

SECTION 3: TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description: National Firm Level Consultancy Placement of produced TV spots on selected TV stations

Project/Program Title: Supporting an Inclusive and Multi-Sectoral Response to COVID-19 and Addressing its Socio-Economic Impact in Ethiopia

Duty Station: Addis Ababa, Ethiopia

Type of the Contract: National Consultancy Firm

Duration: One month

Expected Start Date: Immediately after concluding contract agreement

I. BACKGROUND / RATIONALE

The Jobs Creation Commission (JCC) of the Federal Democratic Republic of Ethiopia is established to advance the government's goal around employment and job creation.

The Commission has launched a programme to support Micro, Small, and Medium Enterprises (MSMEs) to retain their workers, and face the financial pressure imposed by the sharp drop in demand and revenues, due to COVID-19. The programme will consist of provision of grants for informal businesses, wage-subsidies, and soft loans to cover operational costs for formal MSMEs.

A total of 17, 834 applicants applied online for the nationwide grant announced and through a rigorous selection process a total of 8,557 applicants were selected and are now receiving support.

The support provided is captured and documented into TV spots ready for airing. Therefore, UNDP is looking for 2 different TV stations to air and place the produced TV spots (3 TV spots) on selected TV channels.

II. OBJECTIVES OF THE SERVICE / WORK

Placement and airing of TV spots produced on selected TV stations.

III. SCOPE OF THE SERVICE / WORK

- Placement and airing of TV spots on selected 2 TV stations
- A total of 3 types of TV spots produced and will be aired for a duration of one month.
- All placements should be done during Prime-Time hours.
- A monitoring report of the placements shall be submitted to UNDP and JCC.

IV. EXPECTED OUTPUTS / DELIVERABLES

- a. Detailed timeline for placement of the spots
- b. Monitoring report of the TV spots

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

- a. A total of 3 TV spots will be placed in selected two TV stations for one month
- b. Placement time should be limited to Prime Times

VI. TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

	TV station 1				TV station 2			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
TV spot 1	2	1	2	1	2	1	2	1
TV spot 2	2	1	1	2	2	1	1	2
TV spot 3	2	1	2	1	2	1	2	1
Total number of placements	18				18			

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The Business Emergency Unit (BEU) of the Job Commission and UNDP communication team will be in regular contact with the TV stations.

VIII. PAYMENT MILESTONES AND AUTHORITY

The selected TV stations shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment	Deliverables or Documents to be Delivered	Percentage of Payment
1 st Installment	Upon approval of the placement time	50%
2 nd Installment	After the delivery of outputs and submission of monitoring report of the placements	50%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

9.1 Minimum Organization Requirements

The prospective Service Provider is expected to meet the following minimum requirements:

- It should have a national broadcasting coverage
- Over 10 years of practical experience engaging with the non-for-profit sector and UN agencies
- Proof of good audience share in the market
- It shall demonstrate its capabilities, understanding of the TOR

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:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- 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%

XII. 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.

XIII. 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 UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

XIV. HOW TO APPLY

Interested Service Provider with required qualification and experience must submit their applications through: <https://etendering.partneragencies.org> UNDP/ETH10/Event ID: **ETH2394**

PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	60%	600
2	Proposed Methodology, Approach and Implementation Plan	40%	400
TOTAL		100%	1000

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / audience share/ Industry Standing	150
1.2	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> - 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 	150
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.)	45
1.4	Quality assurance procedure, warranty	35
1.5	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Over 10 years of experience on Similar Programme / Projects - National broadcasting capability - Work for UNDP/ major multilateral/ or INGOs 	220
SUB TOTAL		600

Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	100
2.2	Have the important aspects of the task been addressed in sufficient detail?	50
2.3	Are the different components of the project adequately weighted relative to one another?	50
2.4	Is the scope of task well defined and does it correspond to the TOR?	120
2.5	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	80
SUB TOTAL		400
Aggregate		1000