the Project activities, events and beneficiaries for outreach purposes produced and uploaded to UNDP Flickr account;</li> <li>– At least 2 articles written and 6 photos produced for the UNDP periodical Bayan in Kyrgyz and Russian;</li> <li>– Monthly summaries of the Project events prepared with MS Sway and submitted to the UNDP corporate newsletter in English;</li> <li>– A media monitoring report highlighting the project activities developed.</li> </ul>	30 June 2021	25%
<p>Final report with the following products in line with Scope of Work is submitted and approved:</p> <ul style="list-style-type: none"> <li>– An information brochure on the Project’s profile and its final outcomes produced;</li> <li>– Support to production of 1 video on the Project’s final outcomes provided;</li> <li>– An expert discussion on biodiversity conservation, forest and pasture management perspectives organized and broadcasted through a Kyrgyz-language radiostation;</li> </ul>	10 December 2021	25%

<ul style="list-style-type: none"> <li>– 2 concepts with detailed action plans for conducting the World Cleanup Day (21 September) and the International Snow Leopard Day (23 October) developed;</li> <li>– Eco Debates on Snow Leopard Cup conducted among schools of the target communities;</li> <li>– Animated infographics outlining the Project outcomes for 2020 produced and shared with stakeholders;</li> <li>– Activities and achievements of the project covered in news outlets, web-pages of UNDP, SAEPF and Department of Biodiversity conservation and SPNA;</li> <li>– 2 TV spots highlighting the Project achievements and activities broadcasted on national and/or local TV;</li> <li>– Regular content for the UNDP social media platforms developed;</li> <li>– Technical specifications for at least 2 communications and outreach materials developed;</li> <li>– At least 150 high-res photographs of the Project activities, events and beneficiaries for outreach purposes are produced and uploaded to UNDP Flickr account;</li> <li>– At least 2 articles written and 6 photos are produced for the UNDP periodical Bayan in Kyrgyz and Russian;</li> <li>– Monthly summaries of the Project events prepared with MS Sway and submitted to the UNDP corporate newsletter in English;</li> <li>– A media monitoring report highlighting the project activities developed.</li> </ul>		
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#### **REPORTING REQUIREMENTS**

- ☐ The Certifying Officer of this assignment is UNDP Programme and Policy Analyst with prior clearance of a Project Coordinator;
- ☐ All information should be provided in both printed and electronic versions in English and Russian languages;
- ☐ All materials should be cleared by a gender team and the communications unit before its publication;
- ☐ The Consultant shall be solely liable for the accuracy and reliability of the data provided, links to sources of information used;
- ☐ The Consultant will submit reports in Russian to be certified by the UNDP-GEF Project Coordinator and approved by UNDP Programme and Policy Analyst and serve as a justification for payments;
- ☐ All materials produced by the Consultant are the property of UNDP, and before its publication can only be used in coordination with the UNDP office.

#### **QUALIFICATION REQUIREMENTS**

- University degree in social sciences/communications;
- At least 5 years of professional work experience in the area of communications and PR;
- Demonstrated experience in producing communication products (please provide links to such products);
- Work experience in the field of biodiversity conservation and/or climate change;
- Excellent knowledge of Russian, Kyrgyz and English languages.

#### **SCOPE OF PRICE PROPOSAL**

##### Preferred Currency of Offer: United States Dollars (US\$)

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

For local contractors in Kyrgyzstan UNDP shall effect payment in Kyrgyz Som based on the prevailing UN operational rate of exchange on the month of payment. The prevailing UN operational rate of exchange is available for public from the following link: <http://treasury.un.org/operationalrates/OperationalRates.aspx>

## **ADDITIONAL REQUIREMENTS FOR RECOMMENDED CONTRACTORS**

### **Statement of Medical Fitness for Work**

Individual Consultants/Contractors whose assignments require travel and who are over 65 years of age are required, at their own cost, to undergo a full medical examination including x-rays and obtaining medical clearance from an UN - approved doctor prior to taking up their assignment.

Where there is no UN office nor a UN Medical Doctor present in the location of the Individual Contractor prior to commencing the travel, either for repatriation or duty travel, the Individual Contractor may choose his/her own preferred physician to obtain the required medical clearance.

### **Inoculations/Vaccinations**

Individual Consultants/Contractors are required to have vaccinations/inoculations when travelling to certain countries, as designated by the UN Medical Director. The cost of required vaccinations/inoculations, when foreseeable, must be included in the financial proposal. Any unforeseeable vaccination/inoculation cost will be reimbursed by UNDP.

## **TRAVEL REQUIREMENTS**

The assignment will include the following travels:

- 5 trips to Toktogul district with 14 overnights, of which:
  - 3 overnights – 1 press-tour for media representatives,
  - 3 overnights – 1 trip for shooting video on Alatai Protected Area,
  - 3 overnights – 1 trip for shooting video on microgrants program implementation,
  - 2 overnights – 1 trip for shooting video on Eco Hour event,
  - 3 overnights – 1 trip for shooting video on final outcomes of the Project;
- 5 trips to Toguz-Toro district with 14 overnights, of which:
  - 3 overnights – 1 press-tour for media representatives,
  - 3 overnights – 1 trip for shooting video on Kan-Achuu Protected Area,
  - 3 overnights – 1 trip for shooting video on pasture management,
  - 2 overnights – 1 trip for shooting video on Eco Hour event,
  - 3 overnights – 1 trip for shooting video on final outcomes of the Project.

Notes: All other trips will be covered by the Project additionally.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

Considering the global COVID-19 pandemic, the indicated travels may be subject to cancellation or shifting, based on the agreement with the Certifying officer.

## **SECURITY CLEARANCE**

The Consultant/Contractor will be requested to undertake BSAFE training.

These requirements apply for all Consultants, attracted individually or through the Employer

## **UNDP INPUT**

UNDP will provide:

- Project documentation and information;
- Contacts.

## EVALUATION

Offerors will be evaluated based on the methodology of cumulative analysis

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

*a) responsive/compliant/acceptable, and*

*b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.*

Total score=Technical Score + Financial Score

Technical Criteria weight – 70%, 700 scores maximum

Financial Criteria weight – 30%. 300 scores maximum

*Only candidates obtaining a minimum of 490 from 700 point in the Technical part of evaluation would be considered for the Financial Evaluation*

The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$ , where

$P$ =points for the financial proposal being evaluated

$Y$ =maximum number of points for the financial proposal

$L$ = price of the lowest price proposal

$Z$ =price of the proposal being evaluated

### The selection of candidates will be done in 3 stages

**1<sup>st</sup> stage:** Prior to detailed evaluation, all applications will be thoroughly screened against eligibility criteria (minimum qualification requirements) as set in the present TOR in order to determine whether they are compliant/non-compliant.

Eligibility Criteria	
1	University degree in social sciences/communications;
2	At least 5 years of professional work experience in the area of communications and PR

**2<sup>nd</sup> stage: Technical Evaluation** of technical proposals – desk review.

Short-listed candidates will be evaluated based on the following criteria:

Criteria	Weight	Max. Point
<b>Technical evaluation</b>	<b>70%</b>	<b>700</b>
5 years of professional work experience in the area of communications and PR  <i>30 points for every additional year above 5 years of professional experience in the named spheres, but no more than 150 points in total</i>		150
Demonstrated experience in producing communication products (please provide links to such products);  <i>30 points for each demonstrated communication product, but no more than 300 points in total</i>		300
Work experience in the field of biodiversity conservation and/or climate change  <i>25 points for each demonstrated case of experience in the named field, but no more than 100 points in total</i>		100
Language skills Fluency in English (required) <i>41 – 50 points - excellent</i> <i>31 – 40 points - very good</i> <i>21 - 30 points – good</i> <i>11 - 20 points – satisfactory</i> <i>0 – 10 points – poor</i>		50




Language skills Knowledge of Russian (required) <i>41 – 50 points - excellent</i> <i>31 – 40 points - very good</i> <i>21 - 30 points – good</i> <i>11 - 20 points – satisfactory</i> <i>0 – 10 points – poor</i>		50
Language skills Knowledge of Kyrgyz (required) <i>41 – 50 points - excellent</i> <i>31 – 40 points - very good</i> <i>21 - 30 points – good</i> <i>11 - 20 points – satisfactory</i> <i>0 – 10 points – poor</i>		50
Only candidates obtaining a minimum of 490 points from 700 points at the Technical Evaluation/Interview would be considered for the Financial Evaluation		
<b>Financial</b>	<b>30%</b>	<b>300</b>

**3rd stage: Financial evaluation (according to the method described above)**

*Only candidates obtaining a minimum of 490 from 700 point in the Technical part of evaluation would be considered for the Financial Evaluation*

The candidate achieving the highest cumulative score for both Technical and Financial evaluations will be recommended by the Evaluation Committee for contracting.

**Approved by**

<b>Project Manager UNDP\GF</b>	<b>Signature</b>	<b>Date</b>
Mirgul Amanalieva, WTS Project Coordinator		24 April 2020