



*Empowered lives.  
Resilient nations.*

## Terms of Reference – Communications and Stakeholder Engagement Service Provider

Assignment	UNDP Namibia requires suitably qualified and experienced service providers to submit proposals to fulfil Communication and Marketing responsibilities in accordance with the given scope. To support the Sustainable Development Goals Impact Investment Facility (SDGIIF) programme.
Name of the responsible office	UNDP Procurement Office
Address for submitting proposals & other correspondence	UN House, 38 - 44 Stein Street Klein Windhoek Republic of Namibia Private Bag 13329. Windhoek Namibia Tel: +264 61 204 6111, <a href="mailto:procurement.na@undp.org">procurement.na@undp.org</a>
Closing Date & Time for submission of proposals:	24 July 2020
Bid Description:	Appointment of a suitably qualified and experienced service provider to fulfil Communication and Marketing responsibilities in accordance with the given scope.

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**Title:** Communications and Stakeholder Engagement Service Provider

**Unit:** UNDP Namibia

**Duty Station:** Namibia UNDP Country Office as required Duration of Assignment is from **7 months**

### **Background:**

UNDP works in about 170 countries and territories, helping to achieve the eradication of poverty and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.

UNDP Namibia and the Ministry of Industrialization and Trade (MIT) have jointly established a Sustainable Development Goals Impact Investment Facility (SDGIIF).

The SDGIIF will be used to provide mentorship grants and debt financing to women and youths in business, social enterprises and micro, small and medium enterprises (MSMEs) to address the challenges of the financing gap to MSMEs. The International Finance Corporation (IFC) in 2017 estimated the annual financing gap to MSMEs in Namibia to be \$1.8 billion.

The impact investment facility platform is aimed at accelerating the implementation of SDGs with the support of the private sector. Through dynamic partnerships, the programme intends to encourage the private sector to transform their traditional corporate social responsibility (CSR) into modern corporate social investments (CSI) that have a greater and standardize measurable impact. This partnership will allow corporates to invest in social enterprises, that have great socio-economic impact in their communities that they are operating in. It is envisioned that these MSMEs will grow to become bankable social enterprise, while advancing their social work at the same time.

### **Objective**

This consultancy will provide communications support to assist the SDG IIF programme. Under the guidance of the SDGIIF project manager and working with the Communications Officer (CO), the Service Provider will provide support, design communication material and implement the SDGIIF communications strategy, to promote the SDGIIF work in Namibia to potential donors and MSMEs.

The overall objective is to promote the newly established SDG IIF platform, to give external communication support to our selected MSMEs including the EMPRETEC programme.

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### **Expected Key Deliverables:**

- 1. Support the development and delivery of the SDGIIF communications strategy for external communications and outreach. This strategy should have a digital interactive component, factoring in Covid-19 restrictions. It should include but is not limited to providing**
  - Develop and design SDGIIF logo and slogan
  - Development (design and print) of communication material for, SDGIIF corporate use, articles and other communications vehicles, including social media to support information campaign for the programme.
  - Online content has to be developed in accordance with UNDP requirements and under the guidance of the CO.
  - Strategic advice on the SDG IIF Communications for UNDP on how we can share information about the platform to MSMEs and raise additional capital for the SDGIIF virtually through stakeholder engagements.
  - Arrange and manage country wide engagement sessions with the private sector and MSMEs (with the aim of information sharing and resource mobilisation) between August 2020– February 2021 with the following sectors, mining, agriculture, finance, insurance, government and organisations who are supporting Namibian MSMEs. In proposal showcase how you will engage with respective stakeholders over digital communication tools (given Covid 19-measures) and in person engagement sessions. A minimum of 15 engagement sessions should be reflected in proposal and accounted for in budget. Confirmed number of engagement sessions can be signed off once proposal is accepted.
  
- 2. The Communications and Stakeholder Engagement Service Provider will work with SDGIIF Project Manager and EMPRETEC team to provide strategic communications support including:**
  - Professionally feature the MSMEs supported by the SDGIIF, profile selected MSMEs from SDGIIF and EMPRETEC (profile minimum of 10 MSMEs selected by SDGIIF and EMPRETEC),
  - Develop and deliver a national awareness campaign to promote SDGIIF and mobilisation of resources from the private sector.
  - Using online platforms, radio, print and video clips to publicise information
  - Any other communications activities which may be required to promote the work of the SDGIIF platform.

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Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
Agree on scope of work, signing of contract and provision of Inception Report indicating agreed outputs, approach and deliverables	One Week	10 August 2020	Programme Manager and communication officer
SDG IIF logo and messaging of programme developed and in use	3 weeks	31 August 2020	Programme Manager and communication officer
Media coverage in all major media houses, newspaper and social media platforms, twice per month	7 <sup>th</sup> month	End of contract	Programme Manager and communication officer
2 media releases twice a month featuring MSMEs	7 <sup>th</sup> month	End of contract	Programme Manager and communication officer
Development of professional corporate material for SDGIIF and EMPRETEC for external stakeholder consumption and for potential MSMEs	2 <sup>nd</sup> month	30 September 2020	Programme Manager and communication officer
Engagement workshops with an attendance of more than 10 participants from major private sector as outlines in ToR to be held once a month	7 <sup>th</sup> month	February 2021	Programme Manager and communication officer

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### Resources and working arrangements:

- All communication material product will be signed off first by the project manager and UNDP CO and MIT.

### Qualifications and Experience

- As part of your tender response, you must confirm compliance with any qualification requirements. A failure to comply with one or more such qualification requirements shall entitle UNDP to reject a tender response in full.
- An agency must have a proven track record of high-quality campaigns with multiple segment audiences by using traditional as well as digital media to reach campaign targets. The UNDP is interested in obtaining a reliable partner that is able to understand the values, brand standards and core of our organisation as well as the goals of the programme and efforts to achieve them.

### Agency profile requirements:

- Minimum five years of professional experience in communications, public relations, journalism, marketing, or a related field
- Capability and proven experience in crafting and implementing public relations and communications strategies/plans
- Capability and proven experience crafting high impact content in various formats (press releases, content for websites, video, blog, social media posts, audio, etc., storytelling, ability to spot a newsworthy story, etc.) targeting different audience segments regarding the single project
- High proficiency in recognizing the news-worthy stories and ability to take initiative and proactive
- Attitude in finding the creative ways to communicate with the desired audiences (Government partners and private sector)
- Ability to understand the brand, programme goals and deliver high quality outputs within the agreed timeframes
- Familiarity with the technical advancements and its application in everyday life; tech savvy staff preferred

### Qualified staff that meets the following basic requirements:

- **Senior roles:** Bachelor's degree in the field of public relations or equivalent, media relations and copywriting with at least five years of experience on similar projects; or Master's degree in above mentioned fields with at least three years demonstrated experience in managing similar projects. Awareness raising campaigns and media relations; excellent English language skills, good communication and organizational skills.
- **Junior roles:** Bachelor's degree in the related field or equivalent, with at least three years of experience in creation of campaigns, development of media relations plans and digital content and campaigns, exceptional copywriting skills, excellent knowledge of media landscape in the related country, highly proficient writing skills in local and English language A Bachelor degree in the related area to the assignment (communications, marketing, public relations, IT, etc.)

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### General Professional Experience:

- At least 5 years of professional experience in the area of marketing, public relations, graphic design etc.
- The above listed are minimum requirements that the service provider has to meet by providing the CVs of the teams' expertise.

### Evaluation:

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract.

Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below:

When using this weighted scoring method, the award of the contract may be made to the individual consultant 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.

\* Technical Criteria weighting; 70%

\* Financial Criteria weighting; 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of the technical assessment for shortlisted proposals.

Criteria	Points	Percentage
<b>Qualifications</b>	10	
Bachelor's degree in the field of public relations or equivalent, media relations and copywriting with at least five years of experience on similar projects		
<b>Experience</b>		
10 years of work experience in the field of media relations, journalism or/and communication; * 3 years – 10 * 3 - 5 year – 15 * >10 year – 30	40	
Experience working at UNDP and/or in the field of development * 1 years – 2 * 2 year – 5 * >3 year – 10	5	

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Proven experience as an editor * 1 years – 2 * 2 year – 5 * >3 year – 10	5	
<b>Competencies</b>	10	
<ul style="list-style-type: none"> <li>Outstanding communication, networking and negotiation skills;</li> <li>Excellent computer skills and experience in preparing and maintaining communication materials;</li> <li>Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative;</li> <li>Understanding of key human development issues; Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;</li> <li>Builds strong relationships with internal and external actors;</li> <li>Demonstrates openness to change and ability to manage</li> </ul>		
<b>Technical Criteria</b> *If necessary, interviews shall also be conducted as part of the technical evaluation to ascertain best value for money.		70%
<b>Financial Criteria – Lowest Price</b>		30%
<b>Total</b>		100%

**Documents to be included when submitting Consultancy Proposals, the following documents may be requested;**

- The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.
- Signed P11, or CV's of Personnel assigned, indicating all experience from similar projects, as well as the contact details (email and telephone number) of the Communication firm and at least three (3) professional references.
- Brief description of why the communication firm is the most suitable for the assignment, and a methodology, on how they will approach and complete the assignment. This proposal should include methods of how the communication firm will engage with stakeholders and MSMEs using virtual meeting tools and planned activities
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs. 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. All envisaged travel costs must be included in the financial proposal. This includes all travel to profile at least 10 MSMEs.

Please be guided by the instructions provided in this document above while preparing your submission. Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal. Completed proposals should be submitted using E-tendering, no later than 20 July 2020.

For any clarification regarding this assignment please write to [procurement.na@undp.org](mailto:procurement.na@undp.org). UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.