



REQUEST FOR PROPOSAL (RFP)

Provision of Media, Communication Capacity Building and Advisory Support to MOI and MOJ, Libya	DATE: June 28, 2021
	REFERENCE: RFP/LBY/PSJP/2021/039

Dear Sir / Madam:

We kindly request you to submit your Proposal for Provision of Media, Communication Capacity Building and Advisory Support to MOI and MOJ, Libya..

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before Friday, July 09, 2021, 14:00 Hrs. (Tripoli, Libya time) and via email to the following address: tenders.ly@undp.org

Your Proposal must be expressed in the English, and valid for a **minimum period of 90 days form the date of deadline for submitting the offers.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or

goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Shohrukh Abdulloev
Head of Procurement
6/28/2021

Description of Requirements

Context of the Requirement	Provision of Media, Communication Capacity Building and Advisory Support to MOI and MOJ, Libya							
Project	Police and Security Joint Programme							
Brief Description of the Required Services	<p>In recognition of recent political and security developments in Libya and related opportunities to enhance stability in Tripoli and avert the further erosion of institutional capacities, and against the backdrop of the UN Secretary-General's decision to move ahead with relocating the United Nations into Libya, the Government of National Accord (GNA) has requested assistance from UNSMIL and UNDP to efforts of the Ministry of Interior, Libyan police and criminal justice institutions to advance security and the rule of law in Libya's capital. Based on detailed assessments of the current context and capabilities, and in consultation with Libyan stakeholders, priority areas have been identified for programmatic engagement as follows:</p> <ul style="list-style-type: none">• Structure, roles and resourcing of local police and criminal justice institutions clarified and prioritized according to identified needs in Tripoli.• Effectiveness of law enforcement and prison service delivery in Tripoli improved through provision of training and technical and material assistance.• Ministry of Interior enabled to better assess and provide feasible demobilization options for members of armed formations.• Ministry of Interior provided with capacity development and organizational assistance. <p>In line with UN commitment to integrated assistance, and with support from the Global Focal Point arrangement for Police, Justice and Corrections, UNDP and UNSMIL are rolling out a 'Policing & Security Joint Programme' (UNJP), which will maximize the capabilities of the UN system in support of the GNA's agenda in these critical areas. This joint programme is fully aligned with UNSMIL's Security Council mandate and the UN Strategic Framework, and leverages UNDP's capacities and expertise as a programmatic entity and development partner of the Libyan government.</p> <p>UNDP is seeking the service of a professional firm to provide training and advisory services to the Ministries of Interior and Justice. The firm shall retain the services of a qualified professional team to conduct the assignments.</p>							
List and Description of Expected Outputs to be Delivered	<p>Training Course:</p> <table><tr><th>Sr. No.</th><th>Course Titles</th></tr><tr><td>1.</td><td>Communication Strategy</td></tr><tr><td>2.</td><td>Media programme production (Broadcast media)</td></tr></table>		Sr. No.	Course Titles	1.	Communication Strategy	2.	Media programme production (Broadcast media)
Sr. No.	Course Titles							
1.	Communication Strategy							
2.	Media programme production (Broadcast media)							

		3.	Website management and social media posting	
		4.	Public outreach and awareness programme	
		5.	Communication	
		6.	Video	
		7.	Photography	
		8.	Multimedia Storytelling	
		9.	Monitoring the Effect of Communications	
		10.	Two-way Communications	
Person to Supervise the Work/Performance of the Service Provider	Project Manager of Policing and Security Joint Project (PSJP)			
Frequency of Reporting	Company will be reporting to Project Manager on regular weekly basis, and/or as agreed during contract negotiating stage.			
Progress Reporting Requirements	According to TOR requirement.			
Location of work	<input checked="" type="checkbox"/> Tripoli, Libya			
Expected duration of work	3 months			
Target start date	20 July 2021			
Latest completion date	October 2021			
Travels Expected	N/A			
Special Security Requirements	N/A			
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> The training will be conducted within the premises of the Ministries of Interior and Justice.			
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required Offeror must provide work implementation timeline for each design element.			

Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required Provide evidence that the proposed personnel possess necessary expertise, skills and certifications.
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	As per deliverables. Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Project Manager of Policing and Security Joint Project (PSJP)
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm 175 points <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 245 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 280 points

	<p>Financial Proposal (30%)</p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p> <p>Where "x" is the price of the lowest proposal, and "y" is the price of any other proposal. The percentage score for price allocated to the lowest proposal will be 30 points, and to any other proposal x/y times 30.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions ¹	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only)	<p>Please refer all queries to procurement.ly@undp.org 5 days prior to offer submission deadline</p> <p>Note: This email address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was officially received.</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

¹ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<p>Required Documents that must be submitted to Establish Eligibility of Proposers</p>	<ul style="list-style-type: none"> a) Company Profile, which should <u>not</u> exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured. b) Certificate of Registration of the business, including Articles of Incorporation, or equivalent document if Bidder is not a corporation. This request is for National Libyan Bidders that must provide proof of registration to operate in Libya. If the bidder is a Joint Venture (JV) or a Consortium, provide legal agreement to that effect. Further, the proposal should indicate who is the lead entity in the JV/Consortium and detailed distribution of activities/tasks must be provided. c) Past relevant contracts indicating Client name, duration of the contract, value of the contract and brief description of outputs delivered by the offeror. Minimum 2 contracts of similar nature and complexity implemented over the last 3 years (copies of contracts to be provided). d) At least two references letters' from the top clients (in terms of contract value) which was executed within the past three years e) All information regarding any past and current litigation during the last five (5) years, in which the offeror is involved, indicating the parties concerned, the subject of the litigation, the amounts involved, and the final resolution if already concluded. f) Structure of the proposed team; Names and relevant positions of the key personnel that will perform the services. g) Detailed breakdown of proposed implementation timeline. h) Bank Statements for the past three years, and or audited statements. i) Written confirmation from each proposed expert that they are available for the entire duration of the contract
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EVALUATION CRITERIA

The submitted proposals will be subject to a preliminary examination to verify the authenticity and completeness of proposals, and then a detailed evaluation will be conducted.

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared.

Only proposals that achieve above the minimum of 490 points (i.e. at least 70% of the total 700 points) on the substantive presentation shall be reviewed for price.

The technical proposal is evaluated based on its responsiveness to the Term of Reference (TOR).

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Specific Experience of the Firm relevant to the assignment	25%	175
2.	Technical Approach, proposed Methodology and Management Work Plan	35%	245
3	Personnel	40%	280
Total			700

Section 1. Specific Experience of the Firm relevant to the assignment		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	20
1.2	General Organizational Capability which is likely to affect implementation: Financial stability - 15 points loose consortium, holding company or one firm -20 points strength of project management support - 15 points	50
1.3	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.)	15
1.4	Quality assurance procedures and risk mitigation measures	15
1.5	Relevance of: Minimum of 3 year of experience in providing training in communication and development of communication products such as websites, design and layout of publications, development of manuals or related field - 25 points Minimum 2 contracts of similar nature and complexity implemented over the last 3 years. (For JV/Consortium/Association, all Parties cumulatively should meet the requirement)-40 points Work for UNDP/ major multilateral/ or bilateral programmes - 10 points	75

Total Section 1	175
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Section 2. Technical Approach, proposed Methodology and Management Work Plan		Points obtainable
2.1	To what degree does the Offeror understand the task?	60
2.2	Have the important aspects of the task been addressed in sufficient detail?	40
2.3	Are the different components of the project adequately weighted relative to one another?	25
2.4	Is the conceptual framework adopted appropriate for the task?	30
2.5	Is the scope of task well defined and does it correspond to the TOR?	50
2.6	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	40
Total Section 2		245

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services		20
3.2	Qualifications of key personnel proposed		
3.2 a	Team Leader/Advisory expert		55
	Master's degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field.	20	
	Minimum of 7 years of relevant national/international working experience in the area of strategic communications	15	
	Proven record of producing articles, blogs and communications products using software, online platforms and CMS (i.e. In Design/Photoshop, MailChimp or other HTML editors, Drupal/WordPress, Visualize and other infographic makers). <u>At least 3 samples of previous work must be provided</u>	15	
	Fluency in English and Arabic is required	5	
3.2 b	TRAINER 1: Courses (1) Communication Strategy, (2) Public outreach and awareness programme, (3) Communication and (4) Two-way communication		45

	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field;	15	
	At least five years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major outreach events and awareness programme;	15	
	Minimum 3 years experiences in media training and development of user manuals;	10	
	Fluency in English and Arabic is a must.	5	
3.2 c	TRAINER 2 - Courses (5) Media programme production (Broadcast media)		30
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted instead of the university degree;	15	
	Minimum 5 years experiences in producing items such as commercials, films, short documentaries, audio messages and videos in various TV and Internet formats using software editing programs and video equipment such as cameras, microphones and lighting. Software to master may include Final Cut Pro, AVID, After Effects and Photoshop	10	
	- Fluency in Arabic and English is a must.	5	
3.2 d	TRAINER 3 - Courses (6) Website management and social media posting, and (7) Monitoring the Effect of Communication		35
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted instead of the university degree;	20	
	Minimum 5 years experiences in handling of web-based management systems, web-based graphic design with demonstrated knowledge of working with social media tools;	10	
	- Fluency in English is required, fluency in Arabic is a must.	5	
3.2 e	TRAINER 4 - Courses (8) Video and (9) Photograph		45
	Bachelor's degree (or equivalent professional experience) in Video Production, Film, Multimedia, photography, Graphic Design or related field.	20	
	Minimum of 2 years experiences in photo and video editing skills ideally to develop human interest stories for video	10	

	Familiarity with new technology, and leverage that knowledge and experience to promote innovative, engaging visual communication solutions	10	
	Fluency in spoken and written English and Arabic is a must	5	
3.2 f	TRAINER 5 - Courses (10) Multimedia storytelling		50
	University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing or another related field. A relevant combination of professional training, certification and experience may be accepted in lieu of the university degree	20	
	Minimum 5 years of professional experience producing video and motion graphics projects for a variety of styles and applications. (Experience in a corporate marketing or agency environment is preferred but not required)	15	
	Experience managing and producing video projects from concept to completion (including concept and script development, storyboarding, filming, audio and video editing, publishing, and distribution to a variety of platforms and media types)	10	
	Fluency in spoken and written English and Arabic is a must.	5	
Total Section 2			280

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL²

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery³)

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

² This serves as a guide to the Service Provider in preparing the Proposal.

³ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide :

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. Cost Breakdown per Deliverable*

No.	Deliverables	Percentage of payment	Price (Lump Sum, All Inclusive)
1	Upon submission and approval of inception report (meeting with MOI-and MOJ and pre-evaluation of the trainees)	10%	
2	Develop training curricula, material, methodology, and Programme/ schedule	80% upon completion of the training (10 courses) and developing two communication strategies	
3	Completion of the ten training courses for the MOI and MOJ media offices and public relations personnel		
4	Developing communication strategies (Two) for Ministry of Interior and Ministry of Justice		
5	On completion and presentation of the final report	10%	

**This shall be the basis of the payment tranches*

E. Cost Breakdown by Cost Component [This is only an Example]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
Team Leader/Advisory Expert				
TRAINER 1:				
TRAINER 2:				
TRAINER 3:				
TRAINER 4:				
TRAINER 5:				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a . Expertise 1				

b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs (please specify)				

*[Name and Signature of the Service Provider's
Authorized Person]*

[Designation]

[Date]

Terms of Reference (TOR)

MOI and MOJ Media and Communication Capacity Building Programme

BACKGROUND INFORMATION AND RATIONALE, PROJECT DESCRIPTION

In recognition of recent political and security developments in Libya and related opportunities to enhance stability in Tripoli and avert the further erosion of institutional capacities, and against the backdrop of the UN Secretary-General's decision to move ahead with relocating the United Nations into Libya, the Government of National Accord (GNA) has requested assistance from UNSMIL and UNDP to efforts of the Ministry of Interior, Libyan police and criminal justice institutions to advance security and the rule of law in Libya's capital. Based on detailed assessments of the current context and capabilities, and in consultation with Libyan stakeholders, priority areas have been identified for programmatic engagement as follows:

- Structure, roles and resourcing of local police and criminal justice institutions clarified and prioritized according to identified needs in Tripoli.
- The effectiveness of law enforcement and prison service delivery in Tripoli improved through the provision of training and technical and material assistance.
- Ministry of Interior enabled to better assess and provide feasible demobilization options for members of armed formations.
- Ministry of Interior provided with capacity development and organizational assistance.

In line with UN commitment to integrated assistance, and with support from the Global Focal Point arrangement for Police, Justice and Corrections, UNDP and UNSMIL are rolling out a 'Policing & Security Joint Programme' (UNJP), which will maximize the capabilities of the UN system in support of the GNA's agenda in these critical areas. This joint programme is fully aligned with UNSMIL's Security Council mandate and the UN Strategic Framework and leverages UNDP's capacities and expertise as a programmatic entity and development partner of the Libyan government.

CONTEXT:

As part of UNDP efforts to strengthen the capacity of rule of law institutions in Libya, the Policing and Security Joint Project is working closely with the Ministry of Interior and Minister of Justice to build their capacity on media and communication through training programmes through training of the communication team of both ministries to be able to enhance public outreach and provide better quality information with building the public trust and confidence on rule of law institutions.

SCOPE OF WORK

UNDP Libya is seeking the service of a professional firm to provide training services to the Ministries of Interior and Justice. The firm shall retain the services of a qualified professional team to conduct the assignments. The contracted firm is expected to conduct a Capacity Building Programme – Ten (10) Training of Trainers (ToT) Courses with pre and post evaluations.

INSTITUTIONAL ARRANGEMENTS

The Service Provider will be awarded a contract with UNDP for the delivery of services applied for and will work under the guidance and supervision of the Project Manager. The Service provider will be responsible for establishing and maintaining good working relationships with the trainees.

SPECIFIC DELIVERABLES

Capacity Building– Ten (10) Training of Trainers Courses

One of the deliverables is to impart ten (10) Training of Trainers courses in coordination and consultation with Ministry of Interior, Ministry of Justice, UNDP and UNSMIL.

The objective of this Training of Trainers courses is to build the capacities of the trainees to enable them to conceptualize, plan, design, and implement a communication strategy and public outreach programmes for their various scopes of work.

Conduct strategic communications campaign in Tripoli aimed at improving public awareness of criminal justice and policing services, codes of conduct, crime reporting and police complaints procedures.

Implement a media and communication strategy in partnership with the MoJ and civil society to conduct public outreach and raising awareness programmers in partnership with national media outlets and CSOs, e.g. on: access to justice, including the rights to a fair trial, rights of detainees, rights of migrants, the prohibition against torture, sexual violence and rape, the prohibition against discrimination against women, etc.

ToT Trainees/Target Audience groups:

- Communications and media offices of Ministry of Interior and Ministry of Justice
- Focal points from the public relations offices of both the ministries

The level of knowledge and expertise of these targeted group is different not only from one group to the other but also within the same targeted group. For instance, GNA media and communications officers have more experience than some communications focal points at the line ministries, and among these the level is also different.

Learning outcomes and areas: The ToT trainees are expected to learn :

- Development of a shared communication strategy that contains information on its purpose, strategic objectives, key messages, target audience, tools, activities, timing, and monitoring and evaluation, to be implemented at a local and national level.
- Storytelling as a tool to inspire audiences and engage people emotionally.
- Media advocacy strategies, including liaising with media to communicate key messages to defined target audiences.
- Development, editing and publishing of the content of strategic information materials for advocacy purposes, including press releases, press kits, online communication, videos, and pictures.

- Identification and collation of a database of regional and international media outlets with which the ministries could build links to enhance advocacy, outreach, and strategic communications.
- Updating information on website including content creation and the methods for managing a website and social media platforms suitable for dissemination and interaction with the stakeholders utilizing the most appropriate media platforms to meet their needs.
- Development and implementation of communication strategy including social media strategies, creation of content for Twitter, Facebook, YouTube, Flickr, and Instagram, and monitorization of online results and achievements as well as best practice online and identification of new campaigning opportunities.
- Monitoring and analyzing conducting daily monitoring and monthly evaluation processes to measure the effectiveness of this strategy and as well as the work plan of the department, and the impact it is making.

Note: The trainees will need to learn to perform these tasks with the equipment available in their actual workplace.

Training Courses:

Sr. No.	Course Titles	Objectives	Number of Trainees	Duration in working days
11.	Communication Strategy	<ul style="list-style-type: none"> • Strategic communication and why it matters • The work plans • Developing a Communications Strategy • Digital Communication Strategy 	6	8 days
12.	Media programme production (Broadcast media)	<ul style="list-style-type: none"> • Developing media programme (visual TV, written and radio) 	10	5 days
13.	Website management and social media posting	<ul style="list-style-type: none"> • Updating information on Website • Social media posting • Accessibility for people with disabilities 	10	5 days
14.	Public outreach and awareness programme	<ul style="list-style-type: none"> • Develop the programme • Implementation • Documentation 	10	5 days
15.	Communication	<ul style="list-style-type: none"> • Writing stories in Arabic: • Accuracy • Diversity • Inclusion • Writing press releases: • Structure • Accuracy 	16	5 days

		<ul style="list-style-type: none"> • Defining and dealing with sources of information • Conflict sensitive communication • Gender-sensitive communication • Communicating about people with disabilities 		
16.	Video	<ul style="list-style-type: none"> • Introduction and technology • Shooting: • How to take good videos with bad cameras. • How to take good videos with phones + phone APPS • Key things to consider when shooting videos. • Planning the shoot and storyboard • Shoot your first video • Video editing process: • Phone APPS for editing • Free and online software for editing videos • Subtitles • Edit your first video 	12	5 days
17.	Photography	<ul style="list-style-type: none"> • Introduction and technology • Taking photos • Photography Basics: framing, composition, lighting, angles • How to take photos with visual impact • How to take good pictures with your phone or with a bad camera • Find the best camera for your shot and your budget. • Photography and visual storytelling: • The photo story: images vs placement • Prepare your first Photo Slideshow 	10	5 days
18.	Multimedia Storytelling	<ul style="list-style-type: none"> • Impactful Storytelling: • Searching for stories • Sourcing and social media • Interviewing 	6	5 days

		<ul style="list-style-type: none"> • Creating a narrative • Audio Reporting/Storytelling • Audio Slideshow • Storytelling techniques: Sounds with photos • Video story • Data visualization (Interactive tools) 		
19.	Monitoring the Effect of Communications	<ul style="list-style-type: none"> • Defining indicators to track • Safe and cost-effective methods of monitoring • Documentation 	14	3 days
20.	Two-way Communications	<ul style="list-style-type: none"> • How to receive communications, and what to do with incoming messages • How to conduct and use media analysis • Listening skills 	6	2 days
Total			100	48 days

Training Implementation

To enhance the capacity of the ministries and GNA to create two-way communication channels with their citizens, so that they are aware of the tangible results the GNA is achieving through the Facility to address people's needs, the partner organization will focus on providing training based on the schedule below.

Develop Communication Strategy

Another deliverable is to support the ToT officers to develop two separate communication strategies for Ministry of Interior and Ministry of Justice in consultation and coordination with with Ministry of Interior, Ministry of Justice, UNDP and UNSMIL.

DURATION OF THE WORK

The assignment is expected to be completed with 3 months from the date of signing this agreement with a total of 67 working days

- *2 days for the meeting with both MOI and Moj and conduct pre-evaluation with the categorization of the participants for each course,*
- *10 days to develop the training Programme and materials,*
- *48 days to conduct Training Programme development and implementation*
- *5 days for developing communication strategies and*
- *2 days for final report writing and presentation*

Note: The period for each course could vary slightly but only with the knowledge and permission of UNDP.

LOCATION OF WORK

Tripoli, Libya. The training will be conducted within the premises of the Ministries of Interior and Justice.

RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

A. The expertise of the Service Provider

Interested service providers shall state why they are the best suited to carry out the above tasks. This should include a brief organizational profile, an outline of the service provider's strengths and expertise highlighting directly relevant experiences to the assignment.

B. Methodology and Approach

The service provider shall propose a tailored methodology to successfully carry out the assignment:

- Demonstrate an understanding of the tasks.
- The scope of the tasks is well defined and correspond to the Terms of References.
- The presentation of the proposal is clear, the sequence of the activities and the planning logical and realistic to achieve the expected deliverables

C. Team Structure

The service provider shall submit the proposed team structure to successfully deliver the assignment. The specific roles and responsibilities of each team member shall be presented. The service provider shall also provide the updated CV of each team member as supporting evidence of the qualifications. If a team member is proposed to serve in more than one role, it should be clearly described.

D. Timeline/Workplan

In addition, the service provider shall submit the proposed work plan to complete this assignment. This includes a description of how the deliverables can be achieved within the timeframe allocated.

PAYMENT STRUCTURE

The financial proposal must provide a detailed cost breakdown. The service provider will be paid based on satisfactory completion of the below deliverables:

No.	Deliverables	Expected time frame (days)	Percentage of payment
1	Upon submission and approval of inception report (meeting with MOI-and MOJ and pre-evaluation of the trainees)	2	10%
2	Develop training curricula, material, methodology, and Programme/ schedule	10	80% upon completion of the training (10 courses) and developing two
3	Completion of the ten training courses for the MOI	48	

	and MOJ media offices and public relations personnel		communication strategies
4	Developing communication strategies (Two) for Ministry of Interior and Ministry of Justice	5	
5	On completion and presentation of the final report	2	10%

Qualifications and Experiences of the Firm

- Minimum of 3 year of experience in providing training in communication and development of communication products such as websites, design and layout of publications, development of manuals or related field.
- Minimum 2 contracts of similar nature and complexity implemented over the last 3 years.
(For JV/Consortium/Association, all Parties cumulatively should meet the requirement)
- The service provider must be a legally registered entity in Libya.

QUALIFICATION AND EXPERIENCE OF KEY TEAM MEMBERS:

The minimum technical staff required for performing design and construction of the force main shall be as follows:

- 1. Team Leader:** The team leader should supervise the trainers and coordinate the training programme by providing high-quality training materials:
 - Master's degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing, or another related field.
 - Minimum of 7 years of relevant national/international working experience in the area of strategic communications.
 - Proven record of producing articles, blogs and communications products using software, online platforms, and CMS (i.e. In Design/Photoshop, MailChimp or other HTML editors, Drupal/WordPress, Visualize and other infographic makers). At least 3 samples of previous work must be provided.
 - Previous experience working with UN/UNDP or similar organizations on projects in the area of communications/PR is an asset.
 - Fluency in spoken and written English and Arabic is a must.
- 2. TRAINER 1: To provide the following courses (1) Communication Strategy, (2) Public outreach and awareness programme, (3) Communication and (4) Two-way communication**
 - University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing, or another related field.
 - At least 5 years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major outreach events and awareness programme.
 - Minimum 3 years experiences in media training and development of user manuals.
 - Fluency in spoken and written English and Arabic is a must.

3. TRAINER 2: To provide the following courses (5) Media programme production (Broadcast media)

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing, or another related field. A relevant combination of professional training, certification and experience may be accepted instead of the university degree.
- Minimum 5 years experiences in producing items such as commercials, films, short documentaries, audio messages and videos in various TV and Internet formats using software editing programs and video equipment such as cameras, microphones, and lighting. Software to master may include Final Cut Pro, AVID, After Effects and Photoshop.
- Fluency in spoken and written English and Arabic is a must.

4. TRAINER 3: To provide the following courses (6) Website management and social media posting, and (7) Monitoring the Effect of Communication

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing, or another related field. A relevant combination of professional training, certification and experience may be accepted in place of the university degree.
- Minimum 5 years experiences in handling web-based management systems, web-based graphic design with demonstrated knowledge of working with social media tools.
- Fluency in spoken and written English and Arabic is a must.

5. TRAINER 4: To provide the following courses (8) Video and (9) Photograph

- University degree or equivalent professional experience in Video Production, Film, Multimedia, photography, Graphic Design, or related field.
- Minimum of 2 years' experience in photo and video editing skills ideally to develop human interest stories for video.
- Familiarity with new technology, and leverage that knowledge and experience to promote innovative, engaging visual communication solutions.
- Fluency in spoken and written English and Arabic is a must.

6. TRAINER 5: To provide the following courses (10) Multimedia storytelling

- University degree or equivalent in Mass Communications; Development Communication; Organizational Communications, journalism, public relations, media studies, marketing, or another related field. A relevant combination of professional training, certification and experience may be accepted instead of the university degree.
- Minimum 5 years of professional experience producing video and motion graphics projects for a variety of styles and applications. (Experience in a corporate marketing or agency environment is preferred but not required).
- Experience managing and producing video projects from concept to completion (including concept and script development, storyboarding, filming, audio and video editing, publishing, and distribution to a variety of platforms and media types).
- Fluency in spoken and written English and Arabic is a must.