

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

### GENERAL INFORMATION

**Services/Work Description:** Recruitment of Consultant for the Production of Short infographic/animated Video to promote the role of women in peacebuilding at the time of COVID 19

**Project/Program Title:** Women in Peace and Reconciliation

**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 B (Specialist)/

**Duty Station:** Addis Ababa / Home-based

**Expected Places of Travel:** NO

**Duration:** 20 working days distributed over 1 month

**Expected Start Date:** Immediately after Signing the Contract

### I. BACKGROUND / PROJECT DESCRIPTION

United Nations Development Programme (UNDP) has been implementing a short-term project focusing on Women in Peace and Reconciliation (WiP) in the contexts of the recurring and emerging conflicts in Ethiopia. The project's overarching objective is to empower women groups, actors and institutions with commitment to resolving recurring or emerging conflict towards building sustainable peace and stability in Ethiopia.

As the work on the WiP project continues, the COVID 19 pandemic and the subsequent measures to contain it has become unprecedented threat affecting many of the undergoing interventions in Ethiopia including those initiated to promote the role of women in peacebuilding. For instance, the Stay at Home measure and lack in technology for virtual undertakings restricted the move on pushing forward the already started efforts to strengthen the role of women in peacebuilding. However, despite the impacts of this crises on ongoing initiatives and the women's participation in peacebuilding, the need for an active engagement remain critical as women are still at the frontlines of the crises both as an active agent and victims in all the social, political and economic spheres.

As agents of peacebuilding and conflict resolution, women have a lot to give in the fight against COVID 19. During this pandemic, in places where priorities are shifted with government's focus on the crises, the important role of grassroots organizations and structures, including peacebuilding networks is significant, not only to lower transmission rates, but also to prevent and resolve tensions as a result of pandemic. This could include networks of women peacebuilders, who can be

mobilized to respond to the increase of sexual and gender-based violence, alongside the need for solidarity, reconciliation and peaceful coexistence among communities.

Moreover, the experiences of women and men in conflict situation, such devastating pandemic being in the picture, is significantly different. It is well recognized that women are often vulnerable to gender-based violence (GBV) such as rape, forced pregnancy, and sexual slavery. Now due to the COVID 19 pandemic, the lives of women are impacted with a rise in GBV and across every sphere, from health to the economy, security to social.<sup>1</sup> They are also excluded or confined to a marginal role in the conflict resolution and reconciliation efforts. Thus, given the rising tensions in this pandemic time, ongoing government and other non-state actors' initiatives must place women at the center of conflict resolution and peace building efforts and should involve not only women victims but also decision makers in order to bring sustainable and lasting peace and stability.

In view of the above background, UNDP would like to convey a message on the role of women in peace and reconciliation in this time of COVID 19, through 2-3 minutes infographic/animated video. The video production will be done in consultation with Ministry of Peace and the Ministry of Women, Children and Youth and selected CSOs working on women empowerment and gender equality in Ethiopia.

The aim of the Video message is to increase the public awareness and understanding on the agency and role that women can play in conflict prevention, management and resolution in this unique context of the COVID 19 pandemic. The message is targeted to diverse audiences including all women at all level including women associations and leaders in various sectors, youth activist, government officials, CSO's, donors, UN agencies, the international development community and other key stakeholders.

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

The individual Consultant (IC) is expected to produce **TWO** animation/infographic videos with 2-3 minutes length with a strong message to raise the public awareness and understanding on the agency and role that women can play in conflict prevention, management and resolution. The IC is expected to use an illustrative story line technique supported by facts and required actions in the local contexts of the COVID 19 pandemic and political situation in Ethiopian. The voice over to the two videos is expected to be in **AMHARIC and ENGLISH** respectively.

The IC is expected to liaise with UNDP representatives to identify in detail the scope of work, including issues to be covered in scripting, review processes and other benchmarks. UNDP will provide valuable reference resources on the local context and international normative instruments on women in peace and security.

## **III. EXPECTED OUTPUTS AND DELIVERABLES**

The key deliverables shall be two animation/infographic videos, 2-3 Minutes in length, in Amharic and English languages each. The IC is expected to produce the videos following a clear outline and process including the video production and editing (including adding narration and music and titles – texts and graphics on screen) with professional video equipment (with consideration for professional sound and lighting). The IC in close collaboration with the programme and communication staff of UNDP's Governance and Capacity Development Unit is also expected to assure the quality of the two videos before the final cut is approved by UNDP.

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<sup>1</sup> UN SG Policy Brief: The Impact of COVID 19 on Women, 9 April, 2020

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	Developed and created a script and story board based on extensive inputs and direction from UNDP	5 Working days	GCDU Programme and Communication staff
2	First Cut -two Amharic and English animation/infographic videos	10 Working days	GCDU Programme and Communication staff
3	Final cut Amharic and English animation/infographic videos based on the reviews and feedback from UNDP	5 Working days	GCDU Programme and Communication staff
	Total	<b>20 Working days</b>	

#### IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- The Individual Contractor will be engaged by UNDP and will be directly supervised by the GCDU;
- The Programme Specialist, the project coordinator and communication specialist in GCDU will be the focal point for the Individual Contractor for the overall delivery of the tasks.
- The Individual contractor will meet regularly with the UNDP Programme Specialist and the Project coordinator to review progress and make joint decision on any issue.

#### V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC (if any)

There will be no specific logistics arrangement to be provided by UNDP.

#### VI. DURATION OF THE WORK<sup>2</sup>

The assignment is estimated to take 20 working days. The videos are expected to be used at various UNDP meetings and a media broadcast events/panel discussion/ planned in August and September 2020, therefore, strict adherence to the agreed deadline is required.

UNDP GCDU require 7 days to review and provide feedback on both the script and story board and the first cut videos.

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

##### a. Education:

Bachelor's Degree in Communications, Public Relations, Marketing, Media Relations, Journalism, International Relations, Development or related field

##### b. Experience:

- At least 6 years' experience in video production with specific emphasis on infographic/animation video productions for non-profits, development work and social causes
- Experience in designing and developing creative video clips;

<sup>2</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.

- Experience on developing gender related short videos
- Previous professional experience with the United Nations or similar organizations in this or a related field would be considered an asset

**c. Language:**

- Fluency in both English and Amharic languages including the ability to set out a strong and appealing message to the targeted audiences

**d. Functional Competencies:**

- Ability to Produce clear, concise and engaging materials that convey key messages to target audiences;
- Ability to synthesize complex and technical information from various sources into jargon-free content for different audiences;
- Openness to change and ability to receive/integrate feedback;
- Ability to work under pressure and stressful situations;
- Strong analytical, script writing skill;
- Ability to produce high quality video animation on tight deadlines;
- Excellent planning and organizational skills;
- Ability to pursue and ensure timely incorporation of feedback received from UNDP staff other reviewers;
- Strong commitment to ensure delivery of final error-free agreed Videos.

**Core Competencies:**

- 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
- Treats all people fairly without favouritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

**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</b>	<b>70%</b>	100
<ul style="list-style-type: none"> <li>▪ <b>Criteria a.</b> Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization</li> </ul>		50 pts*

& completeness of the proposal		
▪ <b>Criteria b.</b> Bachelor's Degree in Communications, Public Relations, Marketing, Media Relations, Journalism, Development or related field		5 pts**
▪ <b>Criteria c.</b> At least 5 years' experience in development work with specific emphasis on video production -		5 pts **
▪ <b>Criteria d.</b> Relevant experience in infographic video production with Previous professional experience with the United Nations or similar organizations in this or a related field		10 pts**
<b>Financial (Lower Offer/Offer*100)</b>		<b>30%</b> 30
<b>Total Score</b>	<b>Technical Score * 70% + Financial Score * 30%</b>	

**\* It is mandatory criteria and shall have a minimum of 50%**

## **IX. PAYMENT MILESTONES AND AUTHORITY**

The prospective IC will indicate the cost of services for each deliverable in **US dollars all-inclusive<sup>3</sup> lump-sum contract amount** when applying for this consultancy. The consultant will be paid **based on the effective UN exchange rate and** only after **approving authority** confirms the successful completion of each deliverable as stipulated hereunder.

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

<b>Installment of Payment/ Period</b>	<b>Deliverables or Documents to be Delivered</b>	<b>Approval should be obtained</b>	<b>Percentage of Payment</b>
1 <sup>st</sup> Installment	Up on completion of the script and story board with First Cut -two Amharic and English animation/infographic videos	UNDP GCDU	60%
2 <sup>nd</sup> Installment	Up on completion of the Final cut Amharic and English animation/infographic videos based on the reviews and feedback from UNDP	UNDP GCDU	40%

## **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>3</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:**

**Name:** Cleophas Torori

**Designation:** Deputy Resident Representative (Programme)

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

**Date Signed:**