



TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description:	National Firm Level Consultancy for Event Organizer for UNDP - RET innovative enterprises award 2021
Project/Program Title:	Promoting Sustainable Rural Energy Technologies (RETs) for Household and Productive Uses Project
Duty Station:	Addis Ababa, Ethiopia
Type of the Contract:	Local Firm
Expected Duration:	10 working days distributed over one month
Expected Start Date:	Immediately after concluding contract agreement

I. BACKGROUND / RATIONALE

UNDP in collaboration with the Ministry of Water, Irrigation and Energy is implementing a project titled "Promoting Sustainable Rural Energy Technologies for Households and Productive Uses project" in the ten regional states of the country. The project has four components of which one is Business Incubation to promote greater entrepreneurship for investment in RETs. One of the major activities in this project component is to establish business development in the sector by giving award and training support for enterprises who bring innovative ideas that can reach to the off-grid communities and benefit the communities from the energy demand perspective. The Ministry in collaboration with the Ministry of Innovation and Technology called the fourth and final round RET innovative ideas competition and collected application documents from enterprises engaged in the sector from different parts of the country. Following this, evaluation of the submitted documents is undergoing by an evaluation committee established by the MoIT comprised of experts from different organizations including Ministries, Universities, and others. The evaluation committee is in the process of finalizing its evaluation and will announce the winners of the fourth round RET innovative ideas competition.

On the basis of this, UNDP in collaboration with the two Ministries will host an award ceremony event to recognize participants of the fourth round RET innovative ideas competition and give the grant award to the selected enterprises. The reception will provide a high-level overview of the project objective, the future opportunities, and benefits of the business development support program in the project component.

II. OBJECTIVES OF THE Event

The objective of the event is to get together the winners of the fourth round RET innovative ideas and award them by giving recognition to all applicants in the presence of project implementing partners and stakeholders.

III. SCOPE OF THE SERVICE / WORK

The service provider will help design a high-end engaging event that creatively brands the UNDP RET innovative enterprises award.

Target Audience: the event will target winners, funders (current and potential), private sector stakeholders, government representatives, well known Ethiopian entrepreneurs, Jury committee and project staff and members of the media.

IV. EXPECTED DELIVERABLES

The service provider shall set-up a standard award ceremony event by involving all concerned stakeholders and facilitate the grant award event until the end. As part of the service provision, the Service provider will present an inception report, conduct the award event and finalize with a task completion report.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The service provider shall follow the following approach to fulfil the requirements the services it provides

- Send out invitations, ensure close follow up for confirmations and regularly share database with UNDP
- Creatively brand the venue ensuring visibility of the donors while maintaining a strong overall branding as UNDP RET innovative enterprises award

- Liaise with management of selected venue to ensure proper preparations ahead of time and smooth running of the event on day of the award.
- Assign an active MC (Master of Ceremony) for the event
- Support in designing the overall programme (flow of events)
- Support in preparation of the list of finalists and support activities related to the public announcements
- Creatively communicate messages of the event (storytelling, best practices, show cases, messages from beneficiaries, message from UNDP, etc.)
- Manage audiovisual setup for the event (screen shows, videos, etc.)
- Provide usher services at the event
- Arrange live music for the event

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

The grant award event will take place in Addis Ababa. The service provider will regularly get in contact with the project office and report progresses. In the process of preparing or facilitating the event, the service provider is required to contact relevant stakeholders as needed.

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The principal responsibility for managing this grant award event organization resides with the Commissioning Unit. The Commissioning Unit for this grant award is the Climate Resilience and Environmental Sustainability (CRES) Unit of UNDP Ethiopia Country Office. The CRES Unit will contract the service provider and ensure the timely provision of information for the service provider. The Project Team will be responsible for liaising with the service provider to provide all relevant documents and facilitate communication with relevant stakeholders. The service provider will be directly responsible to, reporting to, seeking approval/acceptance of its deliverable from the project office and then CRES Team Leader.

VIII. PAYMENT MILESTONES AND AUTHORITY

Payments will be made based on actual days worked and upon submission of agreed deliverables (of satisfactory quality) and supporting documents. The Service Provider will indicate the cost of services for each deliverable in ETB all-inclusive¹ lump-sum contract amount when applying for this service. The Service provider will be paid only after approving authority confirms the successful completion of the deliverable as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1 st Installment	Final Inception Report	The CRES Unit	50 %
2 nd Installment	Conducting and finalizing the award event and submit a final task completion Report	"	50 %

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

For this service provision, a firm working in the areas of communication and advertisement business with not less than 7 years of active work experience is required. It is expected that the firm has its own team of experts to provide both the technical and administrative support for the organization of the award event.

Academic Qualifications:

The team members to be engaged must have an academic background at least BA in Communications, Business Management, Marketing, and other related qualifications. The consulting team should include an experienced team leader who has at least MA in Communication or related fields and a good knowledge in rural development issues and innovative solutions. The team leader will be responsible for the overall delivery of the outputs under this assignment with reference to international best practices.

Experience:

At least 7 years relevant experience on media communication, advertisement, public engagement, and media

¹ The term "All inclusive" implies that all costs (professional fees, travel costs, communications, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.

campaign activities; ideally the firm will possess knowledge in rural development issues such as renewable energy solutions, innovation and so on.

Demonstrated experience of creative engagement in similar initiatives (Please submit comprehensive portfolio including samples of previous work)

Competencies:

- Strong knowledge of government policies and strategies on communication, public awareness creation and media campaign.
- Strong understanding about addressing rural community development issue through innovations
- Demonstrated strong leadership, effective management skills, good coordination ability and team working spirit.
- Experience in other international development projects on even organization and public engagement
- Demonstrated professional experience and expertise in facilitating working with diverse stakeholder consultation events.

Language and other skills:

- Excellent knowledge of English and local language, including the ability to set out a coherent argument in presentations and group interactions.
- Capacity to communicate fluently with different stakeholders (civil society, government authorities, local communities, project staff and community): and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified firm is expected to submit both the Technical and Financial Proposals. Accordingly; firms will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, 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 selected firm will be responsible for providing its own working station including but not limited to Office Space; Equipment; Secretarial services; Local transport service; all arrangement for the grant award event.

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 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.

Proposed Table of Contents	Page
TECHNICAL PROPOSAL COVER PAGES	
Cover Letter (use the template hereto)	
Statement of Declaration (use the template hereto)	
Statement of Full Disclosure (use the template hereto)	
SECTION I. QUALIFICATION OF SERVICE PROVIDER	
1.1 Brief Description of Proposer as an Entity	
1.2 Financial Capacity and/or Standing	
1.3 Track Record and Experiences	

SECTION II. APPROACH AND IMPLEMENTATION PLAN

- 2.1 Approach to the Service/Work
- 2.2 Deliverables
- 2.3 Technical Quality Assurance Review Mechanism
- 2.4 Risks and Mitigation Measures
- 2.5 Implementation Timelines (i.e., Work plan)
- 2.6 Any other information pertinent information related to successful implementation

SECTION III. Company experience portfolio

BANK REFERENCE

ANNEXES

- Renewed Company Registration Certificate and/or Business License including Articles of Incorporation or equivalent document if Bidder is not a corporation (Annex 1)
- Tax Registration or TIN/VAT Certificate (Annex 2)
- Tax Payment Certificate or Certificate of Tax Exemption by the Internal Revenue Authority (Annex 3)
- Past Two Years Audited Financial Statements (Annex 4)
- Statement of Satisfactory Performance from Top Three Firms in the Past Five Years (Annex 5)
- Other Certificates and Accreditations – including Quality Certificates, Patent Registration, Environmental Sustainability (if any), etc. (Annex 6 . . .)

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The company shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related 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. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

XIV. CONFIDENTIALITY AND PROPRIETARY INTERESTS

It should be submitted through <https://etendering.partneragencies.org> search for Event ID **ETH2665**

TECHNICAL PROPOSAL EVALUATION CRITERIA

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

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	50
1.2	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none">- 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	90

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 procedure, warranty	25
1.5	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes	120
SUB TOTAL		300
Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach, and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	30
2.2	Have the important aspects of the task been addressed in sufficient detail?	25
2.3	Are the different components of the project adequately weighted relative to one another?	20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	55
2.5	Is the conceptual framework adopted appropriate for the task?	65
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	85
SUB TOTAL		400
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
3.1	Team Members	
	General Qualification Suitability for the Project	
	- International experience	50
	- Training experience	50
	- Professional experience in the area of specialization	100
	- Knowledge of region	50
	- Language qualification	50
SUB TOTAL		300
Aggregate		1000