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Resilient nations.

## TERMS OF REFERENCE (TOR)

ETHIOPIA

### GENERAL INFORMATION

<b>Services/Work Description:</b>	Enhancing the external communications practice and activities of UNDP – Tony Elumelu Foundation (TEF) Partnership and UNDP Africa's Youth Programme
<b>Project/Program Title:</b>	UNDP-TEF Partnership and Regional Youth Programme for Africa, RSCA, UNDP
<b>Duty Station:</b>	Addis Ababa / Home-based depending on need
<b>Type of the Contract:</b>	Consultancy Firm
<b>Duration:</b>	2 and a half months
<b>Expected Start Date:</b>	March 2021

### I. BACKGROUND / RATIONALE

Over the past few years, Africa has been experiencing rapid and substantial changes in the size of its population, particularly the youthful component. It is estimated that close to 300 million youth (15-24 years) were living in Africa in 2017, which accounts for approximately 19 percent of the global youth population. Projections show that by 2030, the number of youth living in Africa will have increased by up to 42 percent. While the growing youth population presents important opportunities, especially in the form of the demographic dividend, there are many challenges attendant to such rapid rates of growth.

The UNDP strategy for youth and women empowerment has been informed by the current and prospective contextual analysis of the challenges and opportunities within Africa and key lessons learnt from previous interventions. It recognizes that the multidimensional challenges facing this youthful component continue to persist and calls for collaborative, adaptive, and innovative approaches particularly in mutually reinforcing ways, among different partners. UNDP's comparative advantage as an integrator, enables an effective catalytic response to the challenges facing the youth in Africa through mobilization of critical stakeholders and partners, and concerted effort at a continental, regional, and national levels. The approach serves to foster sustained and meaningful civic engagement, inclusion of youth in decision making processes, strengthening youth led interventions for conflict prevention, and many more.

Since 2015, the Tony Elumelu Foundation has launched the most comprehensive entrepreneurial programme in Africa, with a financial commitment of US\$100 million. Successful applicants selected as TEF Entrepreneurs on an annual basis complete a rigorous online business management training supported by designated mentors, participate in the global TEF Entrepreneurship forum, and receive US\$ 5,000 in seed capital.

The programme directly addresses some of the most endemic challenges to African start-ups – skills and capacity gaps, financial constraints and lack of access to mentoring, networks and market linkages. Following completion of the programme, the entrepreneurs stay connected to the Foundation and to each

other through their lifetime membership on [TEFConnect](#). TEF has also set up Country Chapters in 54 African countries to support the entrepreneurs as they grow and expand their businesses.

The overarching renewed approach of UNDP's strategy with the Tony Elumelu Foundation for youth development is to ensure youth inclusion as active change agents rather than passive recipients of development assistance, and prioritizes the following:

- Shifting focus from expert-led to youth and women-led employment and empowerment approaches. This approach, through the use of "enabling policy" platforms promoting stronger citizens voice, will involve government and all relevant stakeholders and take a broader approach to addressing the underlying economic, social, cultural and political factors that serve as barriers for youth and women's empowerment and employment.
- Mainstreaming youth and women empowerment into UNDP country support and TEF regional programme, while consolidating regional flagship initiatives and creating alignment, synergies and synchronization, particularly among them.
- Adopting a comprehensive approach to supporting the role of youth and women in rural development, fragile and conflict settings, and other contexts, and in becoming empowered as change agents.
- Leveraging the digital revolution through platforms that enable more youth and women to have more proactive roles as citizens, help them gain access to services and resources that promote employment and entrepreneurship, innovation and leadership (especially in the context of the informal economy)

Among several regional youth empowerment initiatives, UNDP implements a dedicated entrepreneurship programme that seeks to harness the abundant entrepreneurial, creative, and innovative spirit of the youth in order to generate productive opportunities, businesses and new ways to deliver services. The programme leverages partnerships, such as with the Tony Elumelu Foundation, to empower vulnerable and under-served communities in rural and border areas with capacity building/ training, mentoring and providing access to innovative financing to promising start-ups.

## **II. OBJECTIVES OF THE SERVICE / WORK**

The overall objective of the consultancy is to enhance the visibility around the partnership between the UNDP and the Tony Elumelu Foundation, deploying communications tools and material in order to improve awareness and publicity of UNDP's work with the Tony Elumelu Foundation in the area of youth empowerment with a focus on entrepreneurship. This entails the following specific objectives:

- a. Develop a strong and appealing brand identity for UNDP – TEF partnership and UNDP's regional youth empowerment work using a variety of communications products, tools and templates that can be easily adapted to different initiatives.
- b. Develop communication material, including audiovisuals, that effectively capture key messages, and document UNDP's regional youth programme results.

## **III. SCOPE OF THE SERVICE / WORK**

In conjunction with Regional Programme and the Governance and Peacebuilding Teams, the firm will:

- a. Provide a compelling narrative and evidence on the support to young entrepreneurship, within the framework of the partnership within the Tony Elumelu Foundation and UNDP from 2019 to date, capturing testimonials and stories of impact
- b. Analyze and map stakeholders, target audiences, content and channels of communication available/possible within the youth programme.
- c. Profile, document and develop communication material on the components of the UNDP- TEF partnership and UNDP's regional youth programmes.

- d. Develop a strategic, uniform narrative with key messages on ongoing youth initiatives and impact of past initiatives.
- e. Propose a set of uniform templates within a branding guidelines strategy to be used for communication and partnership development e.g. newsletters, flyers, presentations, audio-visuals.
- f. Ensure compatibility of approach with UNDP and TEF standards and particularly alignment to the UNDP Renewed Strategic Offer in Africa Partnerships, Partnership and Communications Action Plan (PCAP), UNDP brand manual, social media guidelines and editorial manual.

#### **IV. EXPECTED OUTPUTS / DELIVERABLES**

- a. Support coordination of branding and communication materials on the UNDP and Tony Elumelu Foundation partnership for reporting on results.
- b. Based on a coherent and jointly developed narrative, produce branding guidelines and develop core outreach materials about the UNDP-TEF Partnership and UNDP regional youth initiatives in English and French: 5,000 printed brochure copies, partner mapping, PowerPoint presentation, document templates, stock photos from different projects, infographics, interactive maps, animated video, COVID-19 response, etc.
- c. Produce uniform, customizable templates for PowerPoint presentations, fact sheets, event flyers, publication design, newsletters, COVID-related updates, etc.
- d. Develop a full Youth communications strategy<sup>1</sup> that includes the objectives, target audience, key messages, activities, a draft outreach campaign, and recommendations for improved internal (UNDP/UN/TEF) and external (website, social media, stakeholders, general public) presence. expected outcomes, M&E, etc
- e. Develop a social media strategy with key messages in the form of various multimedia outputs: GIFs, flyers, fact cards, quote cards, etc.
- f. Ensure accessibility of communication tools/packages and pieces across various types of devices and platforms.
- g. Provide final and approved files in the formats needed with source files (InDesign), PDFs, jpg, etc.

#### **V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)**

- a. The Firm is expected to approach the work with the user perspective in mind while not compromising the messages and objectives of the UNDP-TEF Partnership and the UNDP regional youth strategy in Africa. The methodology should allow for both user and stakeholder engagement and ownership.

#### **VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT**

This consultancy assignment may require travel of the firm to Addis Ababa. In case of travel, travel costs will be covered by UNDP according to UNDP travel rules and regulations.

<b>No.</b>	<b>Deliverables</b>	<b>Implementing Partners (IP)</b>	<b>Location and Action to be Undertaken</b>	<b>Duration (approx.)</b>
1	Consultations with Regional Youth Team and review of background materials	n/a	Remotely	<u>15</u> working days
2	Development of a comprehensive communications strategy, core outreach materials and templates including 5,000 printed brochure copies	n/a	Remotely	<u>20</u> working days

<sup>1</sup> The Youth Communications Strategy should be developed in line with the Regional Programme's Partnerships and Communications Strategy and Action Plan (PCAP)

No.	Deliverables	Implementing Partners (IP)	Location and Action to be Undertaken	Duration (approx.)
3	Launch of communication strategy (half-day validation workshop and training)	n/a	Remotely	_5_ working days
4	Narrative report and recommendations	n/a	Remotely	_10_ working days
Total Working Days				<u>50</u> working days

## VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- The work of the firm will be supervised by from the UNDP Communications Specialist and Tony Elumelu Foundation Communications Manager with technical support from the UNDP youth team
- The frequency of progress reporting will be weekly to the assigned project specialist.
- The firm is expected to liaise, interact, and communicate with the Regional Youth Team, project staff, the Communications Specialist. TEF Communications Manager, with oversight from the Team Leader on Governance and Peacebuilding and the Regional Programme Coordinator.

## VIII. PAYMENT MILESTONES AND AUTHORITY

Prospective firm will indicate the cost of services for each deliverable when applying for this consultancy. The recruited individual will be paid based on the effective UN exchange rate (in case of other currency denomination), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder.

A selected consultant 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/ Period	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 <sup>st</sup> Installment	Development of communications strategy, core outreach materials and templates including 5,000 brochure copies	Regional Youth Team	20%
2 <sup>nd</sup> Installment	Launch of communication strategy (half-day validation workshop and training)	"	50%
3 <sup>rd</sup> Installment	Narrative report and recommendations	"	30%

## 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:

- Must have at least 10 years of practical experience in strategic communications, preferably with strong experience with the non-profit sector, international organizations, and UN agencies.
- Able to demonstrate reach, depth of influence and leverage across all parts of Africa and internationally.
- Must have certification(s) in communications and graphic design.
- Experience working with UNDP is beneficial.
- Understanding of African context in international development is required.
- Capability to deploy excellent communication tools and expertise primarily in English and preferably in French as well.

- Shall demonstrate its capabilities, understanding of the TOR, and methodology of strategic communications approach

## **9.2 Task Manager / Team Leader**

### **Academic Qualification:**

- At a least master's degree in Communication, Journalism, graphic design or related fields

### **Experience:**

- A professional experience of at least 10 years spanning Strategic communication, management, and development.

### **Competencies:**

- Ability to provide general leadership and direction to the communications strategy, structure and practice;
- Excellent management and resource allocation skills in relation to the consultancy
- Strong organizational skills;
- Strong communication skills; and
- Proficiency should be in English and proficiency in French language will be an added advantage.

## **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 jointly evaluated by UNDP and the Tony Elumelu Foundation 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%

## **XI. LOGISTICAL SUPPORT**

- The Regional Programme Communications team with the technical support of the Governance and Peacebuilding team will ensure that the Consultancy Firm receives access to the RSCA Compound in Addis Ababa, Ethiopia, whenever necessary. When required, the Firm will be provided with workspace and phone/internet access within UNDP.

## **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 is 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 (*See Next Page*).

## **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 and the Tony Elumelu Foundation. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

## PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

- Redistributed the allocated weight;
- Delete specific criteria if you find it irrelevant or less relevant; or
- Replace with new criteria along with corresponding allocated weight

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
<b>1</b>	Expertise of Firm / Organization	30%	300
<b>2</b>	Proposed Methodology, Approach and Implementation Plan	40%	400
<b>3</b>	Management Structure and Key Personnel	30%	300
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
<b>1.1</b>	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	<b>50</b>
<b>1.2</b>	General Organizational Capability which is likely to affect implementation - 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	<b>90</b>
<b>1.3</b>	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.)	<b>15</b>
<b>1.4</b>	Quality assurance procedure, warranty	<b>25</b>
<b>1.5</b>	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes	<b>120</b>
<b>SUB TOTAL</b>		<b>300</b>

Technical Proposal Evaluation (FORM II) Proposed Methodology, Approach and Implementation Plan		
<b>2.1</b>	To what degree does the Proposer understand the task?	<b>30</b>
<b>2.2</b>	Have the important aspects of the task been addressed in sufficient detail?	<b>25</b>
<b>2.3</b>	Are the different components of the project adequately weighted relative to one another?	<b>20</b>
<b>2.4</b>	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	<b>55</b>
<b>2.5</b>	Is the conceptual framework adopted appropriate for the task?	<b>65</b>
<b>2.6</b>	Is the scope of task well defined and does it correspond to the TOR?	<b>120</b>

<b>2.7</b>	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	<b>85</b>
<b>SUB TOTAL</b>		<b>400</b>
<b>Technical Proposal Evaluation (FORM III)</b>		
<b>Management Structure and Key Personnel</b>		
<b>3.1</b>	<b>Task/Project Manager / Team Leader /</b> General Qualification Suitability for the Project	
	- International experience	<b>25</b>
	- Training experience	<b>20</b>
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of region	<b>30</b>
	- Language qualification	<b>20</b>
<b>SUB TOTAL</b>		<b>140</b>
<b>3.2</b>	<b>Senior Expert(s) / Lead Consultant(s)</b> General Qualification Suitability for the project	
	- International experience	<b>15</b>
	- Training experience	<b>15</b>
	- Professional experience in the area of specialization	<b>45</b>
	- Knowledge of the region	<b>25</b>
	- Language qualification	<b>20</b>
<b>SUB TOTAL</b>		<b>120</b>
<b>3.3</b>	<b>Project Staff/ Associate Consultants</b> General Qualification Suitability for the project	
	- International experience	<b>5</b>
	- Training experience	<b>5</b>
	- Professional experience in the area of specialization	<b>10</b>
	- Knowledge of the region	<b>10</b>
	- Language qualification	<b>10</b>
<b>SUB TOTAL</b>		<b>40</b>
	<b>Aggregate</b>	<b>1000</b>

**This TOR is approved by:**

**Name:** Nirina Kiplagat

**Designation:** Regional Peacebuilding Advisor



**Signature:** \_\_\_\_\_

**Date Signed:** 11<sup>th</sup> March 2021