

## TERMS OF REFERENCE (TOR)

### GENERAL INFORMATION

<b>Services/Work Description:</b>	Firm Level Recruitment for Production and Dissemination of media content promoting discussion and dialogue about peace building and reconciliation for the Ethiopian Reconciliation Commission (ERC)
<b>Project/Program Title:</b>	Governance and Democratic Participation Programme
<b>Duty Station:</b>	Addis Ababa, Ethiopia
<b>Type of the Contract:</b>	Firm-Based Consultancy
<b>Duration:</b>	Four months
<b>Expected Start Date:</b>	Immediately after conducting contract agreement

### I. BACKGROUND / RATIONALE

In 2018, Ethiopia undertook a series of reforms following the coming to power of Prime Minister Dr Abiy Ahmed. In addition to lifting the state of emergency, the Prime Minister took a number of legal and administrative measures in the country. The establishment of the Ethiopian Reconciliation Commission (ERC) through Proclamation No. 1102/2018 is one of these significant reform steps taken by the Prime Minister.

The ERC is an independent commission which has been mandated to reconcile the lingering disagreements and different social, ethnic and political conflicts that continue to cause conflict between Ethiopians. The Commission's primary role will be to determine the causes and dimensions of the repeated gross human violations of human rights and to propose realistic recommendations that will prevent a recurrence of these acts in the future. These proposals must be aligned to the Federal Constitution and to international agreements.

The ERC was formally established in February 2019 with a purpose of maintaining peace, justice, national unity, and consensus, as well as realizing reconciliation among the Ethiopian peoples. It is a transitional justice mechanism established to facilitate the current socio-economic and political transition processes in the country.

The ERC is mandated to design and implement initiatives and measures aimed at promoting socio-political consensus and cohesion as well as mutual understanding and recognition nationally pertaining to the rectification of historical wrongs and social divisions. As the ERC engages in the development of processes that will enable it to achieve these objectives, it is also delegated with the task of raising awareness about the benefits reconciliation and peacebuilding processes can bring to the Ethiopian people.

ERC believes that the national reconciliation effort needs the concerted involvement and active participation of the public. To this end this project aims to engage a number of media stakeholders in the production and dissemination, through their media, of quality content that generates debate and discussion about reconciliation and peacebuilding practices in Ethiopia.

Media organisations selected to work on these projects will be contracted to produce a series of articles or broadcast features that achieve one of the following objectives:

- exploring how citizens from different sectors think about the subject of reconciliation and the role the Commission should be playing in promoting peace and reconciliation in Ethiopia;

- celebrating and profiling the work of individuals who are contributing to peacebuilding and reconciliation in Ethiopia; or,
  - educating citizens about the way in which commissions with similar mandates to the Ethiopian Reconciliation Commission have contributed to peace and reconciliation in other countries in Africa.
- These articles and features will be produced by journalists working for the print and broadcast organisations serving different sectors of Ethiopian society. They will be produced in different languages.
- Media houses that are awarded grants to enable them to carry out these projects will be invited to nominate two staff members to attend a UNDP-sponsored training course that prepares them to cover these critical topics. They will also receive mentoring from an international specialist in conflict sensitive reporting appointed by the UNDP as they develop their features.

## II. Overall Objective

The overall objective of this project is to enhance the level of discussion and debate about questions of peacebuilding and reconciliation in Ethiopia and to raise awareness about the role the ERC can play in this regard. This will be achieved through the production of a series of quality media products that explore citizens' views of reconciliation, highlight cases where reconciliation processes have been successful and educate citizens about how reconciliation processes have benefited people in other African countries.

## II. OBJECTIVES OF THE SERVICE / WORK

The overall objective of this project is to enhance the level of discussion and debate about questions of peacebuilding and reconciliation in Ethiopia and to raise awareness about the role the ERC can play in this regard. This will be achieved through the production of a series of quality media products that explore citizens' views of reconciliation, highlight cases where reconciliation processes have been successful and educate citizens about how reconciliation processes have benefited people in other African countries.

## III. SCOPE OF THE SERVICE / WORK

The media organisation providing the service will produce a series of features that contributes toward the promotion of discussion and dialogue around questions of peace-building and reconciliation in Ethiopia. The service provider will focus its attention on one of the media products outlined in this Terms of Reference, namely: Citizen Consultations, Ambassadors for Peace or Lessons from Africa. Service providers will gather the material needed, produce the feature and publish or broadcast these on their platforms. They will also develop and implement mechanisms that allow for audiences and readers to respond to the content.

## IV. EXPECTED OUTPUTS / DELIVERABLES

Bidders will be appointed to work on one of the following projects:

- Citizen consultations

Journalists from print or online media organisation will arrange a number focus group discussions with small groups of citizens from different social categories, professions or regions. These focus group participants will discuss a range of questions relating to the topic of reconciliation and the contribution the ERC can make in promoting peace in the country. The participants' responses will be recorded and the journalists will draw on these discussion in producing feature articles for their newspapers that shed light on how citizens feel about these issues.

- Ambassadors for peace

Journalists from print, radio or television media will identify people or local organisation from different spheres within the country who are making a difference in promoting peace and reconciliation in their communities. They will conduct in-depth interviews with these people and produce features on the work these people or organisations are performing, thereby highlighting the lessons others confronting conflict can learn. Interview subjects will also share their views on different strategies that could promote peace and reconciliation in the country.

- Reconciliation in Africa

Journalists working for print, radio or television media will conduct a series of interviews with people who have been deeply involved with reconciliation processes in different African countries. These interviews will focus on the lessons learned about reconciliation processes in these countries and explore how they can be applied in the Ethiopian context. These interviews will most likely be conducted remotely. Organisations undertaking this project will receive some assistance from UNDP experts in identifying people they can approach.

In each of these instances the bidding organisations will be responsible for designing a process that enables the media organisation to conclude a series of at least 12 weekly features that should be published or broadcast between 1 January 2021 and 31 March 2021.

The bidders will be responsible for producing these features and for ensuring that they are published or broadcast on their own media. The sharing of content with other media organisations is greatly encouraged.

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

- Nominate two members of staff (journalists) to take responsibility for driving these projects and allow these staff members to attend a training course dealing with conflict sensitive reporting and reconciliation offered by UNDP.
- Prepare at least 12 quality features relating to one of the above mentioned subjects for publication or broadcast within the first three months of 2021.
- Ensure that one of these features is published or broadcast on a weekly basis during this time period.
- Participate in regular meetings with the UNDP consultant who will provide guidance as they produce their features.
- Archive copies of their productions and make these available to the ERC at the conclusion of the project.

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

1. Submit a work plan at the start of the contract that outlines how the media organisation will approach the assignment and the deadlines by which tasks will be completed.
2. Nominate two staff members to attend a training course on conflict sensitive reporting and reconciliation.
3. Produce at least 12 quality features related to one of the above mentioned subjects.
4. Publish or broadcast one of these features on a weekly basis between 1 January and 31 March 2021.

5. Develop a strategy for obtaining feedback from readers and audiences about their responses to the features that have been produced.
6. Submit a compilation of all of these material to the ERC at the end of the process.
7. Ensure that nominated staff working on these projects are available for regular consultations with the UNDP's consultant on conflict sensitive reporting.

## VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. The media firms involved in these projects will functionally report to the ERC's PR and Awareness Raising Standing Committee. Administratively, they will report to the UNDP Governance Team Leader. For technical implementation of their activities the media firms primary focal points will be the Executive Director of the ERC and the UNDP Peacebuilding and Reconciliation Adviser.
- b. The journalists working on this project for their media firm will be required to meet regularly with the UNDP's international communications consultant who will provide mentoring on their productions.
- c. The final productions will be approved by an editorial team that falls under the Standing Committee on PR and Awareness Raising.

## VIII. PAYMENT MILESTONES AND AUTHORITY

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:

Payment Schedule (Payment trenches)	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 <sup>st</sup> Installment	<ol style="list-style-type: none"> <li>1. A work plan is approved for the entire production process.</li> <li>2. Nominated staff attend a UNDP workshop on conflict sensitive reporting and reconciliation</li> <li>3. Production is completed on the first four features.</li> <li>4. Features are published or broadcast.</li> </ol>	ERC / UNDP	50%
2 <sup>nd</sup> Installment	<ol style="list-style-type: none"> <li>5. Production is completed on the next four features.</li> <li>6. Features are published or broadcast.</li> </ol>	"	25%
3 <sup>rd</sup> Installment	<ol style="list-style-type: none"> <li>7. Production is completed on the final four features.</li> <li>8. Features are published or broadcast.</li> <li>9. A collection of all of the productions is presented to the ERC.</li> </ol>	"	25%

## IX. MINIMUM ORGANIZATION REQUIREMENTS

- a. The successful Service Provider will be a media firm that can demonstrate that it is a significant reach in servicing at least on of Ethiopia's major language groups.
- b. The journalists appointed to lead the project on behalf of their firms will have experience of producing indepth features in their medium, working to deadline and being able to ensure that complex content is delivered in an accessible and engaging way.
- c. The media firm will be able to demonstrate that it has the ability to encourage and manage feedback on its productions by its audiences.

**The journalists** responsible for this project should at a minimum comprise members with the following educational qualifications; experience and competencies: **three years journalism experience and a relevant undergraduate degree.**

**The editor supervising these journalists** should have a **minimum of 10 year experience in journalism** and a **relevant undergraduate degree.**

## **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:

### **Technical proposal:**

The technical proposal should include a plan that details how the bidder will deliver the expected key deliverables. This must include a strategy for ensuring that audiences and readers are able to provide feedback on the features. It should also provide details of the team who will be responsible for the core activities involved in the project together with their CVs and three relevant sample works. They should also submit copies of their organization's editorial policy. Copies of the applicable commercial licenses and competency certificates should also be included.

In addition to the above the bidder should also provide a motivation that details why the organisation wishes to be involved with this project and what specific experience and skills it can offer that will contribute towards the project's success.

### **Financial proposal:**

The financial proposal should provide a breakdown of the bidder's proposed budget for producing these features and the possible costs associated with allocating space or airtime for these features.

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 are:

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

## **XI. 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.

## **XII. CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The consultants 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 consultants under the assignment shall become and remain properties of ERC and UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

## **XIII. HOW TO APPLY**

Interested consultancy firms with required qualification and experience must submit their applications through: <https://etendering.partneragencies.org> UNDP/ETH10/Event ID: **ETH2173**

## **PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA**

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

- a. Redistributed the allocated weight;
- b. Delete specific criteria if you find it irrelevant or less relevant; or
- c. Replace with new criteria along with corresponding allocated weight

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
<b>1</b>	Expertise of Firm / Organization	30%	300
<b>2</b>	Proposed Methodology, Approach and Implementation Plan	40%	400
<b>3</b>	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>Editor/Manager overseeing the project at the media organisation</b>		
	General Qualification Suitability for the Project		
	- Experience of overseeing producing indepth features		<b>40</b>
	- Knowledge of the region		<b>20</b>
	- Professional experience in the area of specialization		<b>40</b>
	- Ability to work multilingually		<b>20</b>
<b>SUB TOTAL</b>			<b>120</b>
<b>3.2</b>	<b>Journalists appointed by media organisations to conduct the projects</b>		
	General Qualification Suitability for the project		
	- Experience of producing indepth features		<b>60</b>
	- Knowledge of the region		<b>30</b>
	- Professional experience in the area of specialization		<b>60</b>
	- Ability to work multilingually		<b>30</b>
<b>SUB TOTAL</b>			<b>180</b>
<b>SUB TOTAL - KEY PERSONNEL</b>			<b>300</b>
<b>Aggregate</b>			<b>1000</b>