



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 10th February 2021

Country: South Africa

Type of Contract: Individual Consultant

Description of the assignment: Content and Advocacy development of the online Biodiversity Economy Investment Portal

Project name: BIOFIN

Period of assignment/services (if applicable): 12 months

Proposal should be submitted no later than **16h00 (South African time) Wednesday, February 24, 2021** through e-tendering system (<https://etendering.partneragencies.org>).

UNDP e-tendering user guide can be found on this link : https://procurement-notices.undp.org/view_notice.cfm?notice_id=75261

***ONLY SUBMISSIONS RECIEVED THROUGH E-TENDERING SYSTEM WILL BE REVIEWED.**

*** THE DETAILED FINANCIAL PROPOSAL MUST BE PROVIDED AS A PASSWORD PROTECTED DOCUMENT AS INSTRUCTED.**

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. Procurement Unit, South Africa will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The Biodiversity Finance Initiative (BIOFIN) is a global project implemented by the United Nations Development Programme (UNDP) with financial support from the Government of Germany and the Government of Switzerland. BIOFIN supports countries with a methodology that provides innovative steps to measure current biodiversity expenditures, assess financial needs, identify the most suitable finance solutions and supports implementation of these solutions to help achieve national biodiversity targets. In South Africa, the BIOFIN project is implemented at the national level by the UNDP in partnership with the Department of Environment, Forestry and Fisheries (DEFF).

In Phase 1 of BIOFIN, using the BIOFIN methodology, South Africa completed the Policy and Institutional Review, the Biodiversity Expenditure Review and the Finance Needs Assessment based on the National Biodiversity Strategy and Action Plan (NBSAP 2015-2025). These informed the completion of the Biodiversity Finance Plan (BFP) in which finance solutions for implementation in South Africa were identified.

BIOFIN Phase 2 in South Africa is currently in the implementation phase. One of the biodiversity finance solutions currently being implemented in this phase is the development and promotion of an online biodiversity economy investment portal.

South Africa's Biodiversity Economy has been growing consistently faster than the general economy for a number of years, contributing R3 billion to GDP in 2013 – almost double the contribution made by the sector in 2008. The National Biodiversity Economy Strategy (NBES) estimates that the sector's GDP contribution could be R14 billion by 2030. The Biodiversity Economy can play an important role in driving the transition to a low carbon economy.

Significant, sustained and targeted investment will be required in the Biodiversity Economy in order for the sector to make the envisaged GDP contribution by 2030, while simultaneously enhancing economic, social and environmental outcomes. A clear outline of finance needs and suitable finance opportunities is to be determined, in order to identify the current investment gap in the Biodiversity Economy. Policy makers can play an important role of closing this gap by using instruments to attract the participation of a wide range of financing and investment agencies, entities and initiatives.

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

This TOR is designed for a professional consultant who will work with the BIOFIN country team to create awareness investment and partnership opportunities in the Biodiversity Economy sector. In this regard, it is envisaged that in completing the work the objectives are therefore are to:

- 2.1 Development of baseline usable English language narrative for each of the core functional areas of content in the Digital Investment Portal.
- 2.2 Development and implementation of a communication and advocacy plan to run alongside the development and launch of the Digital Investment Portal.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

1. Required Skills and Experience:

The successful Content and Advocacy Consultant will have, but not limited to, the following competencies:

- Certified Qualifications and documented experience of key personnel to be assigned to the project:
 - At least a Post Graduate degree (or equivalent diploma) in English, Business, Media Studies, Marketing, advertising, journalism or closely related field, or another field, e.g. MBA or combined with relevant work experience in content development; public relations or any other related experience with significant written communication component;
 - At least 8 - 10 years of professional experience, in Public Relations, marketing, fundraising, events promotion; Digital Marketing; media;
 - Documented experience in written content development and social media, marketing implementation;
 - Strong creativity, communication and writing ability skills;
 - Experience and understanding of environmental issues or biodiversity is preferable, with a focus on Conservation related topics. In particular, an understanding of South Africa communal and Provincial dynamics in and around protected areas; (Preferable)
 - Experience in proposal or content writing for conservation or environment related programmes such that there is familiarity and experience in industry related jargon and a knowledge of current important global environmental goals.
- Track record of work experience in digital product launch; events management and project management;
- Documented past experience and competency in editing, layout, design, publishing and printings;
Prior experience with UNDP projects is considered to be an asset.
- Functional Competences of the Consultant:
 - Team skills;
 - Ability and willingness to take initiative and remain flexible;
 - Very good communication, report writing and presentation skills;
 - Socio-cultural competence;
 - Good conflict management skills;
 - Efficient, partner- and client-focused working methods;
 - Excellent communication skills both orally and in writing;
 - Excellent interpersonal skills;
 - Marketing skills - (social media; digital marketing; working knowledge of above the line and below the line marketing);
 - Initiative;
 - Ability to prioritise and plan effectively;
 - Awareness of different media agendas;
 - Creativity.
- Ability to communicate in additional local languages other than English would be advantageous.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- Personal CV highlighting qualifications and experience in similar projects
- Work references - contact details (e-mail addresses) of referees (organization for whom you've produced similar assignments);
- All-inclusive financial proposal (fixed cost bid) indicating consultancy fee (South African Rand) and a breakdown of expenses (unit price together with any other expenses) related to the assignment.

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 installments 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, per diems, and number of anticipated working days).

Travel:

The consultancy assignment will be home-based with travel for meetings in the field (where possible, and to be determined in light of possible future COVID-19 restrictions) and in Pretoria.

Foreseeable travel costs should be included in the Financial Proposal as part of the application submission documents. Unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the BIOFIN Team Leader and the consultant, prior to travel and will be covered and paid by UNDP from the BIOFIN Project. In a case where there is need for travel, the costs including transport, lodging and terminal expenses will be covered and paid by UNDP on the basis of UNDP rates. The fare will always be "most direct, most economical" and any difference in price with the preferred route will be paid for by the consultant UNDP will not cover any costs associated with moving to the Duty Station (Pretoria). There is no anticipated travel outside the country for this assignment.

6. EVALUATION

Individual consultants will be evaluated based on the following methodologies:

1. Lowest price and technically compliant offer

When using this method, the award of a contract should be made to the individual consultant whose offer has been evaluated and determined as both:

- a) responsive/compliant/acceptable, and*
- b) offering the lowest price/cost*

“responsive/compliant/acceptable” can be defined as fully meeting the TOR provided.

Evaluation criteria	Max score (100)
Proposed Methodology: A clear methodology must be described, and the methodology must outline how the Scope of Work will be carried out according to each deliverable and showcase an understanding of fi-for –purpose content development and a detailed advocacy road map	15
Proposed Work Plan: Detailed work plan with milestones, timelines and resources and designated responsibilities of the consultant and any support members must be indicated in the proposal for achieving of the deliverables.	15
Documented qualifications and experience: demonstration of necessary resources and technical expertise to undertake and successfully complete the project. Documented relevant academic qualifications must be showcased, as well as experience, knowledge, proven track record and evidence of undertaking similar projects. (Max 18 points) Technical proposals are encouraged to reflect a 50% gender requirement, and provision for a minimum of two interns in the consultant team. This will ensure gender mainstreaming and skills development. (Max 2 extra points)	20
Technical Capability/ expertise and track record and knowledge in the fields Public relations and communication and content development (environment and conservation sector experience preferable); digital product launch; social media and digital marketing; events planning; planning/management practices, project management and finance mechanisms.	40
Previous experience in engaging with international and national experts and institutions as well as with community stakeholders.	10

Only candidates obtaining a minimum of 70% (70 points) would be considered for the Financial Evaluation

ATTACHMENTS:

- **TERMS OF REFERENCES (TOR)**
- **INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**
- **OFFEROR’S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY**
- **P11 – PERSONAL HISTORY FORM**