



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 29 April 2021

Reference Number: IC-2021-066

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**Country:** Republic of Kazakhstan

**Description of the assignment:** Public Relations and Information Support Specialist for the implementation of the National Plan for Ensuring the Rights and Improving the Quality of Life of Persons with Disabilities until 2025 (hereinafter –PR and Information Support Specialist)

**Project name:** #123514, Enhancing Effectiveness of Social Protection Programmes and Improving Access and Participation of Socially Vulnerable Groups

**Period of assignment/services:** June – December 2021 (7 months, not more than 148 working days)

**Contract Modality:** Individual contractor (IC)

**Important Note:** Technical and Financial Proposals (Annexes 4 and 5) must be submitted in **separate** PDF files and must be password protected.

Any request for clarification must be sent by standard electronic communication to the e-mail [nurlan.tleubayev@undp.org](mailto:nurlan.tleubayev@undp.org) and in e-mail subject please indicate **Request\_Ref.2021-66**.

### 1. BACKGROUND

In order to effectively promote the Convention on the rights of persons with disabilities and improve the social services system, the Ministry of labor and social protection of population of the Republic of Kazakhstan (hereinafter – the Ministry) and the United Nations Development Program in Kazakhstan (hereinafter – UNDP) have signed an Agreement on the implementation of a joint project “Enhancing Effectiveness of Social Protection Programmes and Improving Access and Participation of Socially Vulnerable Groups” for 2021-2023 (hereinafter – a joint project).

The project is aimed at further supporting the efforts of the Republic of Kazakhstan in improving social policy in accordance with the Strategy “Kazakhstan 2050” and the National Plan for ensuring the rights and improving the quality of life of persons with disabilities until 2025 (hereinafter – the National Plan).

In February 2015, the Republic of Kazakhstan ratified the Convention on the rights of persons with disabilities (CRPD).

According to article 33 of the CRPD, States Parties shall, in accordance with their organizational structure, designate one or more bodies responsible for matters related to the implementation of the Convention.

The functions of the body coordinating the implementation of the rights and social protection of persons with disabilities in the system of executive authorities are assigned to the Ministry, which ensures the development and implementation of state policies in the field of labor, living standards and incomes, pensions, employment and unemployment, and social protection of the population.

In return, the Ministry carries out its activities through subordinate organizations in cooperation with central and local executive bodies, public associations and other organizations.

In 2020, the Ministry, on behalf of the Government, opened the **Project Office "Creating opportunities for economic activity for persons with disabilities"** (hereinafter referred to as the Project Office), the work of which was supported by the UNDP in the framework of the joint project 2018-2020.

Considering the scale of work on the implementation of the Convention's norms, the need for constant monitoring and control over their application, the Ministry appealed to UNDP with a proposal to continue the work of the Project Office and expand its functions. It is planned that the Project Office will consist of the following specialists:

1. a coordinator,
2. an expert on accessibility of facilities, services and Assistive Aids,
3. an expert on professional and social rehabilitation,
4. an consultant on employment,
5. a specialist on information support,
6. a specialist in public relations,
7. an expert on analysis of procurement,
8. an expert on reducing corruption risks,
9. a specialist in the implementation of the Atlas of Recommended Professions
10. a specialist in technical support for the implementation of the Atlas of Recommended Professions.

UNDP agreed to support this initiative, as it is consistent with the mission of UNDP and the objectives of the joint project.

The main areas of work of the Project Office:

- monitoring and promotion of selected activities of the National Plan;
- creating conditions for self-realization, employment and economic activity of persons with disabilities;
- support of Project Office "Adaldyk Alany".

The activities of the Project Office will be aimed at analyzing and developing recommendations, proposals, providing assistance and practical assistance to the Ministry in promoting and implementing initiatives aimed at social protection and ensuring the rights of persons with disabilities.

Current terms of reference will cover the scope of work for a PR and Information Support Specialist. The aim of the current assignment is raising public awareness on disability issues and strengthening the rights and dignity of persons with disabilities, recognizing their contribution to the development of the country, including in the labor market, popularization of the ideas and principles of the Convention on the Rights of Persons with Disabilities and promotion of the information portals: "Social protection of persons with disabilities" <https://inva.gov.kz> and Portal of Social Services <https://aleumet.egov.kz>.

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

- Development and coordination of the implementation of the communication strategy and communications action plan, including SMM, with clear timeframe, and KPIs, aimed at raising visibility of the issues of rights of PWD and social protection. Both documents need to be coordinated with the Ministry;
- Plan and implementation offline and digital communications/media initiatives around key deliverables, knowledge-products, analysis, events;
- Development of a concept and organization media training on the aspects of covering disability in the media for Kazakh and Russian speaking media community;
- Promotion of the Portal of Social Services among the target groups and media outlets with specific focus on generating the success stories.
- Development of new communications partnerships to enhance the visibility of thematic agenda, identify innovative opportunities and new communications tools and platforms to display the key work of the Ministry and Project Office;
- Draft features, human stories, news items, press releases, thematic blogs, etc. for the websites of the MLSP RK and UNDP, and creation of social media content, targeting media, national partners, general

- publics, and other target audiences;
- Conceptualize and manage the production of the related multimedia assets, around key topics, successes and impactful results;
- Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;
- Build network of opinion leaders, social media influencers, etc. to promote the key results of office and thematic areas;
- Provision of content development and management support to the “Social protection of persons with disabilities” website (<https://inva.gov.kz>), using various formats of presenting the information (text, graphics, audio-visual materials, etc.).
- Conduction of media monitoring of the PWD and social protection public agenda and provision of weekly content analysis of publications in conventional and electronic media, social media platforms regarding the issues under consideration and main areas of work of the Project Office;
- Capitalize on the media interest around the issues of social protection and rights of PWD and undertake activities to promote media coverage including but not limited to press conferences, interviews, press seminars, public statements, speeches and other special media activities.

This also includes a) preparation of press materials (press releases, media advisories, media kits) for events organized and conducted by the Ministry with regards to the key thematic areas (protection of the rights of persons with disabilities); b) generating media stories (pitching story ideas to the media outlets, drafting the stories, developing storylines, providing quality assurance of the materials to be published, etc) in media outlets. Minimum outreach KPIs: at least 1 publication in print media per month; at least 2 appearance in electronic media per month.

For detailed information, please refer to the Term of Reference (Annex 1)

### 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- Higher professional education in journalism, communication, public relations, social sciences or in related areas;
- Experience communications, public relations for at least 5 years, the experience of information support of the social sphere will be an advantage;
- Knowledge of the legislation of the Republic of Kazakhstan on mass media;
- Excellent communication skills and the ability to work in an environment that involves interaction and cooperation with several parties, including representatives of the central and local executive authorities, the civil and academic community, and other partners;
- High level of computer skills (Microsoft Office, Internet);
- Business correspondence, communication and presentation skills;
- Knowledge of Russian and Kazakh languages., English would be as advantage.

### 4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

The following documents **in PDF** to be attached to the Offer (maximum size 19Mb per one e-mail transmission) and should be sent to [procurement.kz@undp.org](mailto:procurement.kz@undp.org) with indication of **Ref.2021-066** in the e-mail subject not later **6 PM (Nur-Sultan time) of 13 May 2021**:

- Duly accomplished Annex 4 “Offeror’s Letter to UNDP confirming interest and availability for the Individual contractor” using provided UNDP template; Financial Proposal Annex-5 that indicates the all-inclusive fixed professional daily fee, supported by a breakdown of costs, as per UNDP template attached; these documents should be provided separately from other below required documents; **Annexes 4-5 must be password protected!**
- Detailed CV, where previous work experience in similar projects should be included, as well as contact details (email and phone number) and skills relevant to the assignment;
- Other documents certifying the work experience, expertise, education, and skills (**diploma**, qualification improvement certificates, awards, etc.).

**Financial proposals which are not encoded will be rejected automatically. ONLY fully submitted applications would be considered for evaluation!!!**

## **5. FINANCIAL PROPOSAL**

The financial proposal should specify an all-inclusive daily fee in KZT. The term “All inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.

Payments for professional services are done monthly based on the all-inclusive daily rate and the actual number of days worked during the calendar month, upon IC Time Sheet submitted by the Contractor and a satisfactory performance, duly approved by the Coordinator of the Project Office, UNDP project manager and the Head of Governance Unit.

## **6. EVALUATION**

Individual consultants will be evaluated based on **Combined Scoring method** – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%:

- **Step I: Preliminary evaluation** of offers (ONLY fully and timely submitted applications with all required documentation (CV, diploma, statement of health, Annex-4 and Annex-5) would be considered for evaluation of the minimum criteria;
- **Step II: Technical Evaluation** = maximum 700 points, which consists of technical scoring of qualifications and experience;
- **Step III: Financial Evaluation** = 300 points.

### **Step II: Technical Evaluation – 70%:**

UNDP will conduct a desk review to technically evaluate the shortlisted candidates. Only candidates obtaining a minimum of 490 points of the maximum obtainable points for the technical criteria (700 points) shall be considered for financial Evaluation.

### **Technical scoring of qualifications and experience – maximum 700 points:**

<b>Criteria</b>	<b>Maximum points</b>	<b>Assessment (points)</b>
Higher professional education in journalism, communication, public relations, social sciences or in related areas;	200	Bachelor = 140; Master = 170; PhD = 200.
Experience communications, public relations for at least 5 years;	300	Lack of experience = 0; Proven experience 5 years = 210; For every additional year – 10 points Maximum 300 points.
Knowledge of Russian and Kazakh languages;	50	Knowledge of Russian language = 25; Knowledge of Kazakh language = 25.
Knowledge of the legislation of the Republic of Kazakhstan on mass media	50	Lack of skills = 0 Proven skills = 50
Experience of information support of the social sphere will be an advantage	40	Lack of skills = 0 Proven skills = 40
Excellent communication skills and the ability to work in an environment that involves	20	Lack of skills = 0 Proven skills = 20

interaction and cooperation with several parties, including representatives of the central and local executive authorities, the civil and academic community, and other partners;		
High level of computer skills (Microsoft Office, Internet,);	20	Low level = 0; Middle level = 10; High level = 20.
Business correspondence, communication and presentation skills;	10	Lack of skills = 0 Proven skills = 10
Knowledge of English language	10	Lack of knowledge = 0 Proven knowledge = 10
<b>TOTAL</b>	<b>700</b>	

**Step IV: Financial evaluation – 30% = 300 points:**

The following formula will be used to evaluate financial proposal:

Lowest priced proposal\*300 points/price of the proposal being evaluated.

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as (a) responsive/compliant/acceptable and (b) having the highest score out of the set of weighted criteria: technical (70%) and financial (30%).

**APPROVED BY:**

Yerzhan Murzatayev  
Operations manager OIC

Signature:

*Yerzhan Murzatayev*

**ANNEXES**

**ANNEX 1- TERMS OF REFERENCES (TOR)**

**ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**

**ANNEX 3- INDIVIDUAL CONTRACT TEMPLATE**

**ANNEX 4 & 5- OFFEROR'S LETTER TO UNDP/CONFIRMATION OF INTEREST AND FINANCIAL PROPOSAL FORM**

**ANNEX 6 – STATEMENT OF HEALTH**