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ETHIOPIA

## SECTION 3: TERMS OF REFERENCE (TOR)

### GENERAL INFORMATION

<b>Services/Work Description:</b>	Firm Level Consultancy Facilitators for peace messaging, crisis communication skills and social media management for 12 MoP communication experts and 15 MoP higher officials.
<b>Project/Program Title:</b>	Inclusive Governance and Conflict Management Support to Ethiopia/Peace Building Fund (PBF) project.
<b>Duty Station:</b>	Addis Ababa, Ethiopia
<b>Type of the Contract:</b>	National and International Consultancy Firm
<b>Duration:</b>	30 working days distributed over 2 months
<b>Expected Start Date:</b>	Immediately after Signing the Contract

### I. BACKGROUND / RATIONALE

The Inclusive Governance and Conflict Management Support to Ethiopia/Peace Building Fund (PBF) project, with its overarching objectives of supporting development of national peace building strategy and security and social cohesion in conflict-prone clusters/regions has been implemented for the last 18 months (January 2019 - June 2020). In this course of the project, various activities were conducted to create platforms, systems and resources for capacity building, community dialogues/peace conferences, social cohesion and conflict prevention and management in the targeted Somali, Oromia and SNNP Regions.

The project has also been through an adjustment process to respond to an emerging shift of priorities by the Ministry of Peace (MoP) and later the unprecedented COVID 19 pandemic which the Government of Ethiopia has declared the state of emergency to contain its spread. Accordingly, one of the adjustments of the project is to build the capacity of MoP for an increased engagement with national and local groups for solidarity in response to COVID-19 and to promote peaceful co-existence. Specifically, the project is aiming to equip the communicators of MoP with great communication skill as they are the mouthpieces of the Ministry on different national and international fronts.

The MoP is one of the recently established government organs mandated bring about a holistic, integrated and consolidated peace building efforts in Ethiopia. The Ministry is also entrusted by the public with the responsibilities ensuring sustainable peace, reconciliation, inclusion and social cohesion to strengthen federalism, and equitable development.

The experts and leadership within the Ministry are in constant engagement with the public and international community to promote the Ministry's main agenda i.e. peace. Bearing in mind the complexity of the contemporary internal and international dynamics, it is critical to ensure that the messages transmitted are well prepared and conveyed for clear understanding by the intended audience in the way the messages and communications are intended.

The communication as it involves both verbal and nonverbal and written communication through various outlets including the social media by which the MoP wishes to establish a strong sphere of influence to promote peace and stability in Ethiopia. Therefore, providing such tailored training would be investing in the professional development of the Ministry's core staff.

In view of the above background, UNDP Ethiopia Country Office jointly with the Ministry of Peace, is planning to organize a tailored 10 days training on Communication skills for communication experts and higher officials of the Ministry. This ToR is developed to hire a national consultancy firm with strong experience and skill to facilitate the training.

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

The objectives of the communication training skills are to:

- Enhance the Public Speaking, Presentation, Effective Storytelling, Infographics, Fact Checking and Social Media Management skills of Communication Experts of MoP;
- Enhance the Crisis Communication skills of higher officials of the MoP to deliver concise and coherent message by keeping the audience interested and still conveying the message;
- Build the capacity of MoP higher officials and communication experts to effectively manage media engagements, content creation, messaging to the different segments of the public; and
- Enhance the capacity of MoP communication experts to generate conversations, identifying fake or inaccurate information and monitor hate speech.

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

The firm is expected to facilitate 10 days face to face Communications skills training for the communicators of the MoP (Communication experts and higher officials). The training will be in Addis Ababa.

The training is expected to take place in two rounds five days each for the experts and higher officials<sup>1</sup> of the MoP, respectively. The indicative topics for the communications experts are expected to be on:

- Public Speaking Skills;
- Presentation Skills;
- Effective Storytelling Skills;
- Writing Skills;
- Infographics;
- Fact Checking; and
- Social Media Management.

The indicative topics for the Higher officials are expected to be on:

- Crisis communication;
- Effective message crafting and media interview
- Agenda setting;
- Identifying and dealing with hate speech;
- Identifying and dealing fake news;
- Engaging with media – the how and when;

Additionally, the Firm will carry out the following:

- Develop training materials to adequately cover the objectives of the training by ensuring the latest development on the topics above listed above;
- Lead the preparation of realistic agenda, outlines and schedules;
- Based on the training material and outline, prepare PowerPoint slides, practical exercises and case stories based on the objectives of the training set above.

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<sup>1</sup> The training will be arranged for five days preferably on half-days bases to accommodate higher officials' other responsibilities

#### IV. EXPECTED OUTPUTS / DELIVERABLES

Trainees are expected to have the following skills specifically from the infographics training:

- 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.

The firm is also expected to deliver the following:-

1. Training inception plan with a separate comprehensive training package for communication experts and higher officials (Agenda, outline containing training objectives, key contents, expected outcomes, methodology, training material, PowerPoint slides, practical exercises and pre-post training assessments);
2. Facilitate training; and
3. Training report, including pre-post training assessment analysis.

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

The training will be provided by renowned Communication training firm. The firm will develop the training package after conducting pre-training assessment. The training will be provided face to face expected to be flexible to the job demand of the officials. The firm will utilize a practical exercise; develop case studies and assignment-based training model.

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

The consultancy firm is expected to take 20 calendar days including for the number of days required to produce training packages and reports.

No.	Deliverables	Implementing Partners (IP)	Location and Action to be Undertaken	Duration (approx.)
1	Training inception plan with a comprehensive Training Package	UNDP/MoP	Addis Ababa, the firm expected to produce an inception report and a two separate compressive package for the two trainings.	12 working days
2	Training Facilitation	UNDP/MoP	Addis Ababa, the firm expected to produce an inception report and a two separate compressive package for the two trainings.	15 working days
3	Training Report including pre-post analysis			3 working days
<b>Total working days</b>				<b>30 working days</b>

#### VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. The consultancy Firm will be engaged by UNDP and will be directly supervised jointly by the MoP and UNDP/GCDU;
- b. 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.
- c. 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 all-inclusive 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	After the training inception plan and the 2 comprehensive training packages were reviewed and endorsed	UNDP	25%
2 <sup>nd</sup> Installment	After the completing the 20 days assignment and Submitted the training report including the pre-post assessment.	UNDP	75%
<b>Total</b>			<b>100%</b>

## IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

### 9.1 Minimum Organization Requirements

The consultancy firm is expected to compose of/have:

- a team of experts with advanced university degree (Master's Degree or above) in Communication, Media and Communication, International Development or any related Social Science field.
- At least 7 years of practical experience in the field of media relations, journalism or/and communication;
- Experience in managing training on communications skills for diverse stakeholders including higher government officials and communicators, preferably have a lot of engagements with the non-for-profit sector and UN agencies;
- International and national credibility in providing the required service
- Capability to deploy qualified expertise/ trainers in the general and specialized communication field listed above
- Strong knowledge and resource to provide practical training on infographic and social media management
- Capability to deploy good communication expertise in both Amharic and English language(s)
- It shall demonstrate its capabilities, understanding of the TOR, and methodology of audit approach

The multi-disciplinary team should comprise two members with the following educational qualifications; experience and competencies:

### **Lead Trainer**

#### **Academic Qualification:**

Advanced university degree (Master's Degree or above) in Communication, Information Management, Journalism and International Development or any Social Science or Business-related field

#### **Experience:**

Minimum 7 years proven professional experience in media relations, journalism or/and communication and training facilitation;

### **Co-Facilitator/trainer**

#### **Academic Qualification:**

A post-graduate degree in in Communication, Information Management, Journalism and International Development or any Social Science or Business-or related field

#### **Experience:**

A minimum of 6 years of proven training facilitation experience in media relations, journalism or/and communication;

#### **a. Functional Competencies:**

##### **Both the lead and co facilitator/trainer should have: -**

- Excellent training facilitation, communication and reporting skills;
- Familiarity with the use and management of new and innovative communication platforms/means/, infographic videos to reach large number of audiences; Trainees are expected to have the following skills from the infographics training;
- 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;
- Skills on basics of effective designing of infographic by effectively using elements (like type, color and a grid structure) for a maximum impact;
- Excellent command on both written and spoken English is essential;
- 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;
- Experience in designing and facilitation of tailored training;
- Excellent public speaking and presentation skills;
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

**b. 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 is:
  - a. Technical Criteria weight is 70%
  - b. Financial Criteria weight is 30%

**XI. LOGISTICAL SUPPORT**

UNDP will provide the logistics and Administrative support by hiring an authorized Hotel to provide catering service, training hall, projectors and other required accessories to facilitate the training. The soft copies of the training package will also be provided to the training participants to avoid physical contact during the training. The Consultants are expected to cover any transport service cost that they may be incurring during the 10 days training.

**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.

**PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA**

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	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 - Financial Stability - Loose consortium, Holding company or One firm - Age/size of the firm - Strength of the Project Management Support - Project Financing Capacity - Project Management Control	<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: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes	<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>Lead Facilitator</b> General Qualification Suitability for the Project	
	- International experience	<b>15</b>
	- 7 year experience in media relations, journalism or/and communication and training facilitation;	<b>45</b>
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of Ethiopian Current geopolitical Context	<b>40</b>
	- Language qualification	<b>20</b>
<b>SUB TOTAL</b>		<b>165</b>

<b>3.2</b>	<b>Co-facilitator</b>	
	General Qualification	
	Suitability for the project	
	- 6 years training facilitation experience in media relations, journalism or/and communication;	<b>35</b>
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of the Ethiopian Current geopolitical Context	<b>35</b>
	- Language qualification	<b>20</b>
	<b>SUB TOTAL</b>	<b>135</b>
	<b>Aggregate</b>	<b>1000</b>