



TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF NATIONAL MULTIMEDIA FIRM

GENERAL INFORMATION

Services/Work Description:	Documenting results on the Transitional Justice and Human Rights Project
Project/Program Title:	Support the capacity of the Government and national stakeholders to establish credible transitional justice processes and mechanisms that promote reconciliation and sustainable peace in The Gambia.
Post Title:	National Multimedia Firm
Consultant Level:	Expert Firm
Duty Station:	UNDP Gambia Country Office
Expected Places of Travel:	5 regional field visits.
Duration:	25 working days
Expected Start Date:	1 May 2021/ Immediately after Concluding Contract Agreement

I. BACKGROUND

Between July 1994 and January 2017, The Gambia experienced authoritarian rule under ex-President Jammeh, which has resulted in significant challenges in the establishment of good governance, rule of law and a culture of human rights since the dawn of a new Government under President Barrow. During the 22 years of Jammeh's rule, social stability was maintained through state force and coercion, and as a result, Gambians were routinely subjected to harassment, arbitrary arrest, torture, and extrajudicial executions, in a climate of impunity. To address the 22 years of misrule under the Jammeh regime, the Government in 2017 undertook to implement a transitional justice process through the establishment of numerous mechanisms, including the Truth, Reconciliation and Reparations Commission (TRRC) and the National Human Rights Commission (NHRC), to investigate past human rights violations and entrench respect for human rights in the country. In addition to this, the Government has also resolved to improve the country's human resources capacity, its legal and institutional framework, as well as the quality of its strategies, policies, and programmes to consolidate democracy and comply with international human rights standards.

Based on the request of the Government of The Gambia and following consultations between officials of the United Nations and officials of the Ministry of Justice, the Project "Support the capacity of the Government and national stakeholders to establish credible transitional justice processes and mechanism that promote reconciliation and sustainable peace in The Gambia" was executed in May 2017 and is currently being implemented by UNDP and OHCHR with funding from the UN Peacebuilding Fund. The Project supports the Government implement its reform agenda through the operationalization of the Truth, Reconciliation and Reparations Commission (TRRC), the National Human Rights Commission (NHRC) and by strengthening meaningful participation of civil society actors and other government institutions.

II. SCOPE OF THE WORK

The Transitional Justice and Human Rights Project is due to conclude on 30 June 2021, following 49 months of implementation, and is currently undergoing a review of its achievements, as well as documenting challenges, lessons learnt and best practices.

In this regard, the Project seeks the support of a multimedia firm to carry out the following functions:

- Familiarize itself with Project partners, stakeholders, beneficiaries, and project interventions,
- Support the Project in its capture of key results and accomplishments, including instances of Project catalytic effects,
- Develop the following products:

- 13–15-minute documentary communicating key project results and expected impact (including development of script and screenplay, conducting interviews (including up to 5 regional field visits), and full production of documentary and its 3-5minute teaser)
- Design of succinct brochure (approx. 8-10 pages) communicating key project results and expected impact (including printing of 100 copies)
- Produce 50 actions pictures demonstrating key project results.

III. EXPECTED OUTPUTS AND DELIVERABLES

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	13–15-minute documentary communicating key project results and expected impact (including development of script and screenplay, conducting interviews (including up to 5 regional field visits), and full production of documentary and its 3-5minute teaser)	20 Working days	Governance Specialist
2	Design Succinct brochure (approx. 5 pages) communicating key project results and expected impact (including printing of 100 copies) and capture 50 pictures demonstrating key project results.	5 Working days	Governance Specialist

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The firm will submit deliverables to the UNDP-OHCHR Transitional Justice and Human Rights Project Management Unit, who would provide guidance and assess the quality of the deliverables.

V. DURATION OF THE WORK

The duration of the consultancy is 25 working days.

VI. QUALIFICATIONS OF THE SUCCESSFUL FIRM

To be eligible, bidders should propose a team with the following minimum qualifications:

a. Academic Qualifications:

- A bachelor's degree in media, film production or communications, or post high-school certificate with seven years of relevant experience.

b. Professional experience:

- Five years professional experience in area of specialization (story writing, media production, visual journalism, photography, graphic design, editing, etc.). Previous experience working with the UN system in The Gambia, particularly UNDP is desirable.
- Substantial experience engaging with and collaborating with government, private sector or civil society and human rights stakeholders. Previous collaboration with the TRRC and the NHRC is desirable.
- Similar experience developing results-oriented communication products and material for the public or private enterprises. Previous, similar assignment with a UN agency is desirable.

c. Competencies:

- Communication
- Working with People
- Drive for Results

d. Language and other skills:



- Strong knowledge of English, including the ability to present clearly and concisely ideas and concepts in written and oral form,
- Capacity to communicate fluently with different stakeholders, in at least 1 local language and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

e. Compliance of the UN Core Values:

- Demonstrates integrity by modelling the UN’s values and ethical standards,
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

Bidding firms are required to have the following professional and technical qualifications and only those who hold these qualifications will be shortlisted and contacted. Firms are strongly encouraged to include women and Persons with Disabilities as part of their proposed teams.

VII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified bidders are expected to submit both a Technical and Financial Proposal. Accordingly, bidders will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, 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%**

Criteria	Weight
A bachelor’s degree in media, film production or communications, or post high-school certificate with seven years of relevant experience.	10
Five years professional experience in area of specialization, including experience working with UNDP	15
Experience engaging with and collaborating with civil society and human rights stakeholders, including the TRRC and the NHRC	15
Similar experience developing results-oriented communication products and material for the public or private enterprises, including UN agency	15
Language (English required and at least 1 local language)	10
Technical Proposal (including at least: cover letter, previous, similar assignments, methodology, CVs of team composition)	40
Financial weight	25
Total Score	Technical Score * 70% + Financial Score * 30%

Financial proposals should be detailed, including a breakdown of costs based on daily rate of team composition, as well as cost of 10-day mission in all 5 regions and 2 municipalities of The Gambia.

VIII. PAYMENT MILESTONES AND AUTHORITY

The qualified firm shall receive service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 st Installment	Submission of script and screenplay for use in the documentary communicating results of the TJHR Project, and designed template for succinct results brochure (approx. pages)	DRR	50%
2 nd Installment	Submission of 15-20-minute video documentary highlighting results of the Project, including teaser video, 100 copies of succinct results brochure (approx. 5 pages) and compilation of 50 pictures.	DRR	50%

IX. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The firm 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. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

This TOR is approved by:

Signature: *Ida Persson*

Name and Designation: Ida Persson, Transitional Justice & Human Rights Specialist

Date of Signing: 30-Mar-2021