



## TERMS OF REFERENCE

### DEVELOPMENT OF AN SDG AWARENESS CAMPAIGN

#### BACKGROUND

The Government of the Republic of Namibia (GRN) remains committed to implementing the Agenda 2030 for Sustainable Development, including the Sustainable Development Goals (SDGs). Following the adoption of the SDGs by the UN General Assembly in September 2015, the GRN has embarked on a multi-pronged effort to raise national awareness and ownership on the SDGs. In September 2019, the UN Secretary-General launched the “Decade of Action”<sup>1</sup> which calls for accelerating sustainable solutions to all the world’s biggest challenges, ranging from poverty and gender to climate change, inequality and closing the finance gap. The Namibia Statistics Agency (NSA) in 2019, successfully launched the SDG Baseline Report & Indicator Framework as well as the SDG Portal<sup>2</sup>. UNDP Namibia Accelerator Lab in 2020 launched the online SDG Hub, to provide the audience with the experience to showcase the interlinkages of the SDGs. Both the SDG portal and hub are online platforms designed as tools to measure and showcase Namibia’s diversity in achieving Agenda 2030.

#### OBJECTIVE AND BRIEF DESCRIPTION OF THE REQUIRED SERVICES FOR THE SDG AWARENESS CAMPAIGN

Considering the key outputs and goals of the SDG Portal and Hub, NSA and UNDP intend to develop content on the SDGs through an SDG Awareness Campaign to drive traffic to both the SDG portal and hub. The campaign should be aligned to the ongoing development of the SDG localization framework which will be developed and led by NSA in partnership with various stakeholders. The Online SDG Hub will showcase a variety of entrepreneurs, social innovators and disrupters who are currently undertaking sustainable development initiatives that contribute largely to the attainment of the SDGs.

The main objective will be to develop and implement an innovative digital marketing campaign and mainstream SDG awareness through the SDG online hub which will include;

1. A comprehensive action plan which creates an online community and brand awareness; and learning on the SDGs through local and relevant communication mediums across all 14 regions. The community engagement and awareness must range from climate change and its impacts, to the need to conserve and restore ecosystems to buffer extreme events and to information for target communities on learning/adopting sustainable livelihoods, with an aspect on empowering women and vulnerable communities,
2. Enhance the visibility of the SDG hub and its objective, concerning the new approach of integrating ecosystem centered and community-based approaches to sustainable development for the public sector, private sector and civil society. Promote the use of the SDG hub in a relatable and engaging manner.
3. Provide a campaign calendar, with key actions, dates and other related information, which should be run through the SDG Online hub.
4. Include ideas for developing knowledge products to build and strengthen the capacity at different levels for the effectiveness of awareness regarding the SDGs and community-based homegrown solutions to be highlighted.

Public engagement is a powerful mechanism for tracking progress and ensuring accountability of national development priorities, including the Agenda 2030. The successful implementation of the SDGs hence requires the active involvement of all citizens and stakeholders such as civil society, academia and the private sector. To ensure the engagement of the public in implementing the SDGs, a

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<sup>1</sup> <https://www.un.org/sustainabledevelopment/decade-of-action/>

<sup>2</sup>

variety of innovative platforms are necessary to reach communities even in the most remote areas of the country and this should be highlighted through the SDG hub.

#### SCOPE OF WORK

- Develop and design the content for media channels (newspaper, radio (commercial and community), television) that would be most effective and engaging. Provide media placement plan for the relevant channels and related key messages.
- Create a targeted contact list of relevant media houses, citizens and journalists covering all media platforms as well as a strategic plan for mapping different agencies/media houses working in the same field and developing effective communications approaches with these agencies/media houses.
- Include a media engagement strategy; identifying the relevant media houses, tools and appropriate messaging to create relevant public relations outputs.
- Develop a digital media strategy with supporting campaign material ( including the copy and messaging) - The communication and media strategy/campaign should be aligned with that of the NSA and UN rules and regulations and keep in mind local context.
- Develop and implement a content calendar for the entire duration of the NSA Strategic plan (2017/8 – 2021/22) UNPAF (2019 – 2023); provide, edit and curate content.
- Provide support for ad-hoc content with accurate execution according to briefs, without compromising quality.
- Create a communication and media campaign through existing online platforms (SDG hub) that is driven by the respective stakeholders; keeps in mind local context and creates visibility of the project at all levels.
- One-year communication and media action plan to guide the stakeholders (NSA/UNDP) at National and regional level. In line with the National SDG communication strategy which is under development.
- Proactively recommend opportunities to maximize reach and boost advertising opportunities
- Conceptualize innovative ideas for knowledge products that can be developed by NSA/UNDP in support of the campaign objectives and related events to support awareness-raising and the promotion of the use of the hub and portal services.
- Develop beneficiary/community testimonials format and a matrix for the evaluation of the effectiveness and quality of interventions;
- Production of short video snippets in line with existing campaign visuals; highlighting community testimonials and beneficiaries.
- Conduct focus groups and relevant market tests of products before handing over final media and communication strategy and action plan to NSA/UNDP
- Design a digital social media campaign around the SDG Hub and other platforms to create awareness on the SDGs and encourage widespread interest in the SDGs.
- Content production and creative to include; infographics, gifs, animated graphics and video with a strong focus on Namibia and the SDGs.

#### THE OBJECTIVE OF THE ONLINE SDG HUB

The online SDG Hub will be a platform for continuous and meaningful engagement of citizens on the SDGs. It will facilitate the dissemination of information on the progress of SDG implementation across diverse areas and stakeholders. Hence, allowing citizens and institutions from across the country to track progress on the SDGs and to identify gaps, which will draw timely attention of policymakers to bottlenecks in the implementation. The online hub will further allow stakeholders to exchange experiences and best practices among each other, which will foster a national stakeholder dialogue and enable coordination among all entities working on the SDGs.

#### THE OBJECTIVES OF THE ONLINE SDG PORTAL

The SDG Portal is a dissemination platform of the Namibia SDG indicators Database. The portal allows users to choose the relevant goals and indicators they wish to explore in more depth. It enables the visualization of the SDG indicators over some time; providing access to presentation-ready graphics and analysis at country and regional level.

**PAYMENT SCHEDULE PER DELIVERABLES:**

DELIVERABLE/REPORT	TIMEFRAME/DUE DATE	PAYMENT STRUCTURE	APPROVER
INCEPTION REPORT (COMPREHENSIVE ACTION PLAN)		20%	ACCLAB NAM
APPROVED CAMPAIGN CALENDAR		20%	ACCLAB NAM
CAMPAIGN KICK OFF ON THE ONLINE PLATFORM (VISIBILITY OF THE SDG HUB)		20%	ACCLAB NAM
KNOWLEDGE PRODUCT GUIDE		20%	ACCLAB NAM
FINAL REPORT ON PROGRESS OF THE SDG HUB COMMUNICATIONS		20%	ACCLAB NAM

**REPORTING LINES:**

The Agency will work under the overall direction of NSA Executive: Quality Assurance & NAS Coordination and UNDP Namibia Accelerator Lab Head of Exploration.

**TIMELINE**

Launch campaign – **1<sup>st</sup> November 2020**

The appointed Service provider will be required to start immediately after signing the contract and provide the services for a period of 2 (two) months, subject to review of the providers' performance.

The project will be **launched on 1<sup>st</sup> November 2020 and will run until 31 December 2020.**

**QUALIFICATION**

Advanced degree in communication, advertising or related field.

**EVALUATION METHOD**

Only those applications which are responsive and compliant will be evaluated. Incomplete applications will not be considered;

Offers will be evaluated according to the Combined Scoring method – where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;

The technical criteria (education, experience, language [max. 90 points] and interview [max. 30 points]) will be based on a maximum 120 points. Only the top 3 candidates that have achieved a minimum of 63 points from the review of education, experience and language will be considered for the interview; Candidates obtaining 21 points or higher in the interview will be deemed technically compliant and considered for financial evaluation;

Financial score (max 100 points) shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified;

The financial proposal shall specify an all-inclusive daily fee. To assist the requesting unit in the comparison of financial proposals, the financial proposal must additionally include a breakdown of this daily fee (including all foreseeable expenses to carry out the assignment);

The applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

**Documentation to be submitted**

Applicants must submit a duly completed and signed UNDP Personal History Form (P11) and/or CV including Education/Qualification, Professional Certification, Employment Records /Experience;

Please attach or provide links to 2 samples of your previous work relevant to this assignment in your application;

Applicants must reply to the mandatory questions asked by the system when applying;

Applicants must submit a duly completed and signed Annex II Offeror's letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment to be downloaded from the UNDP procurement site.