

TERMS OF REFERENCE (TOR)



Post Title	Media services company to produce and disseminate TV/Radio spots on the Role of the NHRC
Agency/ Project Name	Strengthening Access to Justice and the Promotion and Protection of Human Rights in Mozambique 2018-2021
Country of Assignment	Maputo, Mozambique
Period of assignment/services	60 Days (30 production/30 dissemination)

1. INTRODUCTION

The Republic of Mozambique is a democratic State, based, inter alia, on respect for and guarantee of human rights. One of the fundamental objectives of the Mozambican State under the Constitution of the Republic of Mozambique is to protect and promote human rights and to ensure equal protection of its citizens before the law.

The national "Universal declaration of Human Rights", which is part of Mozambique's Human Rights system introduced for the first time in 1990 in the Constitution of the Republic of Mozambique, includes questions of "human rights and freedoms" (Article 3), "the defense and promotion of human rights and equality of citizens (Article 11), as well as gender equality (Article 36). Other legal reforms included the organization of the judicial system, prosecution services and investigative police, and revisions of the penal code, family law, environmental law and a package of laws on land and natural resources. The updating of the legal framework for expanding access to rights and legal services also requires a revision of the Criminal Procedure Code, compensation mechanisms for land occupation and newborns, adoption of the Law on Alternatives to Prison, ratification of the instruments of UN Human Rights, and internal institutional regulations to ensure accountability and disciplinary measures for corruption, service delivery defective, discrimination against women, etc.

It is in this context and observing the international obligations, that the Mozambican State promulgated a law establishing a National Human Rights Commission, abbreviated as CNDH (NHRC). This Commission has been created in 2009 by Law No. 33/2009 of 22 December whose main objectives are summarized in the promotion of the Culture of Peace, in strengthening the National System of Promotion, Protection, Defense and improvement of the situation of citizens with regard to Human Rights throughout the country.

The NHRC, in addition to its activities to promote human rights, also carries out activities to defend these rights, one of which is through the reception, assessment and decision on cases of human rights violations presented by the citizen.

Already in 2014, by Decree No. 13/2014, the Council of Ministers approves the operating procedures of the NHRC. These procedures, which guide the way of submitting cases to this committee and define the criteria used by the NHRC in its processing and decision.

The CNDH under the terms of article no. 5 Law no. 33/2009 of 22 December has the following functions:

- To promote, protect and defend human rights in the country through education programs on human rights and implementation of protection measures the same rights established under CRM.
- Develop and conduct information programs to promote public understanding under the above law and CRM.
- Prepare and propose programs on human rights, as well as propose to the competent state body.
- Collaborate with the competent authorities in taking measures in the area of legal and judicial assistance to financially disadvantaged citizens in cases related to violations of human rights.
- Cooperate with national, regional and international organizations in their respective areas.
- Collaborate in the training and capacity building of state agents in the area of human rights.

2. GENERAL BACKGROUND

The CNDH has been developing actions that fall within its mandate, which aim to strengthen society in general to be sensitive and aware about aspects related to human rights, to become increasingly capable of claiming their rights together, and to sensitize, advocate and orient the operate of decision makers and law/judicial services providers.

UNDP is a key partner of the Mozambique CNDH in Mozambique. Through the project “Strengthening Access to Justice and Human Rights in Mozambique 2018-2021”, UNDP has been supporting the CNDH in expediting its monitoring functions and to enlarge its range of accessibility and knowledge by the Mozambique population through, inter alia, the deployment of members of the CNDH and its technical team in the provinces of Mozambique. These interventions are critical to foster the protection of human rights in Mozambique, in the light of the current human rights situation in the country and the fact that the Commission currently only has a presence in Maputo.

The wishes for an effective CNDH, which can more insistently lead the human rights agenda in the country, passes necessarily for the development of its internal institutional and technical capacities. Under these auspices, UNDP has also supported the CNDH in the elaboration of its Strategic Plan and Communication Strategy, normative framework which set the auspices of this institution and a set of priority actions.

One of the priorities set forth by the CNDH is to enlarge its outreach capacity to citizens and public institutions. This process aims at raising awareness of citizens, in particular those living in remote areas and therefore distant from the Commission, on the role of this institution, its responsibilities and accessibility channels.

Under these auspices, with the support of UNDP Mozambique and within the framework the project “Strengthening Access to Justice and Human Rights in Mozambique 2018-2021”, the CNDH intends to conduct a public awareness campaign within local TV and Radio Channels at the central and local level.

3. OBJECTIVE OF THE ASSIGNMENT/SCOPE OF SERVICE

The final goal of this consultancy is to recruit a media company to design and conduct a public awareness campaign in order to strengthen its visibility and accessibility of the CNDH and its capacity to protect the human rights of the people of Mozambique

4. DUTIES AND RESPONSIBILITIES OF THE CONSULTANT

The consultancy company is responsible for:

- a) Closely to the CNDH Technical Team, elaborating a comprehensive workplan for the elaboration and dissemination plan of the media product set forth by these terms of reference.
- b) Proactively engaging the technical team of the CNDH to design the scenario and the script of the TV and Radio Spots.
- c) Produce and disseminate a TV and the radio spots in accordance to the quantities set forth in the section below
- d) Directly engage the selected TV and Radios, including the community radios to disseminate the Radio Spot at the local level.
- e) Produce a final report highlighting the audience rate targeted by the campaign.

5. EXPECTED OUTPUTS AND DELIVERABLES

During and after the consultancy, the consultants shall provide the Ombudsman of the Republic of Mozambique with:

- a) **Inception report:** this report should include a comprehensive work plan establishing the methodology of work, the methodology of monitoring for the dissemination process and the timeline of execution of the activity.
- b) **Progress report:** after the production of all material, this report should accompany a consolidated package of material produced and the dissemination plan;
- c) **Consolidated report of the consultancy:** after the dissemination of the information and dissemination material, this report shall include a comprehensive qualitative and quantitative analysis of the services provided.

6. SPECIFICATIONS OF WORK

ITEM 1. Production	SPECIFICATIONS	TIMELINE
TV Spot	N. 1 – 45 seconds Portuguese	30 days
Radio Spot	N. 1 – 45 seconds Portuguese <i>Translated into</i> ✓ Changana ✓ Xitswa ✓ Emacua	

	✓ Cena ✓ Shwabo ✓ Nhugwe	
ITEM 2. Dissemination	SPECIFICATIONS	TIMELINE
Dissemination of the TV SPOT	N. of TV Channels 2 (TVM/STV) N. of insertions 4 (one per week in each channel for a total of 4 weeks,	30 days
Dissemination of the Radio Spot	N. of Radio Channels: 1 National (RN) 11 Community Radios (one per province) The radio spots shall be disseminated, each one once per week	30 days

7. DURATION OF ASSIGNMENT

The consultancy shall be carried out within a maximum period of 75 days from the beginning of the contract. The days include the expected timeframe necessary to conduct the relevant preliminary consultations with the contracting party (UNDP) and the final beneficiary, (CNDH). The orientational timeline the consultancy shall follow is:

5 days – preliminary consultations and work plan

30 days – production of the media content and approval

30 days – campaign agreed based on the agreed workplan and these terms of reference

10 days – final report

8. DELIVERABLES AND PAYMENT SCHEDULE

Payment will be made upon submission and approval of the reports below listed.

DESCRIPTION	DURATION	PAYMENT TERMS
Inception Report Presentation of the Work plan	5 days after the signature of contract	20 %
Progress report Production of the TV and Radio Spots	35 days after the signature of the contract	40 %
Final Report Identifying the completion of dissemination work and the final	75 days after the signature of the contract	40 %

overview on the activities performed and the outreach achievements of the activity.		
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9. DUTY STATION

Maputo, Mozambique

10. COMPETENCES

Corporate Competencies:

- Demonstrates integrity by modelling the UN's values and ethical standards and acts in accordance with the Standards of Conduct for international civil servants.
- Advocates and 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.

Functional Competencies:

- Good knowledge of the legal framework.
- Ability to advocate and provide technical advice on the relevant sector/theme.
- Self-motivated, ability to work with minimum supervision.
- Promotes a knowledge sharing and learning culture.
- Sensitivity to and responsiveness to all partners, respectful and helpful relations with all UN/UNDP staff.
- Consistently approaches work with energy and a positive, constructive attitude.
- Remains calm, in control and good humored even under pressure.
- Demonstrates openness to change and ability to manage.
- Excellent communication (both oral and written) and partnership building skills with multi-dimension partners, people skill for conflict resolution and negotiation.
- Excellent English language skills with strong technical writing skills.

11. REQUIREMENTS OF THE CONSULTANCY

The consultancy firm shall have the following demonstrated requirements:

1. At least 5 years of experience providing public awareness, media services to government/private sector institutions, international organizations and CSO
2. Demonstrated experience in producing public awareness/media content such as TV and Radio Spots
3. Experience working and coordinating the work of relevant services providers at the decentralized/community level
4. Prior experience with production of human rights related content for public awareness campaigns

12. EVALUATION CRITERIA

<i>Criteria</i>	<i>Weight</i>	<i>Max. Point</i>
<u>1. Technical</u>	70%	100 points in total
1.1. Eligibility Criteria		70 points in total)

At least 7 years of experience providing public awareness, media services to government/private sector institutions, international organizations and CSO		25 points
Demonstrated experience in producing public awareness/media content such as TV and Radio Spots		15 points
Experience working and coordinating the work of other public awareness/media service providers at the decentralized/community		15 points
Prior experience with production of human rights related content for public awareness campaigns		15 points
<u>1.2. Technical evaluation criteria</u>		(30 points in total)
<u>Portfolio</u>		30 points
<u>Financial</u>	30%	

13. HOW TO APPLY AND PROCEDURES TO FOLLOW UP

Technical and Financial Proposals should be submitted through the following email address bidsubmission.mz@undp.org no later **than 18th May 2021**. Proposals received after the deadline will not be considered. Any request for clarification must be sent by standard electronic communication to the same e-mail address. The UNDP CO Procurement Unit will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultant firms. The financial proposal should be comprehensive and include a breakdown.

Documents to be presented for the applications:

1. Technical Proposal
2. Financial Proposal
3. Firm Profile containing a brief explanation of how the firm meets the requirements set in 1.1. of the evaluation criteria.

14. APPROVAL

This TOR is prepared by

Signature Rolando Baratta
 Name and Designation Program Officer – Rule of Law and Justice
 Date of Signing 11-May-2021

Approved by

Signature Habiba Rodolfo
 Name and Designation Head of Governance and Social Cohesion Unit
 Date of Signing 11-May-2021