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ETHIOPIA

### SECTION 3: TERMS OF REFERENCE (TOR)

#### GENERAL INFORMATION

**Services/Work Description:** Recruitment of Consultant firm to produce 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

**Duty Station:** Addis Ababa

**Type of the Contract:** National Consultancy Firm

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

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

#### I. BACKGROUND / RATIONALE

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 centre 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.

## **II. OBJECTIVES OF THE SERVICE / WORK**

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.

## **III. SCOPE OF THE SERVICE / WORK**

The firm 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 firm 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 firm 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

## **IV. EXPECTED OUTPUTS / DELIVERABLES**

The key deliverables shall be two animation/infographic videos, 2-3 Minutes in length, in Amharic and English languages each. The firm 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 firm 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.

## **V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)**

The firm will develop and created a script and story board in consultation with UNDP and MoP. The

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

animation/infographic videos will be produced in Amharic and English.

## **VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT**

The consultancy firm is expected to take 20 working days including for the number of days required to produce the animation/infographic videos.

<b>No.</b>	<b>Deliverables</b>	<b>Implementing Partners (IP) if any</b>	<b>Location and Action to be Undertaken</b>	<b>Duration (approx.)</b>
1	Developed and created a script and story board based on extensive inputs and direction from UNDP	UNDP/MoP	Addis Ababa, the firm is expected to develop and created a script and story board-based inputs and direction from UNDP.	5 Working days
2	First Cut -two Amharic and English animation/infographic videos	UNDP/MoP	Addis Ababa, the firm is expected to draft two Amharic and English animation/infographic videos.	10 working days
3	Final cut Amharic and English animation/infographic videos based on the reviews and feedback from UNDP	UNDP/MoP	Addis Ababa, the firm is expected to produce the final video/infographic based on the reviews and feedback given.	5 working days
<b>Total working days</b>				<b>20 working days</b>

## **VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS**

- The consultancy Firm will be engaged by UNDP and will be directly supervised jointly by the MoP and UNDP/GCDU;
- The Programme Specialist, the Project Coordinator, Communication Specialist in GCDU and MoP focal person will be the focal point for the Individual Contractor for the overall delivery of the tasks.
- The Firm will meet regularly with the UNDP Programme Specialist, the Project coordinator and MoP focal person to review progress and make joint decision on any issue.

## **VIII. PAYMENT MILESTONES AND AUTHORITY**

The Prospective Service Provider will indicate the cost of services for each deliverable in US dollars when applying to provide this service. The Proposer will be paid based on the effective UN exchange rate and only after the Programme Specialist or Team Leader confirms the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee inclusive of travel, living allowances, communications, taxes, out of pocket expenses, and other ancillary costs.

A winning Proposer shall then be paid the lump sum contract amount 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 from:</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	GCDU	40%
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	GCDU	60%
Total			100%

## **IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS**

### **9.1 Minimum Organization Requirements**

#### **a. Education:**

The consultancy firm expected to compose of a team expert with advanced university degree (Master's Degree or above) in Communication, Media and Communication, Public relation, Journalism, International Relations or any related Social Science field

#### **b. Experience:**

The consultancy firm is expected to meet the following minimum requirements:

- It must have at least 6 years of practical experience in the field of media relations, journalism or/and communication;
- Experience in developing and creating as scrip and story board;
- Experience in managing communication for diverse communities, stakeholders including government, international organizations, NGOs and/or private sector;
- Experience in designing and developing creative video clips;
- Experience on developing gender related short videos
- Familiarity with the use and management of new and innovative communication platforms/means/, infographic videos to reach large number of audiences;
- Hands on skill development to create a content-rich infographic on a topic of choice using a preferred software (practical session working on a software such as on Adobe Illustrator).
- Capture better ways to engage with target audience and convey information clearly through effective use of design elements by easily creating visual representation of data to explain an issue, a theme or a trend.
- Basics on effective designing of infographic by effectively using elements (like type, color and a grid structure) for a maximum impact.

**c. Functional Competencies:**

- Ability to build strong relationship with clients, focuses on impact and results for the client and responds positively to the feedback;
- Approaches the work with energy, positive and constructive attitude;
- Demonstrates openness to change and ability to manage complexities;
- Ability to anticipate and manage the needs and interests of multiple stakeholders and balance often contradictory expectations from stakeholders and actors;
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

**d. 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 favoritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

**X. CRITERIA FOR SELECTING THE BEST OFFER**

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), 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%

**XI. LOGISTICAL SUPPORT**

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

**XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL**

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

**XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The firm shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the company under the assignment shall become and remain properties of UNDP. This assignment will be administrated by

the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

#### **XIV. PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA**

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

- Redistributed the allocated weight;
- Delete specific criteria if you find it irrelevant or less relevant; or
- Replace with new criteria along with corresponding allocated weight

<b>Summary of Technical Proposal Evaluation Forms</b>		<b>Score Weight</b>	<b>Points Obtainable</b>
<b>1</b>	Expertise of Firm / Organization	30%	300
<b>2</b>	Proposed Methodology, Approach and Implementation Plan	40%	400
<b>3</b>	Management Structure and Key Personnel	30%	300
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>

<b>Technical Proposal Evaluation (FORM I)</b>		
<b>Expertise of the Firm / Organization</b>		<b>Points Obtainable</b>
<b>1.1</b>	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	<b>50</b>
<b>1.2</b>	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> <li>- Financial Stability</li> <li>- Loose consortium, Holding company or One firm</li> <li>- Age/size of the firm</li> <li>- Strength of the Project Management Support</li> <li>- Project Financing Capacity</li> <li>- Project Management Control</li> </ul>	<b>90</b>
<b>1.3</b>	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)	<b>15</b>
<b>1.4</b>	Quality assurance procedure, warranty	<b>25</b>
<b>1.5</b>	Relevance of: <ul style="list-style-type: none"> <li>- Specialized Knowledge</li> <li>- Experience on Similar Programme / Projects</li> <li>- Experience on Projects in the Region</li> <li>- Work for UNDP/ major multilateral/ or bilateral programmes</li> </ul>	<b>120</b>
<b>SUB TOTAL</b>		<b>300</b>
<b>Technical Proposal Evaluation (FORM II)</b>		
<b>Proposed Methodology, Approach and Implementation Plan</b>		
<b>2.1</b>	To what degree does the Proposer understand the task?	<b>30</b>
<b>2.2</b>	Have the important aspects of the task been addressed in sufficient detail?	<b>25</b>

<b>2.3</b>	Are the different components of the project adequately weighted relative to one another?	<b>20</b>
<b>2.4</b>	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	<b>55</b>
<b>2.5</b>	Is the conceptual framework adopted appropriate for the task?	<b>65</b>
<b>2.6</b>	Is the scope of task well defined and does it correspond to the TOR?	<b>120</b>
<b>2.7</b>	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	<b>85</b>
<b>SUB TOTAL</b>		<b>400</b>
<b>Technical Proposal Evaluation (FORM III)</b>		
<b>Management Structure and Key Personnel</b>		
<b>3.1</b>	<b>Task/Project Manager / Team Leader /</b> General Qualification Suitability for the Project	
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of region	<b>55</b>
	- Language qualification	<b>40</b>
<b>SUB TOTAL</b>		<b>140</b>
<b>3.2</b>	<b>Senior Expert(s) / Lead Consultant(s)</b> General Qualification Suitability for the project	
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of the region	<b>40</b>
	- Language qualification	<b>35</b>
<b>SUB TOTAL</b>		<b>120</b>
<b>3.3</b>	<b>Project Staff/ Associate Consultants</b> General Qualification Suitability for the project	
	- Professional experience in the area of specialization	<b>15</b>
	- Knowledge of the region	<b>15</b>
	- Language qualification	<b>10</b>
<b>SUB TOTAL</b>		<b>40</b>
<b>Aggregate</b>		<b>1000</b>

**This TOR is approved by:** [\[indicate name of Approving Manager\]](#)

**Name:** Cleophas Torori

**Designation:** Deputy Resident Representative-Programmes

**Signature:** Cleophas Torori

**Date Signed:** 11-Sep-2020