

## ANNEX I



Empowered lives.  
Resilient nations.

ETHIOPIA

---

### TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONTRACTORS (IC)

#### GENERAL INFORMATION

<b>Services/Work Description:</b>	Recruitment of Production of social media content for promoting building and reconciliation
<b>Project/Program Title:</b>	Governance and Democratic Participation Programme
<b>Post Title:</b>	Bloggers and influencers
<b>Consultant Level:</b>	<b>B</b>
<b>Duty Station:</b>	Addis Ababa
<b>Duration:</b>	Four months
<b>Expected Start Date:</b>	01 January 2021, Immediately after signing the contract

#### I. BACKGROUND / PROJECT DESCRIPTION

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 bloggers and social media activists who will be responsible for generating discussion and dialogue about peacebuilding and reconciliation in Ethiopia and contribute towards raising awareness about the Commission's roles and responsibilities. These bloggers and social media activists will form part of a social media team committed to peacebuilding and reconciliation in Ethiopia.

Online content producers selected for this project will be responsible for posting regular blogs/vlogs, memes and commentary on social media sites used by Ethiopians. Collectively this group of bloggers and social media activists will work towards generating a groundswell of support for principles of peacebuilding and reconciliation in Ethiopia across a range of social media platforms and in a variety of national different languages.

Members of this group will work together in promoting each other's content, raising awareness about the ERC's activities and contributing towards the online promotion of knowledge about other communication strategies designed to advance the work of the ERC. One member of this team will be appointed to play a role as team-leader and to co-ordinate the activities of the group.

Bloggers and social media activists selected to be part of this project will be invited to participate in UNDP-sponsored training course that prepares them to produce content that helps to promote peacebuilding and reconciliation. They will also receive ongoing mentoring from an international specialist in conflict sensitive reporting appointed by the UNDP as they prepare their content. One member of the team will be appointed to play a role as the team leader for this group.

## **II. OBJECTIVES OF THE CONSULTANCY**

The overall objective of this project is to enhance the level of online 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. The project also aims to play a role in providing alternative narratives to those promoting conflict and violence.

## **III. Functions / Key Results Expected**

Bloggers and social media activities will be recruited to form part of a social media team that will produce content on social media that encourages people to discuss and debate questions relating to peacebuilding and reconciliation and to raise awareness about the activities of the ERC.

Contractors will be expected to develop a strategy that outlines how they will contribute towards the overall objective of the project by producing and publishing online content that makes an impact in the social media sphere.

As part of this they will engage in discussions with people with expertise in peacebuilding and reconciliation and draw on these discussions in developing content which will be posted on a variety of platforms in a variety of languages.

Contractors will also engage in discussions with other members of the social media team on strategies for promoting each other's content and exploring how they can raise awareness about the work of the ERC.

Furthermore, contractors will be expected to join online discussions about unfolding events in Ethiopia and to use these platforms as a space for advocacy in promoting peace and reconciliation

### **Summary of Key Functions:**

Contractors will be involved in the following key functions:

- They will participate in a course that explores how communications activities can contribute towards promoting the ideas of peacebuilding and reconciliation in Ethiopia.
- They will form part of a team of social media activists and bloggers responsible for developing and publishing content on social media platforms in different Ethiopian languages that encourages dialogue about reconciliation and peacebuilding in online communities.
- They will produce regular blogs or other online productions that contribute to towards raising awareness and stimulating discussion about questions of peacebuilding and reconciliation.
- They will use their well-developed social networks to raise awareness about the activities of the ERC and to promote discussion about these activities.
- They will participate in regular team meetings facilitated by the UNDP's specialist in conflict sensitive reporting.
- They will keep an archive of materials that they have produced as part of this project, together with a record of key discussions that they have engaged in online. These materials will all be made available to the ERC to ensure they enhance the Commission's understanding of how citizens are reacting to its work on social media.
- They will, if required, participate in a meeting with representatives of the Commission to provide commissioners with insights into the nature of online discussions that taking place with regard to the ERC's activities.

### **Specific deliverables:**

1. Participate in a training course on conflict sensitive reporting and reconciliation presented by the UNDP. Participants will receive certificates at the end of this process.
2. Submit a work plan at the start of the contract that outlines how they will approach the assignment and the deadlines by which tasks will be completed.
3. Write or produce at least one engaging blog or other production for publication on social media platforms each week relating to the subject of peacebuilding and reconciliation between the period 1 January and 31 March 2021.
4. Engage with social media platforms on a daily basis to promote dialogue about peacebuilding and reconciliation in Ethiopia between 1 January and 31 March 2021. This will include promoting the work of other members of the social media team.
5. Use social networks to raise awareness about the ERC's activities and its objectives when necessary.
6. Play a role in promoting other communications that are being developed by UNDP contractors that are intended to raise awareness about peacebuilding and reconciliation in Ethiopia.
7. Provide feedback to members of the ERC about the nature of online discussions that concern the Commission's work. This deliverable would include alerting the Commission's public relations team to any trends or specific posts that are published which might be harmful to the commission.
8. Keep an archive of all materials produced so that these can be presented to the ERC along with a record of key discussions taking place on social media with regard to reconciliation and the Commission's work.

## **IV. Impact of Results**

The social media consultant are expected to contribute towards the emergence of an online discussion and debate about questions of peace-building and reconciliation on social media platforms used by Ethiopians both domestically and in the diaspora. They will also be responsible for playing a role in presenting counter narratives to hate speech and raising awareness about the work of the ERC.

## **V. Competencies**

### ***Corporate Competencies:***

- Demonstrates integrity by modelling the UN's values and ethical standards;
- Promotes the vision, mission and strategic goals of UNDP;
- Displays cultural, gender, religious, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favouritism.
- Promote the vision mission strategic goals of the ERC and demonstrate integrity by modelling the

ERC values.

***Core Competencies:***

- Creates social media content that generates positive discussion about questions relating to peace-building and reconciliation in Ethiopia.
- Contributes towards the promotion of social media content produced by other team members.
- Identifies instances of hate speech online and contributes to promoting alternative narratives
- Produces content in different Ethiopian languages.

***Functional/ Technical Competencies:***

- Strong writing and production skills;
- Current knowledge of the technical workings of a range of social media platforms.
- Proven ability to conceptualize, innovate, plan and execute ideas, as well as to impart knowledge and teach skills;
- An effective and energetic team player, with the ability to work with others in promoting a range of multi-media online strategies
- Strong self-motivation and innovative skills, with capacity to work independently and meet deadlines.

***Analytical Abilities:***

- Knowledge of conflict and peacebuilding concepts and the ability to apply these in developing content
- Knowledge of the interaction between political actors, political processes and peace in a society, including the impact of power distribution on political stability and economic outcomes;

***Partnership and Networking:***

- Ability to work with other social media activists in producing and promoting content related to peace-building and reconciliation.
- Ability to work with members of other UNDP projects to ensure content related to peacebuilding and reconciliation is promoted online.

***Innovation, Outreach and Communication:***

- Writes clearly and concisely in English and Amharic.
- Communicates within and at large, participates in peer communities and engages substantively;
- Makes the case for innovative ideas, documenting successes and building them into the design of new approaches and tools;
- Demonstrates effective presentation and writing, and strong analytical and strategic skills.

***Gender and Institution Development:***

- Demonstrates knowledge of Women's Rights and Political participation/empowerment issues and concepts and applies these in strategic and/or practical situations.

***Teambuilding:***

- Works effectively with diverse groups of professionals towards common goals;
- Able to work with different personalities and motivate others while ensuring team coordination

and spirit;

## VI. Required Qualifications

### Education:

A relevant undergraduate degree. Qualification the fields of peace and security studies would be an advantage.

### Experience:

The contractor must be able to demonstrate that he or she has the technical capacity to produce high level content that raises discussions about questions of peacebuilding and reconciliation.

In meeting this requirement, the contractor must demonstrate the following:

- That he or she has a detailed knowledge of how to work with different social media platforms used by people in Ethiopia and the diaspora.
- That he or she already has a well-developed following on social media.
- That he or she has access to the necessary technology that will be needed in carrying out the responsibilities noted above.
- That he or she has the ability to communicate effectively in English, although the productions will be in indigenous Ethiopian languages.
- A personal commitment to peace and reconciliation in Ethiopia.

### Language requirements:

- Fluency in English and Amharic. Knowledge of other Ethiopian languages is a plus.

## VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The consultant will work remotely but participate in weekly team meetings on Zoom with the UNDP's communication consultants, the team leader and other members of the ERC's PR and Awareness Raising Standing Committee when necessary. Functionally, s/he will be reporting to the PR and Awareness Raising Standing Committee administratively s/he will be under the supervision of the UNDP Governance and Capacity Development Team Leader, and technically s/he will work closely with UNDP Peacebuilding and Reconciliation Adviser.

## VIII. DURATION OF THE ASSIGNMENT<sup>1</sup>

---

<sup>1</sup> *The IC modality is expected to be used only for short-term consultancy engagements. If the duration of the IC for the same TOR exceeds twelve (12) months, the duration must be justified and be subjected to the approval of the Director of the Regional Bureau, or a different contract modality must be considered. This policy applies regardless of the delegated procurement authority of the Head of the Business Unit.*

The project will begin on the day the contract signed and continue until 31 March 2021.

## IX. CRITERIA FOR SELECTING THE BEST CANDIDATE

Contractors are expected to submit a technical proposal and a financial proposal.

### Technical proposal:

The technical proposal should include a plan that details how the candidate anticipates being able to contribute towards the work of a team of social media specialists in achieving the objectives set out for this project. It should also include the candidate's CV and three relevant sample works (These could include links to relevant blogs and other online productions).

In addition to the above the candidate should also provide a motivation that details why he or she wishes to be involved with this project and what specific experience and skills he or she 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.

The following criteria will be followed in selecting the best candidate.

Criteria	Weight	Max. Point
Technical Competence (based on Credentials and technical proposal)	70%	100
Criteria a. [Experience and skills mix]		20
Criteria b. [Methodology for undertaking assignment]		40
Criteria c. [Motivation]		10
Financial (Lower Offer)	30%	20
Total Score	Technical Score (70%) + Financial Score (30%)	

## X. ETHICAL CONSIDERATIONS, CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The consultant needs to apply standard ethical principles during the course of the evaluation. Some of these must deal with confidentiality of interviewee statements when necessary, refraining from making judgmental remarks about stakeholders.
- The consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior

written consent by the contracting authority. Proprietary interests on all materials and documents prepared by the consultants under this assignment shall become and remain properties of UNDP.

## XI. DELIVERABLES

- Contractor attends a training course on conflict sensitive reporting and reconciliation organised by UNDP before the end of 2020.
- In consultation with other members of the social media team the contractor develops a work plan that details how he or she will contribute to the achievement of the project objectives.
- Contractor produces at least one quality bog or other online media product per week that contributes towards promoting discussion on question of peacebuilding and reconciliation between 1 January and 31 March 2021.
- The contractor provides evidence of an ongoing engagement with social media discussion and debates on these issues.
- Contractor continues to promote other media products developed by the ERC or UNDP that are intended to generate discussion about peacebuilding and reconciliation in Ethiopia.
- Contractor maintains an archive of productions and a record of key engagements on social media regarding reconciliation and the role of the ERC in Ethiopia.

## XII. PAYMENT TERMS

Payment schedule	Deliverables	Approval obtained from	Percentage payment
<b>1<sup>st</sup> instalment</b>	<p>1. A work plan is approved for the entire production process.</p> <p>2. The first four media productions are completed and made available online. Evidence is presented of ongoing engagement on social media.</p>		<b>40%</b>
<b>2<sup>nd</sup> instalment</b>	<p>3. The second four media productions are completed and made available online. Production is completed on the next four features. Evidence is presented on ongoing engagement on social media.</p>		<b>30%</b>

<b>3<sup>rd</sup> instalment</b>	<p>4. The second four media productions are completed and made available online. Production is completed on the next four features. Evidence is presented on ongoing engagement on social media.</p> <p>5. An archive of materials is made available to the ERC.</p>		<b>30%</b>
----------------------------------	--	--	------------

### XIII.ANNEXES TO THE ToR

Interested organisation should follow this format in submitting their technical proposals.

1. Technical Proposal Cover Page
2. Covering Letter
3. Letter of motivation
4. Proposed Methodology
5. Evidence of relevant experience and information about the makeup of the core team
6. Implementation timelines

### XIV. HOW TO APPLY

Interested consultant with required qualification and experience must submit their applications on line as per the following email: [procurement.et@undp.org](mailto:procurement.et@undp.org)

**This TOR is approved by:**

**Name:** Cleophas Toriri

**Designation:** Deputy Resident Representative

**Signature:** Cleophas Toriri

**Date Signed:** 14-Dec-2020

**This TOR is approved by:**

**Name:** Shimels Assefa

**Designation:** Team Leader, Governance and Capacity Building Team

**Signature:** Shimels Assefa

**Date Signed:** 14-Dec-2020