



Empowered lives
Resilient nations

Terms of Reference

Job ID/Title:	Consultant; Survey Analysis and Report Writing
No. of Positions	1
Scope of advertisement:	Nationally advertised
Category (eligible applicants):	External ¹
Brand:	UNDP
Practice Area:	Inclusive Growth
Application Deadline:	Friday, 9 October 2020 by 11.59 P.M (GMT+3.00)
Type of Contract:	National Individual Contract
Reference:	KEN/IC/2020/050– Consultant; Survey Analysis and Report Writing
Duty Station:	Nairobi, Kenya
Languages Required:	English
Expected Duration of Assignment:	30 Working Days

A) Background

The UNDP Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to helping countries find faster, more durable solutions to achieve Agenda 2030. Important development trends like urbanization, climate change, and inequality pose significant challenges on our path to achieve the 2030 agenda of achieving the Sustainable Development Goals.

UNDP is incubating a number of strategic initiatives aimed at ensuring it is ‘fit for purpose’ to deliver a new generation of solutions in line with the challenges the world faces. One such key strategic initiative is the Accelerator Lab Network. The initiative is a recognition that increasingly interrelated development challenges require going beyond business as usual and single point, linear and silver bullet responses in development. Instead, they call for interdisciplinary approaches and non-linear solutions that crowd in the collective efforts of variety of partners and tap into local insights and the knowledge of people closest to the problem and the solutions.

¹ External defines as applicants external to UNDP and to the UN Common system, including UNDP non-staff.

The COVID-19 pandemic is destined to be a watershed moment in human history, with the health, social and economic crises it has spawned calling into question the resilience of almost all aspects of our society. Many businesses across the world have experienced dire impact on their operations and this has had ripple effects on the economy. Efforts to support businesses must look at the most vulnerable of businesses which includes Micro, Small and Medium enterprises.

In partnership with the Micro and Small Enterprise Authority in Kenya, the UNDP Kenya Accelerator Lab team have conducted a survey to establish the impact of COVID-19 on Kenyan Micro, Small and Medium Enterprises (MSMEs) and their needs for recovery and sustenance.

The Country wide survey covered diverse industries within the MSME sector and received more than 500 responses. The purpose of this consultancy is to analyze the data and develop/ design a report using responses from the survey and complementary research conducted.

B) Objective

The objective of the survey is to inform existing or new areas of support for MSMEs with a particular focus on the Micro and Small enterprises. The Survey also captures information on digital needs of the MSMEs that would be instructive to the support needed by the sector towards digital transformation and inclusion.

C. Scope of Work

The consultant is expected to undertake the following functions:

1. The Consultant will be expected to develop a report based on findings from the survey, research and consultations within the Country Office as well as with relevant external stakeholders.
2. The Consultant will analyze the data from the survey database to identify patterns, key insights and statistics and consolidate this with research to ensure that the content accurately reflects and includes the contextual realities for MSMEs in Kenya.
3. Using the data provided by the UNDP Kenya, the individual consultant will visualize the data using various data visualization tools and ensure accuracy, consistency and readability of message, charts, figures, graphs and other report components.
4. The Consultant will ensure that the data used and referenced in the text are consistent with the data in the respective tables, figures, charts and maps, as well as with the indicator tables as well as write captions for the photos in the publication.
5. The Consultant will produce an attractive and creative layout for the Survey Report for using UNDP font, graphics, infographics and appealing placement of photos. The consultant will propose three design layouts, one will be selected from three design concepts produced at the beginning of the assignment. The appropriate placement of illustration such as maps, pie charts, tables, box items should be used as guided by the UNDP Accelerator Lab team
6. After the draft report is reviewed by the relevant CO team, the consultant will incorporate revisions related to content, design and/or language. The text will adhere to UNDP's branding standards for language and presentation. The Consultant will address any formatting issues to ensure the report is fit to be disseminated.
7. The Consultant will be expected to treat all data generated from the survey as confidential and not share with any external parties.

- i. List the results that the consultant should achieve

1. Data Analysis and Visualization- Patterns, insights and analysis highlighted and visualized into graphs, charts and infographs
2. Copy Writing- Draft Report as a Word, including Table of Contents, Executive Summary, Charts, Infographs, photo captions and credit information etc.
3. Design and Layout- One design layout concept and recommended infographics
4. Compilation and Final Report - Finalized Survey Report integrating any feedback from UNDP Kenya team

ii. Location, Contacts and Information

1. The consultant will report to the Head of Exploration Accelerator Lab and will work closely with the Accelerator Lab team. The Consultant will be expected to work virtually and will be responsible for their own tools and equipment. The Contractor will be provided with the data collected from the Survey.

D. Duration of the Consultancy

The Contractor will be engaged for a period of 30 working days

E. Duty Station

This duty station for this consultancy in Nairobi, Kenya.

F. Deliverables: The selected consultant on call will deliver the following within the 45 days:

Key Deliverables	Report Required	Duration	Payment Schedule
• Data Analysis and Visualization	Patterns, insights and analysis highlighted and visualized into graphs, charts and infographs	10 days	20 %
• Copy Writing	Draft Report as a Word, including Table of Contents, Executive Summary, Charts, Infographs, photo captions and credit information etc.	5 days	30%
• Design and Layout	One design layout concept and recommended infographics	5 Days	20%
• Compilation and Final Report	Finalized Survey Report integrating any feedback from UNDP Kenya team	10 days	30%

- G. Qualifications of the Successful Survey Analysis and Report Writing Consultant

Education:

- Masters' Degree in Social Science, Sociology, Statistics, Data Science, Business Journalism, Economics or related field/ Bachelor's Degree with additional 2 years of experience will be considered. (10 Marks)

Experience:

- Minimum of five years of work experience at the national and/or international levels in development work. (15 Marks)
- Excellent data analytical skills and ability to integrate diverse quantitative and qualitative data as demonstrated by prior involvement in producing well thought-out written publications on business, economic, development, and social issues. (20 Marks)
- Experience in using data visualization tools (20 Marks)
- Ability to write quality reports and submission of 2 sample reports of a similar nature- (15 Marks)
- Familiarity with graphic design fundamentals, including use of Adobe Creative Suite such as Adobe Illustrator, In Design, Photoshop etc. (10 Marks)
- Knowledge of UNDP terms, language and editorial style; (10 Marks)

Language Requirements:

- Excellent proven written and spoken English.
- Excellent proven written and spoken Swahili.
- Strong oral and written communication skills.

Behavioral Competencies

- Ability to be flexible and respond to changes to text/layout as part of the review and feedback process;
- Strong interpersonal skills, able to communicate and work with diverse people;
- Participate effectively in team-based, information-sharing environment, collaborating and cooperating with others;
- Focus on impact and results for the client.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favoritism
- Manages and delivers quality deliverables on time

- Takes initiatives and works independently to carry out tasks and achieve results

G. Evaluation

Only candidates obtaining a minimum (70%) on technical evaluation will be considered for the Financial Evaluation.

Evaluation criteria:

Criteria	Weight	Max. Point
	100%	100
Masters' Degree in Social Science, Sociology, Statistics, Data Science, Business Journalism, Economics or related field/ Bachelor's Degree with additional 2 years of experience will be considered.	10%	10
Minimum of five years of work experience at the national and/or international levels in development work.	15%	15
Excellent data analytical skills and ability to integrate diverse quantitative and qualitative data as demonstrated by prior involvement in producing well thought-out written publications on business, economic, development, and social issues.	20%	20
Experience in using data visualization tools	20%	20
Ability to write quality reports and submission of 2 sample reports of a similar nature- (15 Marks)	15%	15
Familiarity with graphic design fundamentals, including use of Adobe Creative Suite such as Adobe Illustrator, In Design, Photoshop etc.	10%	10
Knowledge of UNDP terms, language and editorial style	10%	10
Total (Maximum obtainable points)	100%	100

H. Payment

The Consultant is expected to complete the assignment in 30 days and will be paid on deliverable basis, upon timely certification and acceptance of deliverables.

I. Institutional Arrangements

The consultant will report to the Head of Exploration Accelerator Lab and will work closely with the Accelerator Lab team.

Submission of the Financial Proposal

Applicants are instructed to submit their all-inclusive fee proposal in Kenya Shillings using the financial proposal template provided (Offerors letter to UNDP). The financial proposal should

be all-inclusive and include a breakdown. The term ‘all-inclusive’ implies that all costs that could possibly be incurred by the Contractor are already factored into the financial proposal.

J. Financial evaluation (maximum 30 points):

K. Submission of the Financial Proposal

Applicants are instructed to submit their all-inclusive fee proposal in KSH using the financial proposal template provided (Offerors letter to UNDP)

The financial proposal should be all-inclusive and include a breakdown. The term ‘all-inclusive’ implies that all costs (professional fees, design related expenses, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor are already factored into the financial proposal.

Financial evaluation (maximum 30 points):

The following formula will be used to evaluate financial proposal:

$p = y (\mu/z)$, where

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

Duration of the Work

The consultant will work for 30 working days spread out from 15st October to 30th November 2020. It is noted that due to the nature of the project, there will be periods of time when no actual writing or research will occur because the writer will be waiting for either text or design clearances from UNDP.

Application process.

Interested and qualified candidates should submit their applications which should include the following:

1. Detailed Curriculum Vitae
2. Proposal for implementing the assignment – template provided
3. Offerors letter to UNDP – template provided

Note: The successful applicant will be required to complete a UNDP Personal History Form (P11) form prior to contracting.

Please quote “KEN/IC/2020/050– Consultant; Survey Analysis and Report Writing (on the subject line.

Firms are not eligible for this consultancy assignment. Open to **national** individual consultants only.

Incomplete applications will be disqualified automatically.

All applications must be submitted through the UNDP eTendering portal.

- If already registered, please go to <https://etendering.partneragencies.org> and sign in using your username and password, and search for the event:

Business Unit: UNDP1

Event ID:

- If you do not remember your password, please use the “Forgotten password” link. Do not create a new profile.
- If you have never registered in the system before, please complete a one-time registration process first by visiting <https://etendering.partneragencies.org> and using the below generic credentials:

Username: event.guest

Password: why2change

Detailed user guide on how to register in the system and submit the proposal can be found at:

<https://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/>

Email submission of applications will not be accepted. Queries about the position can be directed to

undp.kenya.procurement@undp.org
