# Terms of ReferencE (TOR)

Civil Society Organizations (CSOs)Mapping and Outreach Expert for NGO Empowerment for Poverty Reduction Program

**Location:** Home based

**Type of contract:** IC (Consultant)

**Languages required:** English

**Duration of the contract:** 1st of September 2020 – 30th August 2021

**Expected Duration of the Assignment:** Approximately **180** working days

1. **Background and Objective**

Achieving SDGs alone according to UNCTAD’s World Investment Report will require $3,9 trillion per year between 2015 and 2030 for health, education and infrastructure - leaving a $2.5 trillion annual shortfall relative to the current and forecast commitments of $1,4 trillion. To address the financial gap, new sources of innovative finance models are needed (private and venture capital, P2P lending) as well as impactful partnerships aimed at socially geared investment projects that can leverage private investments alongside official development assistance. Innovative finance models, like crowdfunding (crowdfunding, crowd investment), impact investment, preventative and predictive finance are projected to overtake venture capitalists’ investments and grow over $100 billion as per World Bank statistics by 2020. As a form of innovative finance, Islamic Finance is one of the fastest-growing segments of the global financial industry with global assets expected to surpass US$3 trillion by 2020. The Islamic Finance, ideally, is an alternative way of financing based on ethical and socially responsible standards, which ensures fair distribution of benefits and obligations between all the parties in any financial transaction.

The initiative “NGO Empowerment for Poverty Reduction“ (“*NGO empowerment”*) Program is grounded in the 2030 Agenda for sustainable development, UNDP Digital Strategy, UNDP’s Strategic Plan 2018–2021, and UNDP’s ongoing work to address the challenges in the Europe and Central Asia (ECA) region and in other regions as well, based on the work of UNDP Alternative Finance Lab which is a part of UNDP Innovation Team. This initiative builds on the successes of and lessons learned from two phases of the Transformative Governance and Finance Facility projects, and seeks to support mapping and categorizing NGOs, platform-based approach and alternative finance mechanisms in support of achieving the Sustainable Development Goals (SDGs). A key part of the project is the design, development and implementation of the Tadamon platform – an aggregating platform for crowdfunding campaigns for CSOs.

In this context, we are looking for the Consultant/ Mapping and Outreach Expert who will, under the guidance of the Project Coordinator work on designing and implementing actions to map CSOs, supporting the Tadamon platform and support the implementation of the Outreach Strategy towards CSOs.

1. **Description of Responsibilities and Deliverables**

**2.1 NGO Empowerment for Poverty Reduction Program**

**CSO mapping** and preparatory activities

1. In succession of receiving endorsement from OIC member countries and in collaboration with relevant country offices (COs), identification and contacting of relevant local umbrella organizations, national institutions and development partners that are working on CSO identification to get their mapped databases and to assist to their CSOs with signing up on Tadamon.
2. Coordinating and executing the mapping of CSOs (from up to 20 countries) by a combination of bottom-up approach (crowdsourcing) and top-down approach (reaching out directly through UNDP COs, IsDB focal points and partners).
3. Verifying the collected CSO information and importing and publicizing CSO profile information on TADAMON platform.
4. Based on the lessons learned created in the previous work in the project from the CSO mapping process, assist with creating a sustainability plan to find new ways to engage non-involved CSOs.
5. Coordinating mapping and communication with project communication team ensuring key messages are aligned with mapping goals.
6. A total of 500 CSOs Mapped and Presented on Tadamon Platform by the end of the year 2020, with another 300 (800 total) by the end of August 2021.
7. A total of 20 OIC member countries Mapped (and endorsed) by the end of 2020, with an additional 10 (30 total) by the end of August 2021.

**Communications and CSO Outreach**

1. Support in updating project Communication Strategy (internal and external) and Social Media Action Plan that will Support Tadamon Team, UNDP Country Offices and Partners to reach out to CSOs and contribute to CSO Outreach;
2. Provide input in the design and content of the Communication Strategy (external) about the Tadamon platform;
3. Assist with mapping and quality assurance of the data collection process for the CSOs
4. Provide input in the design of the Communication Strategy (external) assisting in content creation and dissemination among partners and targeted CSOs
5. Provide input in the design and content of Tadamon website

**Reporting and Follow up**

1. Develop quarterly reports for the mapped countries and overall progress, with information on the monitoring and evaluation framework, data collection plan, Key Performance Indicators (KPIs)
2. Creating Mapping Sustainability Plan For next year/countries how to engage non-involved CSOs.

**Data verification and finalization**

1. Verification and importing of CSO data to Tadamon platform
2. Checking and confirming CSO information on Tadamon platform is correct

**Management and coordination:**

1. Navigating the Digital Crowdfunding Academy training courses for CSOs
2. Provide insights and support to other team members and interns in mapping activities ensuring smooth delivery and timely progress.
3. On a regular basis consult and coordinate with IsDB and ISFD focal points on mapping activities and progress, ensuring all parties are informed of current activities and that they have appropriate approval from partners.
   1. **Alliance to Fight Avoidable Blindness campaign (AFAB)**

**AFAB Communications and Outreach Strategy**

* 1. Produce a draft of the Partners Outreach Strategy (internal) that will support in building the platform ecosystem and campaign.
  2. Provide input in the design of the Communication Strategy (external) about the AFAB platform;
  3. Assist with the communication and quality assurance of the data provided by partners and THIQAH
  4. Manage the coordination between all partners involved in the project.
  5. In collaboration with partners, identify and get contacts of relevant entities in 13 countries such as local organizations, national institutions and development partners that are working under the alliance.
  6. Verifying the collected data and visuals and making sure they are uploaded on AFAB platform;

**Expected deliverables** for **NGO Empowerment for Poverty Reduction Program**

Under the overall supervision of the Project Coordinator, the consultant will be responsible for the following deliverables:

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| **Deliverables** | **Deadline** | **Payment Schedule** (to be paid upon competition of each subdeliverable) |
| **Deliverable 1** - An Inception report that details the time frame for assignments to be delivered & updated outreach and mapping strategy for reaching the goal of mapping a total of 800 CSOs by end of contract . (app. 18 days) | By end of September 2020 | 10% |
| **Deliverable 2 (indicative work input - app. 15%) – app. 27 days: Technical and expert support for mapping (*This should be a TOTAL NUMBER = 800 CSOs from 30 countries*) within the “NGO Empowerment”. After each deliverable consultant will submit and update Progress and Mapping report that reflects the below schedule:**   1. Deliverable 2A  5% payable after completion of 300 mapped CSOs from 12 countries - app.9 days by 30 October 2020 2. Deliverable 2B - 5% payable after completion of 500 mapped CSOs from 20 countries - app. 9 days by 30 December 2020 3. Deliverable 2C – 5 % payable after completion of 800 mapped CSOs from 30 countries - app.9days by 30 July 2021 | Upon competition of 2A: 30 October 2020  Upon competition of 2B: 30 December 2020  Upon competition of 2C: 30 July 2021 | 5%  5%  5%  Total: 15% |
| **Deliverable 3 (indicative work input - app. 30%):** **Publish all mapped CSOs on Tadamon platform, updating their information and creating Tadamon profiles for wider reach – app. 54 days by 30 august 2021**   1. Deliverable 3A - 10% payable after creation of profiles from 300 mapped CSOs from 12 countries - app.18 days by 30 October 2020 2. Deliverable 3B - 10% payable after creation of profiles 500 mapped CSOs from 20 countries - app. 18 days by 3 December 2020 3. Deliverable 3C – 10 % payable after creation of profiles 800 mapped CSOs from 20 countries - app.18 days by 30 July 2020 | Upon competition of 3A: 30 October 2020  Upon competition of 3B: 30 December 2020  Upon competition of 3C: 30 July 2021 | 10%  10%  10%  Total: 30% |
| **Deliverable 4 (indicative work input - app. 10%): Support the organization of 10 digital crowdfunding Academies (including marketing and communication with UNDP focal points – app. 18 days by 30 June 2021**    Deliverable 4A - 5% payable after completion of 5 campaigns -app. 9 days by 30 May 2021    Deliverable 4B - 5% payable after completion of 5 Academies-app.9 days by 30 June 2021 | Upon competition of 4A: 30 May 2021  Upon competition of 4B: 30 June 2021 | 5%  5%  Total: 10% |
| **Deliverable 5 –** AFAB campaign (indicative work input - app. 10%): Support the organization of AFAB campaign by creating Outreach strategy, and preparing the Report of collected and uploaded data on at least 20 AFAB partners on the AFAB platform – gathered by a sign-up form. app. 18 days by 30 April 2020 | 30 April 2020 | 10% |
| **Deliverable 6** – Preparing the Progress Report on the Mapping process with categorization of mapped CSOs and verifying them with UNDP and IsDB focal points in their countries. Progress Reports for Mapping progress should comprise of but not limited to the following (app. 45 days):   * A matrix table of the organizations signed up on Tadamon along with their Tadamon profile data. * Overview of meetings and consultations held as part of the assignment (containing information on correspondence with National focal points, Activities conducted) * CSO geographical and contact details (including contact persons, CSO email addresses, physical addresses, street address, website etc) * Findings and Results * Key Issues and Recommendations   Deliverable 6A – 13% payable after completion of 5 campaigns - app. 23 days by 30 February 2021  Deliverable 6B – 12% payable after completion of 5 Academies - app. 22 days by 30 August 2021 | Upon competition of 6A: 30 February 2021  Upon competition of 6B: 30 August 2021 | 12%  13%  Total: 25 % |

Travel costs related to the possible missions to Europe and CIS region and other locations, will be paid separately to the Consultant as per UNDP rules and regulations.

**4. Payment**

Payment will be released upon successful delivery of the deliverables and confirmation by the certifying officer – Project Coordinator.

**5. Competencies**

* Ability to multi-task;
* Strong interpersonal skills and effective communication skills;
* Ability to plan and organize her/his work efficient in observing deadlines and achieving results;
* Excellent communication and analysis skills;
* Perfect reporting skills
* Ability to use audiovisual tools and software and independently execute production (Video and Sound).

**6. Qualifications:**

**I. Education**

* Bachelor’s degree or higher in Communications, Marketing, Media, Journalism, International Development, Political Science.

**II. Work Experience**

* Experience in planning and conducting mapping of CSOs/NGOs in OIC countries, including strategy and implementation of both mapping and outreach to CSOs;
* Experience in planning and organizing and conducting workshops and education of Crowdfunding Campaigns, Online Crowdfunding Academies and conducting training on AV-storytelling and social media;
* Minimum one-year working experience in the area of development at the international level in the Middle East North Africa (MENA) Region, including knowledge and experience of the UNDP organizational structure and working with multilateral development institutions such as the Islamic Development Bank.
* Minimum 2 years of progressively professional experience in journalism, script development and creative or copywriting, media Production (such as podcasts, films, reporting), communications or similar at the national or international level;
* Experience in designing, planning and implementing social media campaigns, including content creation.
* Experience in Project Management, in organizing workshops and trainings and in writing implementation and other reports is a must;

**III. Language Requirements**

* Excellent English language skills, both written and verbal are a requirement.

**7. Evaluation of Applicants:**

Individual consultants will be evaluated based on a cumulative analysis taking into consideration the combination of the applicants’ qualifications and financial proposal.

The award of the contract should 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 criteria, (desk review) and financial criteria specific to the solicitation.

Only candidates who will get at least 70% of points in technical evaluation will be considered for the Financial Evaluation.

**Technical Criteria - 70% of total evaluation – max. 35 points:**

* Criteria A – Bachelor’s degree or higher in Communications, Marketing, Media, Journalism, International Development, Political Science - max points: 2;
* Criteria B - Proven experience in planning and conducting mapping of CSOs/NGOs in OIC countries, including strategy and implementation of both mapping and outreach to CSOs - max points: 6;
* Criteria C – Proven experience in planning and organizing and conducting workshops and education of Crowdfunding Campaigns, Online Crowdfunding Academies and conducting training on AV-storytelling and social media – max points: 4;
* Criteria D – At least 1 year of experience in working in the area of development in at the international level in the MENA Region, including knowledge and experience of the UNDP organizational structure and working with multilateral development institutions such as the Islamic Development Bank – max points: 3;
* Criteria E - At least 2 years of progressively professional experience in journalism, script development and creative or copywriting, media Production (such as podcasts, films, reporting), communications or similar at the national or international level– max points: 4;
* Criteria F – Experience in designing, planning and implementing social media campaigns, including content creation. – max points: 2;
* Criteria G - Experience in Project Management, in organizing workshops and trainings and in writing implementation and other reports - max points: 2;
* Criteria H - Methodology (evaluation of the brief methodology on how the candidate would approach and conduct the work (shall be uploaded by the applicant during online application) - max points: 6;
* Criteria I – Interview Criteria - excellent reporting, communication and team-building skills- max points: 6.

**Financial Criteria - 30% of total evaluation – max. 15 points.**

**8. Application procedures**

The application submission is a two-step process. Failing to comply with the submission process may result in disqualifying the applications.

Step 1: Interested candidates must include the following documents when submitting the applications (Please group all your documents into one (1) single PDF attachment as the system only allows upload of one document):

* **Cover letter** explaining why you are the most suitable candidate for the advertised position. Please paste the letter into the "Resume and Motivation" section of the electronic application.
* **Brief methodology on how you will approach and conduct the work**
* Filled P11 form or CV including past experience in similar projects and contact details of referees   
  (blank form can be downloaded fromhttp://www.eurasia.undp.org/content/dam/rbec/docs/P11\_modified\_for\_SCs\_and\_ICs.doc); please upload the P11 instead of your CV.
* **Incomplete applications will not be considered. Please make sure you have provided all requested materials**

*Payments will be made only upon confirmation of UNDP on delivering on the contract obligations in a satisfactory manner.*

*Individual Consultants are responsible for ensuring they have vaccinations/inoculations when travelling to certain countries, as designated by the UN Medical Director. Consultants are also required to comply with the UN security directives set forth under dss.un.org*

*General Terms and conditions as well as other related documents can be found under:* [*http://on.undp.org/t7fJs*](http://on.undp.org/t7fJs)*.*

*Qualified women and members of minorities are encouraged to apply.*