



## Terms of Reference (TOR)

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### Country: Namibia

<b>Post Title:</b>	Development, Layout, Printing and Supply of a Public Sector Innovation Toolkit
<b>Expected Starting Date:</b>	5 August 2021
<b>Duration:</b>	30 Days
<b>Location:</b>	In-house production
<b>Project:</b>	Public Sector Innovation: A Portfolio Approach (Accelerator Lab and Office of the Prime Minister)

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### Background

The Accelerator Lab Network is part of an ongoing transformation of how UNDP will be changing its operational model of addressing the current development challenges. The labs have a country-based implementation modality for the country support platforms that incentivize the shift to open source development, bringing diverse knowledge, skill, perspectives, and capital around the table to co-create bigger and better integrated results. The Accelerator Labs are a time-bound initiative to inject innovation into the DNA of UNDP, taking innovation from a boutique venture to a corporate reflex. As part of the Accelerator Lab's activities aimed at supporting public-sector innovation, it is envisaged that UNDP Country Offices and partners will have increased capability for scanning, sensemaking and experimentation for sustainable development solutions.

In order to mainstream scanning, sensemaking, solutions mapping, collective intelligence and experimentation, UNDP needs to partner with organizations already strategizing and operating in these areas. Where UNDP's strengths lie are in its ability to relate to, and respond to local dynamics, it has not yet developed ways of operating that are driven by these protocols. The pool of practitioners with both the practical experience and the theoretical rigour to deliver support for the Labs across the three protocols is very small, hence the need to popularize the Accelerator Lab's approaches and methods.

In line with the need for public sector innovation, transformation and reform, the Accelerator Lab's support to public sector innovation through the Office of the Prime Minister has been an ongoing initiative since the launch of the Public Sector Innovation Policy in June 2020. The project aims to enhance public sector capacity by providing the Innovation champions and teams across the public sector with tools, skills and knowledge on innovation to better address the challenges and opportunities of improved public service delivery. At the end of the project period 2021, it is envisaged that more than 200 public sector innovation champions will develop their innovation skills by implementing the lab methodologies and tools to their projects in a snow-ball effect manner with the intention to increase the capability for scanning, sensemaking and experimentation for sustainable development solutions.

The rollout of Induction training and Innovation Bootcamps are a part of the current project's activities to share and explore the existing innovative knowledge and an experimental showcase of current capacity to represent the potential rollout and eventual success of the Public Sector Innovation Policy. Therefore, in order to develop and nurture an entrepreneurial and innovative mindset, those going through the training will be expected to adopt a hands-on approach to real-life problems. The Bootcamps and the use of the Toolkits will motivate the innovation champions to develop relevant, fit-for purpose solutions in collaboration with partners and communities and improve service delivery through the use of the tools and methods utilised by the Accelerator Labs.

**Objective:**

The Office of the Prime Minister is working in collaboration with the UNDP Accelerator Lab to assist their directorate responsible for innovation to dovetail efforts in implementing the Public Sector Innovation Policy.

The collaboration with OPM is a medium term "experiment" which has been designed with the following specific outputs in mind:

- Four bootcamps for the various categories of the public sector are planned in an effort to promote the following approaches to public sector innovation as contextualized to the Public Sector Innovation Policy: Sensemaking, Systems thinking, Collective Intelligence, Exploration, Experimentation, Solutions Mapping and adopting a portfolio approach to traditional policy making.
- Each Innovation Champion will be provided with the requisite tools, methods and approaches to contribute to the development of a public-sector -wide innovation mindset.

**Objective**

The primary objective of this Request for Quotation (RFQ) is for a suitable company to develop, layout, print and supply 250 copies of a Public Sector Innovation Toolkit describing Sensemaking, Systems thinking, Collective Intelligence, Exploration, Experimentation, Solutions Mapping and adopting a portfolio approach to traditional policy making.

## **Scope of Work**

Under the supervision of the project manager, and in consultation with the contact person at the Innovation Directorate at Office of the Prime Minister, the contracted company/individual will perform the requested tasks under these ToRs to develop, layout, print and supply 250 copies of a Public Sector Innovation Toolkit.

For this, the service provider must employ the best printing, graphic design and production technologies available, to introduce the innovation toolkit in a manner that is engaging, eye catching and unique to the average person.

## **Deliverables**

### **1. File / Binder, dividers, and content specifications**

#### File Type:

- Bantex 1224 Create-A-Cover, A4 2D Ring 40mm, Spine size 48x313mm

#### Binder Colour:

- White

#### Paper

- Non-Glossy White Paper
- 90-100 gsm

#### Printed file cover, dividers and inserts:

- Inserts: A4 Croxley Bright Colour Board 160gsm 5 File Dividers per toolkit, printed in full colour– design of both spine, front cover, inserts and tabs to be supplied by Accelerator Lab
- Binding: Two hole punched content

#### Subject:

- Public Sector Innovation Toolkit (\*\* full script will be provided by the Accelerator Lab)

#### Target Audience:

- Public Sector Officials

#### Additional Aspects:

- UNDP recommends composite files in PDF generated with Adobe applications or files created by PS file conversion using Adobe Acrobat Distiller in version 5.0 or later. In case of questions, Accelerator Lab will send sample files / proposed layouts.

#### Pages should be prepared in the following file formats:

- 250 pages, double sided, printed in full color graphics, black text per file.
- Postscript level 1, 2 or 3 (separated or composite),

- PDF 1.4 – 1.6 (Adobe Acrobat 5-9),
- PDF/X-1a:2001, UNDP recommends composite files, scale: 1:1, orientation: Portrait.
- Using both composite and separated files in the same publication is allowed.
- A separate file should be generated for each page, whose width should be previously agreed with the Project Manager.
- Separate files for the left and right side should be also created for spreads.

#### Product Delivery:

- Two hundred and fifty copies [This excludes 1 physical original copy and 1 electronic / digital format (DVD or USB) & 1 online transfer of all files, illustrations and media in raw format

#### Deadline for Delivery:

- 1 month of signing the contract

### **Tasks and Responsibilities**

The contractor is expected to perform the following tasks:

#### **Stage (I): Preparation and Planning**

- 1) Meet with project team to discuss the assignment details and the plan moving forward.
- 2) Review relevant documents, reports, and/or other documentaries to have a full understanding of the assignment.
- 3) Develop a production plan including: concept formulation, script editing, creation of additional design elements, icons and or infographics, montage, text, format and production.

#### **Stage (II): Layout and editing**

- 1) The Accelerator Lab will provide the company with the preliminary text for layout purposes. The company shall edit the text as appropriate to match the elements, infographics and icons and in consultation with the project team.
- 2) Develop and submit mock-ups and dummy toolkits (with more than one option that UNDP can select from).
- 3) Provide UNDP with a mock-up consisting of key divided areas with corresponding notes, such as flow, sequencing, and cohesiveness of message.

#### **Stage (III): Printing and Production**

- 1) Create illustration, infographics based on the approved content supplied
- 2) Edit and review the content in consultation with the UNDP Accelerator Lab team.
- 3) Layout the content using the final approved text.

- 4) The language used is English.
- 5) Add the project name, partner logos, and final add-on text to the file cover and relevant pages.

#### **Stage (IV): Toolkit Submission**

- 1) Provide UNDP with a full toolkit draft for approval
- 2) Provide UNDP with the final toolkit [1 physical copy Binder, dividers and content and 1 electronic version (DVD or USB) & 1 online transfer containing all artwork created in the Adobe creative suite formats].

#### **Expected Outputs & Deliverables Timeframe**

	<b>Deliverable</b>	<b>Duration/Deadline</b>	<b>Percentage of payment</b>
1	Production plan	1 week from the date of signing the contract	20%
2	Layout and Editing	2 weeks from the date of signing the contract	40%
3	Toolkit draft	3 weeks from the date of signing the contract	40%
4	Final Toolkit	By the end of the 4 <sup>th</sup> week	

#### **Selection process:**

##### **a) Criteria for Selection of Best Offer**

The contract will be awarded based on the assessment of both a technical and a financial quotation submitted by bidding contractors. It will also be based on the quality and creativity of the company's portfolio of previous work that is similar to this project. The award of the contract shall be made to the contractor whose offer has been evaluated and determined as:

- a) Being responsive/compliant/acceptable, and
- b) Having received the highest score based on the following weight of technical and financial criteria for solicitation as per the schedule below:

**\* Technical criteria weight: 70%**

**\* Financial criteria weight: 30%**

**Only bidders obtaining a minimum of 49 points (70%) in the technical evaluation shall be considered for the financial evaluation.**

Of those offers considered in the financial evaluation, the lowest price offer will receive 30 points with the other offers receiving a calculated score based on their ratio to the lowest offer ( $[P_n / P_l * 30]$  where  $P_n$  is the lowest financial offer received and  $P_l$  is the financial offer being evaluated).

<b>No.</b>	<b>Criteria</b>	<b>Score</b>
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1	<b>Expertise of the firm (Max. Score 30)</b>
	<ul style="list-style-type: none"> <li>• Previous experience with similar projects (on training materials development)</li> <li>• Quality of Quotation;</li> <li>• Understanding of requirements;</li> <li>• Understanding of scope, objectives and completeness of response.</li> </ul>
2	<b>Methodology (Max. Score 20)</b>
	<ul style="list-style-type: none"> <li>• Quality of the proposed approach and methodology;</li> <li>• Quality of proposed implementation plan, i.e. how the bidder will undertake each task, and time-schedules;</li> <li>• Risk assessment - recognition of the risks/peripheral problems and methods to prevent and manage risks/peripheral problems.</li> </ul>
3	<b>Proposed Team / organizational capacity (Max. Score 20)</b>
	<ul style="list-style-type: none"> <li>• Team leader: 5 years' experience on branding, visual identity, training, materials development on innovation, public service reform or similar project;</li> <li>• Team members - 3 years' experience on branding, visual identity and public awareness or similar project;</li> <li>• Organization of the team and roles &amp; responsibilities;</li> <li>• Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments;</li> <li>• Active on the market and has at least 4-5 years of experience on branding, visual identity, training, materials development on innovation, public service reform or similar project;</li> <li>• Experience in working with government/public organizations;</li> <li>• Company Financial status.</li> </ul>
4	<b>Total 70</b>
	<b><i>Please note- scores less than 49, will not be technically qualified to go to the next level of financial evaluation.</i></b>
	<b>Financial Quotation (Max. Score)</b>
	<input type="checkbox"/> Financial Scoring based on UNDP Procurement Formula / ( <i>Lowest Bidder / Price Quoted * 30</i> )
	<b>Grand Total (Technical + Financial) 100</b>

**b) Documents to be Submitted (Technical and Financial Proposals all inclusive)**

Interested contractors should submit the following documents/information to be considered:

1. Contractor's cover letter.
2. Background information about the company, including areas of work, competencies, and CVs of the key personnel who will be engaged in this project.
3. References (or links) of at least 3 similar projects, completed or ongoing, with contact details of clients.
4. **Technical quotation:**
  - Project management approach: project implementation plan.
  - Key steps and timeline for implementation.
  - Project completion capabilities: software, personnel, voiceover, and subtitles.
5. Financial quotation.

**c) Financial Quotation**

**Fixed Lump Sum Price**

The financial quotation will be based on fixed and lump sum price as following:

#	Item / Description	Total
A	Full Scope of Works/Services	
B	Grand Total	

**Technical Quotations** may be submitted on or before **Tuesday, 27 July 2021** and via email to the following email with subject “**Development, Layout, Printing and Supply of a Public Sector Innovation Toolkit**”

**United Nations Development Programme**

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