

United Nations Development Programme
Programme of Assistance to the Palestinian People
برنامج الأمم المتحدة الإنمائي / برنامج مساعدة الشعب الفلسطيني



Ref. IC-2020-PAL-116335

INDIVIDUAL CONSULTANCY SERVICES

Date: 8 October 2020
Reference: IC-2020-PAL-116335

Country: State of Palestine

Description of the assignment: Coordinator of 'Life with Dignity' campaign

Project name: Life with Dignity: Communications Strategy for the occupied Palestinian territory

Period of assignment/services: Eight (8) calendar months

Duty Station: The incumbent is expected to work mostly at the OCHA office in Jerusalem

Dear Bidder,

You are cordially invited to submit an application/offer as detailed in this Individual Consultancy (IC) Procurement Notice.

Please note that this procurement process is being conducted through the online tendering system of UNDP. Bidders who wish to submit an offer must be registered in the system. Visit this page for system user guides and videos in different languages:

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

If already registered, go to <https://etendering.partneragencies.org> and sign in using your username and password. Use "Forgotten password" link if you do not remember your password. Do not create a new profile.

If you have never registered in the system before, you can register by visiting the above link, sign in with username below, and follow the instructions in the user guide:

Username: event.guest

Password: why2change

If you are interested to participate in this Tender, it is strongly recommended that you log in and subscribe to the Tender using "Accept Invitation" feature so you can keep updated with Tender amendments including deadline. Note that in case of inconsistencies between information in eTendering system and other premises, information in eTendering system prevails

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Any request for clarification must be sent in writing to the e-mail address: **proc9.papp@undp.org** five (5) days before submission deadline. The procuring UNDP entity will respond in writing and will post the response via the UNDP e-tendering system, including an explanation of the query without identifying the source of inquiry.

You can view and download this IC notice documents with the guest account as per the above username and password, However, if you are interested to participate, you must register in the system and subscribe to this tender to be notified when amendments are made.

To enable you to submit a proposal, enclosed please find enclosed:

Annex I	Terms of Reference (TOR)
Annex II	Instructions to Applicants
Annex III	Offeror's letter to UNDP confirming interest and availability, and submission of financial proposal
Annex IV	Individual Consultant General Terms and Conditions

Final Deadline is set in the respective event (PAL10- 0000007453) in the eTendering system. Please register in the system and accept the invitation to receive automatic notifications of any possible changes to this event.

Yours sincerely,



Shehadeh A. Habash
Head of Procurement Unit
UNDP/PAPP

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ANNEX I

TERMS OF REFERENCE

‘Life with Dignity’ Campaign Coordinator

Overview

Life with Dignity (LWD) is a cross-sectoral UN and NGO communications campaign. Through solution-focused communications and coordinated international advocacy centred around relatable, compelling individual stories, the UN and NGO partners will generate empathy for the lives of ordinary Palestinian women, men and children and mobilise action to change policies and practices needed to improve their lives. A focus on thematic spotlight issues for time-specific periods will enable coordinated international outreach to governments on particular policy recommendations. The campaign will be led by a Senior Specialist with a demonstrated track record of leading successful inter-sectoral campaigns at a global level.

Background

The situation in the oPt is a protracted protection crisis marked by widespread violations of international human rights law (IHRL) and international humanitarian law (IHL). Outreach and efforts to influence Member States and decision-makers who are dealing with oPt are difficult, as it usually constitutes only 10% of an overall portfolio. Humanitarian advocates collectively tend to either overwhelm our targets with too many disparate messages and asks, or we present a picture of doom that implies impossible situations to resolve. Dominant narratives are negative, associated with images of terrorism and violence, and mitigate against engagement and action.

Based on extensive stakeholder analysis carried out in 2019 and early 2020 with UN Agencies, Member States, International Organisations, NGOs (International, Israeli, Palestinian and American), journalists and communications experts, across the globe (Palestine, Israel, the US (New York and Washington DC), and regional centres Amman, Brussels and Geneva, plus field visits in West Bank, East Jerusalem and Gaza) feedback, overall, was of extreme pessimism with regard to the humanitarian and political situation. Very few stakeholders saw anything but a continual deterioration of the humanitarian and human rights situation.

Dignity is a positive concept, which encapsulates many aspects of a safe and secure life, and includes human rights, humanitarian and development goals. In the context of the global pandemic, almost all communities around the world have had some experience now of constraints on movement, physical connection with family and friends and economic hardship.

Within an overall goal of securing increased respect for Palestinian rights and respect for IHL and IHRL the Life with Dignity campaign will lead with framing that enables the humanitarian and development communities to present compelling, authoritative, and factual information. A significant aspect of this will be aiming for a higher degree of coordination. Instead of one agency leading a particular campaign, the strategy is that there is a coherent cross-sectoral coordinated approach. This will mean multiple UN entities and NGOs pushing the same messages at the same time to the same audiences. Generating empathy, and creating an environment where audiences relate to the lives of everyday Palestinians living in the oPt and thus identify with them is essential to building support, reaching wider audiences and influencing targets to act towards greater respect of IHL and IHRL. Multiple audience research shows that facts and data tend to leave people feeling disengaged and

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disassociated. We will instead change the way in which we communicate, with a greater emphasis on: emphasizing shared values and experiences; amplifying Palestinian voices and experiences; presenting compelling, relatable individual stories that highlight the practical impact of rights violations and lack of protection; addressing misconceptions; and highlighting successes of humanitarian and protection partners.

The campaign will be purposeful – clearly articulating the need for change, and signposting specific actions that can be taken by individuals, organisations and governments. The campaign will: advocate for policy and programme change for increased respect for IHL and IHRL where this will improve the lives of Palestinians; build partnerships for greater impact; and make the case for funding to UN and partners. A focus on thematic spotlight issues.

Duties and Responsibilities:

The 'Life with Dignity' **Campaign Coordinator** will be a seasoned expert who will oversee all aspects of the campaign project, including: coordinating and building consensus among diverse constituencies; supervising staff; managing day-to-day operations, including the budget; and mobilizing additional resources, as needed.

Reporting to the HC/RC, supported by the Oversight Steering Committee, the Coordinator will ensure that timely progress is made by Campaign staff, the core team and the project team, towards campaign goals and project deliverables.

The project will be guided by a Core Team (consisting of five LWD staff and the Communication Chiefs/Heads of UNICEF State of Palestine and OCHA oPt) with support of a Project Team (oPt-based reps of OCHA, UNICEF, WFP, WHO, UN WOMEN, UNRWA, OHCHR, UNDP, PNGO, AIDA, Oxfam, Save the Children and Gisha) and virtual team (outside oPt). The project will be governed by an Oversight Steering Committee, head by the RC/HC and a select group of Heads of Agencies from the HCT and UNCT (OCHA, UNICEF, UNDP, OXFAM, and Save the Children).

The Campaign Coordinator, on behalf of the Core Team, will report project progress on a monthly basis to the Steering Committee, and arrange periodic meetings with the Committee, with participation of the Comms Chiefs of UNICEF and OCHA. The Core Team and Project Team are responsible for gathering data and documentation related to monitoring indicators. The Campaign Coordinator will prepare an interim progress report on activities and an end of project report.

The Coordinator will be responsible for the following tasks:

- **Establish the campaign team and develop campaign initial tools and content**, with stand-alone brand which will be collectively owned by all partners operating in oPt, their alliances and supporters;
- **Oversee development of 'Life with Dignity' strategies and messaging**, including: reactive digital strategy; webpages development; language-specific digital strategy; tailored communications strategies, inc. for Israeli audiences; Goodwill Ambassador Strategy; and message testing with focus groups in target audiences;
- **Lead outreach and liaison with, UN and NGO partner agencies and national platforms** (e.g. Belgium, UK, Sweden, Switzerland, France, US, etc.);
- **Lead development of national power analysis and influence mapping** with each partner national platform;
- **Oversee development of cross-sectoral communications schedule**, with specific content dissemination, key opportunities, etc.;
- **Oversee visual, narrative and graphic content generation**, including social media posts and "positive approach" stories;

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- **Conceptualize and execute/oversee execution of advocacy initiatives** that aim to address prevent violations of international humanitarian or human rights law, namely coordinated policy briefings on spotlight issue objectives across decision-making centres, including parliamentary outreach, media encounters, local, regional and capita-level briefings, roundtables, debates and/or field visits;
- **Lead outreach with UNSC Presidencies** on specific spotlight issues, aiming for debate profile and focus;
- **Oversee production of advocacy-related reports and factsheets** on spotlights issues highlighting IHL and IHRL aspects and relevant trends and develop tailored dissemination strategies;
- **Oversee development and/or execute of specialized and ongoing training/mentoring sessions** for project and virtual teams, Humanitarian Country Team Advocacy Working Group and UN Communications Group and other relevant colleagues, in narrative reframing, story-telling, digital media and use of images;
- **Prepare interim and end of project reports.**
- **Fundraising for Campaign development**

Payment terms

Payments will be made in instalments and only after the approval of the following deliverables :

Deliverables	Timeframe	Payment amount as percentage (%) of contract price
<ul style="list-style-type: none"> • Establish the campaign team and develop campaign initial tools and content 	November 2020	20%
<ul style="list-style-type: none"> • Oversee development of 'Life with Dignity' strategies and messaging • Oversee visual, narrative and graphic content generation • Conceptualize and execute/oversee execution of advocacy initiatives • Oversee development of cross-sectoral communications schedule • Oversee production of advocacy-related reports and factsheets 	December 2020	25%
<ul style="list-style-type: none"> • Lead outreach and liaison with, UN and NGO partner agencies and national platforms • Lead development of national power analysis and influence mapping • Lead outreach with UNSC Presidencies • Fundraising for Campaign development 	February 2021	25%
<ul style="list-style-type: none"> • Oversee development and/or execute of specialized and ongoing training/mentoring sessions 	March 2021	20%
<ul style="list-style-type: none"> • Prepare interim and end of project reports. 	May 2021	10%

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REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS:

I. Academic Qualifications:

- Education: Master's degree in Communications, International Relations, Social Sciences or other relevant area.

II. Years of experience:

- Minimum of 15 years of progressively responsible experience, with at least 10 at a senior, international level;
- Experience leading large-scale, sensitive international campaigns.
- Experience undertaking high-level, private advocacy with senior UN and government officials.
- Strong experience in coordination, consensus-building, and influencing, including across senior-levels of UN agencies, NGOs, and Member States.
- Experience working with UN agencies an asset of UN procedures an asset.
- Project management experience, including budget oversight.

III. Competencies

- *Proven ability to absorb complex ideas and concepts and present them in accessible ways to others.*
- *Excellent public speaking and presentation skills.*
- *Proven ability to build networks with among diverse constituencies and find common ground.*
- *Excellent writing and messaging skills.*
- *Excellent problem-solving skills, with ability to envision creative solutions.*
- *Demonstrated ability to work under pressure in a multinational environment.*
- *Resource mobilization experience.*
- *Familiarity with oPt issues and humanitarian priority areas an asset.*

IV. Required Language(s):

- Fluency in English written and spoken

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidentiality.

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ANNEX II**INSTRUCTIONS TO APPLICANTS****1. Introduction**

UNDP/PAPP seeks technical & financial proposals from qualified individual consultants for the subject assignment as outlined under the Terms of Reference.

2. Documents comprising the Technical and Financial Proposals

Interested individual consultant must submit the following documents/information, which comprises the Technical& Financial Proposals:

- (i) Cover letter explaining why they are the most suitable for the work, with evidence that demonstrate the required competencies.
- (ii) Provide Curriculum vitae or P11 form including experience in similar projects and contact details of at least three (3) referees;
- (iii) Proposed methodology to achieve the tasks included in the ToR (not more than 5 pages)
- (iv) Submit a sample of one similar work.
- (v) Completed offeror's letter and financial proposal, found under Annex III.
- (vi) Two recommendation letters and two references including contact details.

3. EvaluationPreliminary examination

UNDP/PAPP will examine the Proposals to determine whether they are complete, and whether they are substantially responsive to the qualification and experience minimum requirements. A Proposal determined as not substantially responsive will be rejected by UNDP/PAPP and may not subsequently be made responsive by the Applicant by correction of the non-conformity.

Detailed examination

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

Only those candidates who will obtain min. 70 points for the technical evaluation will be assessed for the financial proposal evaluation.

Individual Contractor (IC) will be evaluated based on **Cumulative Analysis**. The respective weight of the proposals are:

- Technical Criteria weight; **[70%]**
- Financial Criteria weight; **[30%]**

Criteria	Weight	Max. Points
Technical	70%	
<ul style="list-style-type: none"> • Criteria A: Significant experience successfully building/leading and growing a global-level inter-agency campaign 		25

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Criteria	Weight	Max. Points
<ul style="list-style-type: none"> Criteria B: Significant experience successfully advocating around sensitive, complex issues at a senior level 		25
<ul style="list-style-type: none"> Criteria C: Other requested competencies, including portfolio 		15
<ul style="list-style-type: none"> Criteria D: Methodology of work <p>To what degree does the methodology demonstrate the applicant's ability to complete this assignment?</p>		30
<ul style="list-style-type: none"> Criteria E: Sample of similar Work <p>To what degree does the sample of similar assignment demonstrate the applicant's ability to complete this assignment?</p>		5
Financial	30%	
TOTAL SCORE = Technical Score * 70% + Financial Score * 30%		

Note: passing score = 70 points; only candidates obtaining a minimum of 70 points would be considered for the Financial Evaluation.

4. Award of Individual Contract

The procuring UNDP entity reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without incurring any liability to the affected applicant or any obligation to inform the affected applicant or applicants of the ground for the UNDP's action.

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 and financial criteria specific to the solicitation.*

** Technical Criteria weight; [70%]*

** Financial Criteria weight; [30%]*

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Highest score / combined score calculation methodology:

100 points shall be allocated to the lowest total fees proposed among those invited candidates which were successful in the evaluation of the technical proposal (i.e. obtained a technical score of 70 or more). All other fees proposals shall receive points in inverse proportion to the lowest total fees; e.g. $[100 \text{ Points}] \times [\text{US\$ lowest total fees}] / [\text{US\$ other}] = \text{points for other proposer's fees}$.

The General mark or combined score for each proposal will be arrived as follows:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

Combined Score = (TP Rating) x (Weight of TP, 70%) + (FP Rating) x (Weight of FP, 30%)

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ANNEX III

OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY AND SUBMISSION OF FINANCIAL PROPOSAL

(Form Attached)

- **Lump sum contract**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station / repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed

Your financial offer in USD shall specify **a total lump sum figure all-inclusive** and shall take into account various expenses incurred during the contract period and shall form the amount of the resulted contract between the winning Consultant/Contractor and UNDP. No other entitlements will be considered after submission of financial proposals.

The financial proposal shall be inclusive of all envisaged travel (such as but not limited to all travel to join duty station/return travel), per diems/daily allowances). Daily Fee Breakdown should be attached under a separate sheet.

Submissions should be made via the online tendering system of UNDP. Any submission of the financial proposal via any other mean will cause the whole application from the candidate to be rejected and disregarded.

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ANNEX IV
INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

Attached, and also available on

<http://www.ps.undp.org/content/papp/en/home/operations/procurement.html>