

TERMS OF REFERENCE (TOR)



ETHIOPIA

GENERAL INFORMATION

Services/Work Description: Training Facilitator on basic of communication, messaging devt., organizing press events and social media management for 25 communication staff from GDPP implementing partners.

Project/Program Title: Governance and Democratic Participation Programme (GDPP)

Duty Station: Bishoftu or Adama

Type of the Contract: Individual contract (National only)

Duration: 25 working days including preparation days

Expected Start Date: Immediately after Signing the Contract

I. BACKGROUND / RATIONALE

The Governance and Democratic Participation Programme (GDPP) is a five-year, multi-stakeholder programme spanning from 1 June 2017 to 31 December 2021; and managed by UNDP. The programme on governance and democratic participation builds on progress made and lessons learned from the Democratic Institutions Programme (DIP) and other interventions to support initiatives aimed at addressing governance bottlenecks, issues of inclusivity, transparency and accountability, and to nurture the development of a more responsive system of governance and peaceful coexistence.

GDPP work against a backdrop that strong, inclusive, and responsive democratic institutions are the bedrock for sustaining peace, accelerating inclusive and sustainable development, and consolidating Ethiopia's federal system. The rationale, theory of change, core programming principles, key outputs, and strategic approach of the programme are discussed in the sections below.

The goal of the programme is to support the country sustain efforts towards enhancing institutional capacities and frameworks for strengthening good governance and deepening democratic participation in line with the Constitution and International Human Rights Conventions to which Ethiopia is a signatory.

To achieve this goal, the Programme will contribute to three broad outcome areas, namely: a) improved inclusion, social cohesion and sustainable peace; b) responsive, accountable and inclusive systems of governance; and c) empowered and responsible citizens.

The progress made and is underway in meeting the planned outcome is implemented by the selected 11 legislative, oversight and executive government institutions (Implementing Partners – IP) . It is important that the progress made are shared more widely with the donor community, between other implementing partners; government institutions and the wider audience to ensure best practices can be adapted and maintain the momentum and deepen the impact of the programme.

As the communication aspects of programme implementation involves both verbal and nonverbal and written communications through various outlets including traditional and the use of social media the proposed support to the GDPP IPs will help to establish a stronger presence to promote the successes attributable through GDPP support and be better able to reflect the broader progress being made in the democratization process in the country.

It is against this background that the GDPP/UNDP would like to recruit an expert that will provide a tailored training about the basics of effective communication; use of traditional and social media to the

IPs communication staff. This ToR is developed to hire a individual consultant with strong experience and skills to facilitate and deliver the interactive and participatory training.

II. OBJECTIVES OF THE SERVICE / WORK

The objectives of the communication training skills are to:

- Enhance the understanding of the elements of effective communications to the GDPP IP communication experts;
- Enhance the skills of the IP communication experts about public speaking, presentation, message development and press event organization;
- Build and develop the capacity of the IP communication experts on the use and management of social media, content creation for different audiences; and
- Enhance the skills of the IP communication experts to be better able to undertake such tasks as fact checking, generate public conversations, and monitor and management of hate speech.

III. SCOPE OF THE SERVICE / WORK

The individual consultant is expected to facilitate a 4 days face to face and hands on/participatory communications skills training for 25 participants GDPP IPs communication experts of the.

The training is expected to cover a minimum of the below topics:

- Public speaking skills;
- Presentation Skills;
- Effective message crafting and Writing Skills
- Organizing press conferences
- Organizing and management of media roundtable and interview events
- Social Media Management
- Fact Checking;
- Identifying and dealing with hate speech;
- Identifying and dealing with fake news;

IV. EXPECTED OUTPUTS / DELIVERABLES

The consultant shall deliver the following assignment:

- Training inception plan
- Training materials on selected topics
- Develop a clear agenda and outline
- Prepare presentation materials or PowerPoints, practical exercises and case stories based on the objectives of the training
- Facilitate a-four day training sessions
- Training report including pre and post training evaluation report and any recommendations to be considered by UNDP arising from the consultancy support.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The training will be provided by renowned Communication consultant. The individual consultant will develop the training package after conducting pre-training consultations. The training will be provided face to face expected to be delivered in a flexible manner based on the needs of the trainees. The consultant will devise a package of interactive/participatory training tools including practical exercises; develop case studies and assignment-based training models.

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

The consultant is expected to take 25 calendar days including preparation of the training content and delivery of the training to the GDPP IP communication experts.

No.	Deliverables	Responsible body	Location and Action to be Undertaken	Duration (approx.)
1	Training inception plan and consultation with UNDP	Consultant and UNDP	Addis Ababa	2 working days
2	Development of Training resources and presentation materials and consultations with the target audience for the training	Consultant	Addis Ababa	15 working days
4	Training Facilitation	Consultant in partnership with UNDP	Bishoftu or Adama	4 working days
4	Training Report including pre and post training assessment.	Consultant	Addis Ababa	4 working days
Total working days				25 working days

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- The individual consultant will be engaged by UNDP and will be directly supervised by UNDP/DGPU;
- The GDPP Communication Specialist will be the focal point for the Individual Consultant for the overall delivery of the tasks.
- The consultant will meet regularly with the UNDP/DGPU Communication specialist to review progress and make joint decisions.

IX. Qualification of the successful IC

Experience:

Academic Qualification:

Advanced university degree (Master's Degree or above) in Communication, Information Management, Journalism and International Development or any Social Science

Experience:

Minimum 10 years proven professional experience in media relations, journalism or/and communication including training facilitation;

Language:

Fluency in both English and Amharic

a. Functional Competencies:

The consultant should have: -

- Excellent training facilitation, communication and reporting skills;
- Familiarity with the current national media environment
- Familiarity with use and management of new and innovative communication platforms including social media
- Skill in how to better ways to engage with target audience and convey information clearly through effective messaging
- Ability to build strong relationship with clients, focuses on impact and results for the client and responds positively to the feedback;
- Approaches the work with energy, positive and constructive attitude;
- Demonstrates openness to change and ability to manage complexities;
- Ability to anticipate and manage the needs and interests of multiple stakeholders and balance often contradictory expectations from stakeholders and actors;
- Experience in designing and facilitation of tailored training;
- Excellent public speaking and presentation skills;
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

b. Core Competencies:

- Demonstrates integrity by modelling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified individual contractor is expected to submit both the Technical and Financial Proposals. Accordingly; the IC 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 is:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%

Criteria for the selection of IC		Max. Weight	Max point
Technical competencies (based on CV and Proposal)		70 %	100
1	Understanding the scope of work: comprehensive methodological; organization and completeness of the proposal		40
2	Qualifications		20
3	Experience in similar assignments		30
4	Demonstration of functional and core competences		20
Financial		30 %	
1	lower offer/offer*100		30
T O T A L (Technical + Financial)			100

XI. LOGISTICAL ARRANGEMENT

UNDP will provide the logistics and administrative support by hiring an authorized Hotel to provide catering service, training hall, projectors and other required accessories to facilitate the training. The consultant will be responsible for the printing of training materials for training participants and submit the soft copies for UNDP. The Consultant is expected to cover any transport service cost that he/she may be incurring during the assignment.

XII. PAYMENT MILESTONES AND AUTHORITY

The Prospective Service Provider will indicate the all-inclusive cost of services for each deliverable in Ethiopian birr when applying to provide this service. The Proposer will be paid only after the Communication specialist or GDPP Senior Governance Adviser confirms the successful completion of each deliverable as stipulated here under. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee inclusive of travel, living allowances, communications, taxes, out of pocket expenses, and other ancillary costs.

A winning Proposer 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 st Installment	After the training inception plan and the training packages were reviewed and endorsed	DGPU	25%
2 nd Installment	After the completing the facilitation of the 4-days training and submitted the training report including the pre-post assessment.	DGPU	75%
Total			100%

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The individual consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy without prior written consent. Proprietary interests on all materials and documents prepared by the consultant 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.

This TOR is approved by:

Name: Shimels Assefa

Designation: DGPU Team Leader

Signature: _____ *Shimels Assefa*

Date Signed: