



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 03 May 2021

Reference Number: IC-2021-045

Country: Republic of Kazakhstan
Description of the assignment: Communication Expert of Climate Change Portfolio
Project name: "Assistance in Updating Kazakhstan's Nationally Determined Contributions" + "Climate Promise" and "Development of Kazakhstan's Eighth National Communication and Preparation of Two (Fourth and Fifth) Biennial Reports to the UNFCCC"
Period of assignment/services: May 2021 – May 2022 (240 working days)
Contract Modality: Individual contractor (IC)

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

Any request for clarification must be sent by standard electronic communication to the e-mail nurlan.tleubayev@undp.org and in e-mail subject please indicate *Request_Ref.2021-045*.

1. BACKGROUND

"Assistance in enhancement Kazakhstan Nationally Determined Contributions" (NDC project)

The Project is going to address implementation of state-of-art MRV framework and adaptation measures to NDCs. A roadmap for fulfilling commitments, where main directions of national activities on adaptation and vulnerability assessment are specified, is planned to be developed to become a technical guideline for the Government of Kazakhstan on achieving nationally determined contribution and on adaptation actions.

To continue UNDP's policy, dedicated to nations' awareness of vulnerability, adaptation and mitigation and climate-related problems and to maximize attention on climate change related issues, set of sessions, workshops and seminars on climate change related topics will be organized as part of international and national events held in Kazakhstan and in the region.

The Project consists of three major components:

- Component 1. Introduction and implementation of state-of-art MRV framework
- Component 2. Complement adaptation measures to NDCs
- Component 3. Climate change awareness

Development of Kazakhstan's Eighth National Communication and Preparation of Two (Fourth and Fifth) Biennial Reports to the UNFCCC (8NC Project)

The project will enable Kazakhstan to prepare and submit its Eighth National Communication (8NC) and Fifth Biennial Report (5BR) to the Conference of Parties (CoP) of the UNFCCC in accordance with its commitments as a Party as mandated by Article 12 of the UNFCCC and subsequent CoP decisions. The project will update the information provided regarding national circumstances, inventories of greenhouse gases (GHG), policies and measures undertaken to mitigate climate change, assessments of vulnerability to climate change and steps taken to adapt, and information on public awareness, education, training, systematic research and observation, and technology transfer. The project will also increase the national technical and institutional capacities in preparing the NC/BR and assisting the Government to integrate climate change issues into sectoral and national development priorities that directly contribute to achieving the Sustainable development goal #13.

The implementation of project objectives will support the Republic of Kazakhstan to prepare high quality National Communications (NCs) and Biennial Reports (BRs) to be submitted to the UNFCCC timely (i.e. once in four years in case of NCs and once in two years in case of BRs).

Both of project are dedicated to the share knowledge on Climate change and its consequences. communication component one of the important parts of both project and should serve as a communication bridge between project expert and peoples of Kazakhstan.

In this regard, climate change portfolio seeking the expertise of a communication expert.

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

Under the guidance and supervision of the NDC and 8th project Managers and with the matrix supervision by the UNDP Communications and Advocacy Officer the Expert will be responsible for enhancing visibility and implementing communication activities of the portfolio.

S/he will develop communications and advocacy initiatives, build and maintain media relations on the national, regional and district levels, manage press coverage and oversee the production of the information materials, knowledge products within the given project portfolios.

The Communications Expert will also closely work with the UNDP Communications and Advocacy Officer on a wide range of communications activities to ensure communication strategies, media relations, digital presence and organizational outreach are well aligned with corporate communications policies and initiatives.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- University Degree/Master in social sciences, journalism, marketing, mass communications;
- At least 5 (five) years of professional work experience in communications, public relations at the national level;
- Advanced skills in content management, storytelling, social media management for the development projects;
- Experience in conducting online and offline campaigns, multimedia products development and implementation;
- Experience in the usage of the office software packages, knowledge of specific software for digital content production is an asset;
- Strong analytical, writing and presentation skills;
- Previous work with UN agencies is an asset;
- Excellent English and Russian skills, excellent knowledge of Kazakh will be a valuable asset.

4. COMPETENCIES

Innovation	Ability to make new and useful ideas work
Leadership	Ability to persuade others to follow
Communication	Ability to listen, adapt, persuade and transform
Delivery	Ability to get things done while exercising good judgement

5. 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 with indication of **Ref.2021-045** in the e-mail subject not **later 10-00 AM (Nur-Sultan time) of 17 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 total contract price, supported by a breakdown of costs, as per template provided. These documents should be provided separately from other required below 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) of the Offeror;
- Brief essay explaining why prospective candidate considers him/herself as the most suitable for the assignment;
- Other documents certifying the work experience, expertise, education, and skills (qualification improvement certificates\diplomas, 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 Individual Contractor's supervisor.

The contract price will be fixed regardless of changes in cost components.

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 (Essay, CV, Annex-4 and Annex-5, diploma) would be considered for Technical Evaluation;
- Step II: Technical Evaluation = maximum 700 points, which consists of technical scoring of qualifications and experience - 700 points;
- Step III: Financial Evaluation = 300 points.

Step II: Technical Evaluation (including interview) – 70%:

UNDP will conduct a desk review to technically evaluate the candidates. Only top 3 high scored candidates obtaining a minimum of 70% (490 points) of the maximum obtainable points for the technical criteria (700 points) shall be financially evaluated.

Technical scoring of qualifications and experience – maximum 700 points:

Criteria	Maximum points	Assessment (points)
University Degree/master's in social sciences, journalism, marketing, mass communications	100	Bachelor = 70; Master = 80; PhD = 100
At least 5 (five) years of professional work experience in communications, public relations at the national level;	100	Lack of experience = 0 Proven experience 1-3 years = 90 Proven experience more 3 years = 100
Advanced skills in content management, storytelling, social media management for the development projects;	110	Lack of experience = 0 Proven experience 1-3 years = 100 Proven experience more 3 years = 110
Experience in conducting online and offline campaigns, multimedia products development and implementation;	140	No experience = 0 1 campaign = 100; 2 campaigns = 120; 3 and more = 140
Strong analytical, writing and presentation skills	100	Poor skills = 40 Good skills = 80 Strong skills = 100
Excellent English and Russian skills,	100	Excellent knowledge = 100 Good knowledge = 50 Basic knowledge = 20 Will be evaluated on the basis of interview
Kazakh language	50	Excellent knowledge = 50 Good knowledge = 25 Basic knowledge = 10 Will be evaluated on the basis of interview
TOTAL	700	

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