

## TERMS OF REFERENCE (TOR)

### GENERAL INFORMATION

<b>Services/Work Description:</b>	Firm Level Recruitment of Production and Dissemination of TV Dramas Focused on Traditional Reconciliation Mechanisms 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 concluding 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. This includes the use of traditional peace-making and reconciliation mechanisms that have been practiced by the different communities of the country for millennia.

Ethiopia is endowed with rich cultural, ethnic, and social diversity, where societies in different parts of the country have developed, tested and proven conflict resolution mechanisms indigenously. The ERC recognizes

the value inherent in these mechanism and is seeking to establish how it can draw on these in establishing a modern conflict resolution and reconciliation mechanism that is informed by Ethiopian traditions and values.

To this end the ERC has conducted a series of research competitions involving youth who have documented and submitted reports on 370 traditional reconciliation mechanisms being used across the country. The purpose of these studies was of twofold: to provide inputs for research institutions, and to use them as inputs for awareness and educational campaigns.

Drawing on this research the ERC aims to use the medium of short television dramas as a means of promoting knowledge of the reconciliation mechanisms used by different communities and to encourage public dialogue about the way these mechanisms can contribute to peace and national reconciliation in a sustainable way.

## **II. OBJECTIVES OF THE SERVICE / WORK**

The overall objective of this project is to use the medium of television drama to promote public dialogue about the importance of peacebuilding and reconciliation in Ethiopia and to encourage citizens to consider how traditional approaches can contribute towards these ends. As part of this approach the project aims to provide viewers with a mechanism for commenting on what they have seen and which enable them to pose questions to a panel of experts about concerns they may have relating to peacebuilding and reconciliation.

## **III. SCOPE OF THE SERVICE / WORK**

The firm appointed for this project will draw on the ERC's research into traditional reconciliation methods<sup>1</sup> to develop the scripts for, and produce, a series of short made-for-television dramas that raise awareness about these issues and encourage public dialogue about reconciliation. Additionally the firm will develop and implement a feedback system that allows viewers to ask questions about the reconciliation methods portrayed in these dramas and to receive feedback from a panel of experts on their questions. The firm will also be responsible for ensure that the dramas are broadcast on at least one television station with a significant national reach and during a timeslot that attracts a sizeable audience.

## **IV. EXPECTED OUTPUTS / DELIVERABLES**

The contractor will be responsible for producing an initial series of 15 television dramas that depict traditional reconciliation approaches in action and explore how these mechanisms can be applied in addressing the kinds of conflicts that have had, or continue to have, an impact on Ethiopian society.

These drama's should be between 20 and thirty minutes in duration and focus on specific mechanisms selected by the ERC from the pool of about 370 approaches that were identified in the ERCs research.

In writing the scripts for these dramas the contractor will work with specialists in peacebuilding and reconciliation who are supporting the ERC in its work. These specialists will help to ensure that productions contribute towards supporting the Commission's overall objectives and that they do not raise false expectations about the way in which the Commission will approach its work. Scripts and story concepts will need to be approved by an editorial team representing the ERC.

Each episode will be produced in Amharic language, but producers will be encouraged to script these dramas in ways that ensure they are intelligible to people from other linguistic groups.

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<sup>1</sup> And other research produced by the ISS and LPI.

The contractor will also be responsible for designing and implementing a system that enables viewers to comment on the dramas and to pose questions to a panel of experts about issues relating to peacebuilding and reconciliation. This process of having viewers engage with experts is an essential part of the process and must be incorporated into each of the productions.

The contractor will also be responsible for ensuring that the dramas are aired on a weekly basis on at least one television channel with a national reach during a time slot that reaches a significant audience.

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

- a. Prepare the scripts for 15 television dramas that focus on a selection of traditional reconciliation processes determined by members of the ERC.
- b. Use these scripts in producing 15 television dramas of about 20 minutes each in the Amharic language.
- c. Develop a feedback mechanism that allows viewers of the television dramas to comment on what they have seen and to ask questions of a panel of experts serving as part of the project. The comments and questions component of the project should be broadcast together with the different episodes.
- d. Negotiating for the episodes to be broadcast on at least one television station with a national reach during a time slot that reaches a significant audience.

#### **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 contractor will approach the assignment and the deadlines by which tasks will be completed.
2. In consultation with peacebuilding and reconciliation experts working with the ERC, prepare the scripts for 15 television dramas that illustrate how traditional reconciliation mechanisms can serve to promote peace and reconciliation. Incorporate feedback before screening.
3. Produce 15 television dramas of 20 minutes in duration based on the scripts developed during the first deliverable. Each episode should be approved by a designated representative of the ERC before being broadcast.
4. Organise test screenings for the first three episodes that allows a representative audience to provide feedback on the productions so as to ensure these dramas capture and maintain the interest of audiences.
5. Develop a mechanism that encourages viewers to comment on what they have seen and to ask questions of a panel of experts. This mechanism could include comments and questions sent by SMS, Whatsapp, email or other channels that are widely used by the audience.
6. Identify and recruit a range of specialists who can respond to the comments and questions posed by viewers following the screening of each of the episodes.
7. Produce a 10 minute segment to be broadcast with each of the dramas in which the comments and questions from the previous episode are aired and discussed by a panel of experts. Comments and questions from the test screening of the first episode should be used to drive the first audience engagement discussion.
8. Capture the comments and questions that are generated as a result of these programmes in a systematic manner so that these can be used to inform the ERC in its work.
9. Secure an agreement with at least one television station with a national reach to ensure the channel will broadcast one episode of the drama per week over a period of three months. This should be during a time-slot that reaches a significant audience.

10. Submit the final clips of each episode and proof of transmission on the TV station/s indicated in the technical proposal

## VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. The television production firm 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 television production firm's primary focal points will be the Chair of the ERC and the UNDP Peacebuilding and Reconciliation Adviser.
- b. The television production firm will be required to consult with the ERC's PR and Awareness Raising Standing Committee in the selection of particular case studies and to share scripts and completed episodes with an editorial team serving under the PR and Awareness Raising Standing Committee.
- c. A narrative report detailing the outcome of the television dramas, the challenges encountered, and recommendations for possibly continuing the series will be submitted before the end of the assignment. The narrative report will be accompanied by a detailed financial report.

## 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. Scripts are completed and approved for the first five episodes.</li><li>3. Production is completed on the first three episodes and these are broadcast.</li><li>4. Episodes are piloted during public screenings and feedback is incorporated.</li><li>5. Scripts are completed and approved for the next five episodes.</li><li>6. Audience feedback mechanisms are incorporated</li></ol>	ERC / UNDP	50%
2 <sup>nd</sup> Installment	<ol style="list-style-type: none"><li>7. Production is completed on next five episodes, these are broadcast with audience feedback mechanisms incorporated.</li><li>8. Remaining scripts finalised and approved for the next five episodes</li></ol>	"	30%
3 <sup>rd</sup> Installment	<ol style="list-style-type: none"><li>9. Production is completed on remaining episodes.</li><li>10. Copies of final scripts, production and audience responses are presented to the ERC.</li></ol>	"	20%

## IX. MINIMUM ORGANIZATION REQUIREMENTS

- a. The successful service provider must demonstrate that they have capacity to prepare the scripts for the television dramas, be able to call on a suitable cohort of actors and production specialists (film, sound and editing) and have access to all of the equipment necessary for producing these dramas.
- b. The **firm leader** should have experience in implementing similar projects in Ethiopia and have a track record of producing short television drama, documentaries or films.
- c. The **firm leader or associate producers** should have experience in facilitating processes that allow for audiences to provide feedback on productions.
- d. The firm should have experience in negotiating transmission contracts with television stations.

The multi-disciplinary team should at minimum comprise of five core team members

**A Director, a Producer, Script Writer, Editor:** a minimum of **5 years' experience** in TV drama production and relevant undergraduate degrees.

The **Project Manager** should have a minimum of **10 years' experience** in producing similar projects in Ethiopia and have track record of producing short television drama, documentaries or films and relevant undergraduate degrees.

#### **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. 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. The proposal should also provide details for three contactable references of clients who can provide testimonials of good performance.
- 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 how 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 rates per episode and the possible costs associated with the transmission of the series. It is expected that bidders will be able to negotiate reciprocal or highly favourable arrangements with the broadcasters because they will be providing the content without charge

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: **ETH2174**

#### **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
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>
Technical Proposal Evaluation (FORM I)			
Expertise of the Firm / Organization			Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		50
1.2	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		90
1.3	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.)		15
1.4	Quality assurance procedure, warranty		25
1.5	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region		120
<b>SUB TOTAL</b>			<b>300</b>
Technical Proposal Evaluation (FORM II)- Proposed Methodology, Approach and Implementation Plan			
2.1	To what degree does the Proposer understand the task?		30
2.2	Have the important aspects of the task been addressed in sufficient detail?		25
2.3	Are the different components of the project adequately weighted relative to one another?		20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?		55
2.5	Is the conceptual framework adopted appropriate for the task?		65
2.6	Is the scope of task well defined and does it correspond to the TOR?		120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?		85
<b>SUB TOTAL</b>			<b>400</b>
Technical Proposal Evaluation (FORM III)- Management Structure and Key Personnel			
3.1	<b>Project Manager</b> General Qualification Suitability for the Project		
	- International experience		20
	- Production experience		40
	- Script writing experience		40
	- Directing experience		40
	- Knowledge of the region		40
	- Language qualification		20
<b>SUB TOTAL</b>			<b>200</b>
3.2	<b>Other members of the team (Directors, producers, script writers, editors)</b> General Qualification Suitability for the project		
	- Production experience		20
	- Script writing experience		20
	- Directing experience		20
	- Knowledge of the region		20
	- Language qualification		20
<b>SUB TOTAL</b>			<b>100</b>
<b>SUB TOTAL - KEY PERSONNEL</b>			<b>300</b>
<b>Aggregate</b>			<b>1000</b>