



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 3 November 2020

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**Country: Japan (Home based)**

**Description of the assignment: TICAD Communication Consultant**

**Project name: Support to TICAD Process**

**Period of assignment/services (if applicable): 15 November 2020 to 31 January 2021**

Proposal should be submitted by email to [undptokyo.hr@undp.org](mailto:undptokyo.hr@undp.org) no later than 23:59, 9 November 2020 (Monday, New York Time).

Any request for clarification must be sent by standard electronic communication to [aki.kogachi@undp.org](mailto:aki.kogachi@undp.org). UNDP will respond by standard electronic mail and will send copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

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### 1. BACKGROUND

With the extensive network of Country Offices, expertise in key development areas such as Poverty Eradication and Inclusive Growth, Good Governance, Environment and Climate Change, Crisis Prevention and Recovery, and Gender, as well as the integrator role for UN development assistance, UNDP has been partnering with Japan to support and enhance the Tokyo International Conference on African Development (TICAD), initiated in 1993, as one of the key forum for the advancement of dialogue and collaboration on African development. UNDP, as one of the co-organizers of TICAD along with Japan, UN-Office of Special Adviser on Africa (OSAA), the World Bank and African Union Commission (AUC), has hosted a Special Unit for TICAD, which has been progressively integrated into the UNDP Regional Bureau of Africa (RBA) with a view to enhancing integrated UNDP support for the TICAD process. Through the Special Unit for TICAD, UNDP has consistently supported the successful expansion and evolution of the TICAD process and provided critical support in all relevant areas, including strategic, substantive, programmatic, technical and operational.

Since the first TICAD welcomed 1,000 participants in Tokyo in 1993, TICAD has steadily grown into a major global platform for African development. Most recent TICAD VI, the first TICAD summit held in Africa (Nairobi, Kenya), brought together 11,000 high level participants, the largest ever recorded. Since then, two follow-up Ministerial meetings were held respectively in Maputo,

Mozambique in August 2017 and in Tokyo, Japan in October 2018. UNDP's contributions to this success, including the critical role it played to ensure the success of TICAD VI, are highly appreciated by wide-ranging stakeholders.

The successful TICAD VII co-organized by the government of Japan, AUC, UNOSAA, World Bank and UNDP, that closed on the 30th August 2019 in Yokohama showcased the consolidation of partnerships between Japan and African countries. Japan welcomed around 10,000 representatives from 53 African Union Member States, including 42 Heads of States, regional and international organizations, the private sectors of both Africa and Japan, parliamentarians, civil society organizations and development partners from around the world.

The discussions centered on the theme of "Advancing Africa's Development through People, Technology and Innovation", and at the end of the conference, the Yokohama Declaration and Yokohama Plan of Action 2019 was adopted by Japan and African Union Member States. The declaration confirmed the commitments of the Japanese government and the African Union member states to the African development agenda under the three pillars: 1) Accelerating economic transformation and improving business environment through innovation and private sector engagement; 2) deepening sustainable and resilient societies; and 3) strengthening peace and stability.

Building upon TICAD VII key achievements, UNDP TICAD Unit aims to provide focused support in following areas to ensure timely implementation of TICAD7 follow-up actions in the areas of ; i) Advocacy events ii) Promotion of Peace and Stability (NAPSA) and iii) UNDP-Japan funded project oversight.

## **2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

Under the overall guidance of the RB A TICAD Programme Adviser and the supervision of the TICAD Partnership Specialist in Tokyo and TICAD Programme Specialist in NY, and in close collaboration with the communication team of RBA as well as the Representation Office in Tokyo, the TICAD Communication Consultant is expected to perform the following duties.

- 1) Provide support to advocacy event related communication through production of flyer, and post-event story and logistic support to these events.
- 2) Support expansion of TIC AD related communication
- 3) Strategize the UNDP-JAPAN funded project communication
- 4) Promote KM product in relation with TIC AD flagship initiatives (e.g. NAPS A, SAHEL, Peace and security) etc.

Please refer to ANNEX1 TOR for details.

## **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

### **Education**

-Master's degree in journalism, mass communication or its equivalent in relevant field.

### **Experience**

- Minimum of 7 years of relevant experience in international development in writing, design and communication production
- Proven experience on the social media platform
- Experience in working with national and international medias is a strong asset
- Working experience in writing stories related to UN agencies is a strong asset
- Familiarity with TICAD is a strong asset

Language

-Fluency in English. Japanese is an asset.

#### 4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

- The following documents may be requested: Duly executed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- **CV**
- **Technical proposal** outlining the proposed methodology and approach for completing all the tasks outlined in the TOR.
- **Sample work pieces** displaying the quality of writing in relation to the required tasks above
- **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP .

#### 5. FINANCIAL PROPOSAL

##### **Lump-sum contracts**

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 instalments 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, living expenses, and number of anticipated working days).

## 6. EVALUATION

### Cumulative analysis:

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below.

When using this weighted scoring method, the award of the contract may 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 weighting: 70%

\* Financial Criteria weighting: 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals

| Criteria   | Points | Percentage  |
|--|--------|-------------|
| <b>Technical criteria</b>  |        | <b>70%</b>  |
| i. Qualification   |        | 10%         |
| <ul style="list-style-type: none"> <li>Master's degree in journalism, mass communication or a closely related field or equivalent relevant work experience.</li> </ul> | 10     |             |
| ii. Experience   |        | 50%         |
| <ul style="list-style-type: none"> <li>Minimum 7 years of relevant experience in international development in writing, design and communication production.</li> </ul> | 15     |             |
| <ul style="list-style-type: none"> <li>Working experience in writing stories related to UN agencies</li> </ul>   | 15     |             |
| <ul style="list-style-type: none"> <li>Experience in working with national and international medias</li> </ul>   | 10     |             |
| <ul style="list-style-type: none"> <li>Proven experience on the social media platform</li> </ul>   | 10     |             |
| <ul style="list-style-type: none"> <li>Excellent spoken and written English</li> </ul>   | 10     | 10%         |
| <b>Financial Criteria – Lowest Price</b>   |        | <b>30%</b>  |
| <b>Total</b>   |        | <b>100%</b> |

**ANNEX**

**ANNEX 1- TERMS OF REFERENCES (TOR)**

**ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**

**ANNEX 3- OFFEROR'S LETTER (FINANCIAL PROPOSAL)**