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## PROCUREMENT NOTICE

### FOR THE ENGAGEMENT OF AN INDIVIDUAL CONTRACTOR SERVICES

Date : August 16, 2021

<b>Post Title:</b>	Individual Contractor (IC) – Behavioural Insights Advisor
<b>Starting Date:</b>	October 10, 2021
<b>Duration:</b>	Up to forty (40) working days over a period of seven (07) calendar months
<b>Location:</b>	Home-Based Assignment
<b>Project:</b>	Rule of Law & Gender teams, UNDP RBAS, UNDP RBAP
<b>Requisition Number:</b>	R4710-0000004076
<b>National or International consultants:</b>	International Consultant
<b>Is this a LTA (yes/no):</b>	No

#### CONTEXT/BACKGROUND

In December 2018, UNDP, UN Women, UNFPA and ESCWA launched The Gender Justice Initiative, which was based on a series of 18 country reports, verified at the country level, on Gender Justice and the Law in the Arab States Region. The reports assessed existing legal frameworks affecting gender equality and protection against gender-based violence against international conventions and standards. Through their publication, the partners sought to encourage legal, policy and institutional reforms to address barriers to gender equality and women's empowerment. Phase II (2019) and III (2020) of the initiative comprised a regional report and the Gender Justice and the Law Dashboard, and the extension of that dashboard to cover many of the indicators in SDG 5.1 respectively. Phase III of the initiative includes the launch of a dedicated [Gender Justice website](#) that hosts the data and information made available including the texts of the laws concerned.

Behavioural Insights (BI) combine behavioural economics, psychology, and neuroscience to better understand and explain human behaviour and decision-making. Applying BI can support the design of more effective public policies, processes, and services. It can improve organizational performance, and it can encourage citizens towards more positive social behaviours. BI has been used in various scenarios, for example to get more people to sign up for government services, to encourage university enrolment, and to motivate people to use less energy in their homes, but also to address behaviour more deeply rooted in social norms such as encouraging men to support their wives to work. The application of behavioural science in public policy and development work has been increasing and is transforming the way governments are operating and citizens are engaging. UNDP has long recognised the potential of BI in the development context, and in the Arab States the methodology has been used to explore solutions around gender-based violence, preventing violent extremism, Covid-19, and more.

After successfully embarking on other BI initiatives, the UNDP Regional Bureaux for the Arab States (RBAS) and Asia Pacific (RBAP) are seeking to use the approach to build on the work 2018-2020 Gender Justice Initiative. While a crucial part of the overall justice framework, seeking amendments to legislation is insufficient to ensure or support women in accessing justice. This initiative aims to use BI to understand why women in selected communities do not claim rights they have in legislation or access their entitlements, even where they might be aware of their existence, to better understand the behavioural enablers and barriers among duty-bearers, in communities, families and at the individual level, and to subsequently design interventions to encourage an increase in the uptake of those rights and/or address behavioural barriers and as a result empower women to exercise their rights.

In particular, social and cultural norms, beliefs and practices rooted in gendered stereotypes or other gendered behavioural barriers may influence the attitudes and behaviour of officials, communities, families and even women themselves which may, along with other possible gender barriers – such as the fear of property ownership because of potential financial liabilities they cannot meet, or not claiming their rights to avoid gender insensitive procedures – prevent or discourage women from accessing justice in ways that this initiative will seek to identify and later address. By understanding the complex factors that influence justice systems, reforms can be undertaken to reflect that understanding and induce behavioural change in the interests of individuals and society.

The initiative, in collaboration with the governance and gender teams in the Arab States and Asia Pacific regions, will involve three UNDP Country Offices in each region participating in a small pilot to test such an approach, with a view to potentially scaling-up if successful.

The Rule of Law and Gender teams in RBAS and RBAP intend to hire a BI advisor (International Consultant – IC) to provide foundational work for the initiative which will include global research about BI for gender, BI training to the teams in the selected country offices and their partners in both regions, support in selecting and refining the thematic areas for experimentation and develop the overall methodological approach to BI that would be applied in both regions

## **SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK**

Under the supervision of the regional Rule of Law, Security and Human Rights specialist in UNDP RBAS, with strong collaboration from relevant team members including the Gender team in RBAS, the Governance and Peacebuilding and Gender Teams in RBAP and UN Women in the Asia-Pacific, the consultant will:

- Conduct background research and global evidence about applications of BI for gender equality and rule of law and present a short report
- Develop the overall methodological approach that will be undertaken to implement the BI initiative in both regions to allow comparability and drawing of lessons and contribute to the drafting of the TORs to select a company to support implementation of the BI mapping.
- Conduct a brief capacity assessment of the six participating UNDP COs and relevant national partners regarding BI and advise on the needed resources for implementation of BI mapping in each country.
- Present a training plan and provide a set of 2-day online training sessions for relevant UNDP country office staff and relevant national partners tailored based on the existing capacities in each specific office – on behavioral science and the running of BI experiments in advance of the launch of the main gender justice BI initiative.
- Offer substantial support to the country offices participating in the initiative on the selection of suitable thematic areas to focus the BI mapping (the BI challenge) by identifying the behavioral elements of the selected problem and defining a “SMART” desired policy outcome. The discussions in the 2-day training should result in identification of the specific area of intervention in each CO

- Provide RBAS and RBAP rule of law and gender teams at critical milestones of the main initiative throughout the life of the project with expert advice on the behavioral insights process to ensure maximization of the initiative
- Support UNDP's regional oversight of the project and coordinate closely with the company selected to advise on the implementation of the project, including reviewing any deliverables, attending relevant meetings with COs, and especially on ensuring the sufficient capacity building of the UNDP country offices.

#### EXPECTED OUTPUTS AND DELIVERABLES

Expected Outputs and Deliverables	Expected No. of Working Day(s) for each deliverable	Targeted Due Dates	Review and Approvals Required
<b><u>Deliverable 1:</u></b> Prepare a short global research report on the status of BI, gender and rule of law with a particular view to Arab States and Asia Pacific regions (approximately 5-10 pages) - Draft outline and 1-2 rounds of feedback - Draft report and 2-3 rounds of feedback - Submission of final report	Up to four (04) Working days from contract signature date	Within Ten (10) calendar days following contract signature date	Rule of Law and Gender team leads, UNDP Regional Bureau for the Arab States (RBAS) and UNDP Regional Bureau of Asia Pacific (RBAP).
<b><u>Deliverable 2.1:</u></b> Prepare an overall methodological approach for UNDP’s forthcoming behavioural mapping work in approximately 6 countries and across the 2 regions (including user journey mapping) (approximately 5-10 pages) - Draft report and ~3 rounds of feedback - Submission of final report - Contribute to workplan of selected organization leading on the mapping as needed	Up to four (04) Working days from satisfactory completion of deliverable (1)	Within One (01) calendar month from the signature of contract	
<b><u>Deliverable 2.2:</u></b> Conduct a brief capacity assessment of the six participating UNDP COs and relevant national partners regarding BI and advise on the needed resources and training for BI mapping in each country (~5 page report). - Draft report and 1-2 rounds of feedback - Submission of final report	Up to two (02) Working days from satisfactory completion of deliverable (2.1)		
<b><u>Deliverable 3:</u></b> Informed by the training plan presented in deliverable 3, provide approximately 2 online trainings sessions of 1-2 days in duration per country for both UNDP country office staff and national partners as needed and tailored to their specific capacity needs.	Up to eighteen (18) Working days from satisfactory completion of deliverable (2.2)	Within two (02) calendar months from signature of contract	

<b>Deliverable 4:</b> In coordination with UNDP regional teams, provide UNDP country office teams with hands-on engagement and leadership or support as needed in the selection of suitable thematic areas for BI mapping and the mapping itself. This should be done in line with any work plans based on CO and partners availability.	Up to twelve (12) Working Days from satisfactory completion of deliverable (3)	Within seven (07) calendar months from signature of contract	

## **INSTITUTIONAL ARRANGEMENT**

- The individual is required to exhibit his or her full-time commitment with UNDP Regional Bureau for Arab States (RBAS);
- S/He shall perform tasks under the overall guidance and direct supervision of Rule of Law and Gender team leads, UNDP Regional Bureau for the Arab States (RBAS) and UNDP Regional Bureau of Asia Pacific (RBAP), and the Regional Bureau for Arab States.
- The supervision will include approvals/acceptance of the outputs and deliverables as identified in the previous section;
- The individual is expected to liaise and collaborate in the course of performing the work with other consultants, suppliers and UN colleagues;
- The individual is required to provide periodical weekly progress reports and when requested on any period of time throughout the assignment to monitor progress;
- The individual is required to maintain close communication with UNDP-RBAS on regular and needed basis at any period throughout the assignment in order to monitor progress. In the event of any delay, S/he will inform UNDP promptly so that decisions and remedial action may be taken accordingly; and
- Should UNDP deem it necessary, it reserves the right to commission additional inputs, reviews or revisions, as needed to ensure the quality and relevance of the work.

## **DURATION OF THE WORK**

The expected duration of the assignment is expected to be up to forty (40) working days for over period of seven (07) calendar months from contract signature date.

## **DUTY STATION**

Home-Based Assignment.

## **TRAVEL PLAN (OPTIONAL)**

If any unforeseen travel outside the consultant home-based city is requested by UNDP and not required by the Terms of References (ToR), such travel shall be covered by UNDP in line with applicable rules and regulations and upon prior written agreement. In such cases, the consultant shall receive living allowances not exceeding the United Nations (UN) Daily Subsistence Allowance (DSA) rate for such other location(s).

## **QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR**

- I. Education:
  - Master's Degree in science with a focus on Behavioral science, development studies or a related field is required;

II. Work experience:

- At least 5 years of experience in the design, data collection/analysis, and evaluation of experiments applying behavioral insights is required; a focus on rule of law and/or gender equality an advantage.
- Experience in delivering trainings on behavioral insights is required.
- Experience in gender equality
- Substantive knowledge of and work experience in the Arab States and Asia-Pacific regions is highly desirable;
- Experience working with the United Nations and international organizations is desirable.

III. Language Requirements:

- Language proficiency in both written and oral English is required. Knowledge of any other UN language is a plus;

IV. Key Competencies:

**a) Corporate**

- Demonstrates integrity and fairness, by modeling the UN/UNDP's values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

**b) Functional**

- Report-writing and project design with the ability to present recommendations supported by findings gathered through desk review is required;
- Knowledge of and work experience in the Asia-Pacific is desirable.
- Excellent organizational skills and strong analytical, research, data gathering, writing and communication skills is required;
- Time management and organizational skills, with the ability to undertake multiple tasks and deliver under pressure;
- Strong analytical and problem-solving skills, and present practical solutions to complex problems;
- Ability to work independently and achieve quality results with limited supervision and within tight schedules;
- Experience in reports production;
- Ability to write in a clear and concise manner;
- Good teamwork and interpersonal skills;
- Flexibility and ability to handle multiple tasks and work under pressure;
- Excellent computer skills especially Word, Excel and Power Point.

**c) Leadership**

- Demonstrated ability to think strategically and to provide credible leadership;
- Demonstrated flexibility in leadership by performing and/or overseeing the analysis/resolution of complex issues;
- Ability to conceptualize and convey strategic vision from the spectrum of development experience.

**d) Managing Relationships**

- Demonstrated ability to develop and maintain strategic partnerships;
- Demonstrated well developed people management and organizational management skills;
- Excellent management skills in navigating and working with diverse range of partners, stakeholders, including senior and high-level policymakers;
- Excellent negotiating and networking skills with strong partnerships in academia, technical

organizations and as a recognized expert in the practice area.

**e) Managing Complexity**

- Ability to address global development issues;
- Demonstrated substantive leadership and ability to integrate knowledge with broader strategic, policy and operational objectives.

**f) Knowledge Management and Learning**

- Promotes knowledge management in UNDP and a learning environment in the office through leadership and personal example;
- Seeks and applies knowledge, information and best practices from within and outside of UNDP;
- Demonstrates a strong capacity for innovation and creativity in providing strategic policy advice and direction.

**g) Judgment/Decision-Making**

- Mature judgment and initiative;
- Proven ability to provide strategic direction to the project implementation process;
- Independent judgment and discretion in advising on handling major policy issues and challenges, uses diplomacy and tact to achieve result.

## SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

Interested candidates should provide lump sum fees for requested services with detailed breakdown. This amount must be “all-inclusive”. Please note that the terms “all-inclusive” implies that all costs (professional fees, communications, consumables, ...etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal. Also, please note that the contract price will be Deliverables/Outputs based - not fixed - subject to change in the cost components.

The contractor will be paid an all-inclusive Deliverables/Outputs based lump sum amounts over the assignment period, subject to the submission of Certification of Payment (CoP) duly certified or an invoice and confirmation of satisfactory performance of achieved work (deliverables/outputs) in line with the schedule of payments table hereunder:

Expected Outputs and Deliverables	Expected No. of Working Day(s) for each deliverable	Targeted Due Dates	Payment Terms/Schedule
<b>Deliverable 1:</b> Prepare a short global research report on the status of BI, gender and rule of law with a particular view to Arab States and Asia Pacific regions (approximately 5-10 pages) - Draft outline and 1-2 rounds of feedback - Draft report and 2-3 rounds of feedback - Submission of final report	Up to four (04) Working days from contract signature date	Within Ten (10) calendar days following contract signature date	Upon satisfactory completion/submission of deliverable (1) and submission of duly signed Certification of Payment (CoP); <b>up to 10 % of total contract amount.</b>
<b>Deliverable 2.1:</b> Prepare an overall methodological approach for UNDP's forthcoming behavioral mapping work in approximately 6 countries and across the 2 regions (including user journey mapping) (approximately 5-10 pages) - Draft report and ~3 rounds of feedback	Up to four (04) Working days from satisfactory completion of deliverable (1)	Within One (01) calendar month following contract signature date	Upon satisfactory completion/submission of deliverable (2) and

- Submission of final report Contribute to workplan of selected organization leading on the mapping as needed			submission of duly signed Certification of Payment (CoP); <b>up to 15 % of total contract amount.</b>
<b>Deliverable 2.2:</b> Conduct a brief capacity assessment of the six participating UNDP COs and relevant national partners regarding BI and advise on the needed resources and training for BI mapping in each country (~5 page report). - Draft report and 1-2 rounds of feedback Submission of final report	Up to two (02) Working days from satisfactory completion of deliverable (2.1)		
<b>Deliverable 3:</b> Informed by the training plan presented in deliverable 3, provide approximately 2 online trainings sessions of 1-2 days in duration per country for both UNDP country office staff and national partners as needed and tailored to their specific capacity needs.	Up to eighteen (18) Working days from satisfactory completion of deliverable (2.2)	Within two (02) calendar months following contract signature date	Upon satisfactory completion/submission of deliverable (3) and submission of duly signed Certification of Payment (CoP); <b>up to 45 % of total contract amount.</b>
<b>Deliverable 4:</b> In coordination with UNDP regional teams, provide UNDP country office teams with hands-on engagement and leadership or support as needed in the selection of suitable thematic areas for BI mapping and the mapping itself. This should be done in line with any work plans based on CO and partners availability.	Up to twelve (12) Working Days from satisfactory completion of deliverable (3)	Within seven (07) calendar months following contract signature date	Upon satisfactory completion/submission of deliverable (4) and submission of duly signed Certification of Payment (CoP); <b>up to 30 % of total contract amount.</b>

## RECOMMENDED PRESENTATION OF OFFER

Interested individual consultants must submit documents under point 1 & 2 to demonstrate their qualifications. Candidates that fail to submit these documents, the application will not be considered.

- 1) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- 2) **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
- 3) **Financial Proposal:** **Please do not submit financial proposal in this stage. Financial proposal shall be requested from Candidates who are considered technically responsive**

When the financial proposal is requested it should indicate the all-inclusive Deliverables/Outputs based total contract price, supported by a breakdown of costs, as per template provided. The terms “all-inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred are already factored into the final amounts submitted in the proposal. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

Interested candidates shall submit required documents to Job Advertisement Website ([https://jobs.undp.org/cj\\_view\\_jobs.cfm](https://jobs.undp.org/cj_view_jobs.cfm)) as one document not later than 3rd September, 2021

Interested candidates can find Procurement Notice, Letter of Confirmation of Interest and Availability and P11 templates on the following link: <http://procurement-notices.undp.org/>

### **CRITERIA FOR SELECTION OF THE BEST OFFERS**

This selection criteria will follow the Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

Individual consultants will be evaluated based on the following methodologies:

#### **Step I: Screening and desk review:**

Individual consultants will be evaluated based on the following methodology.

Applications will be first screened and only candidates meeting the following minimum requirements will progress to the pool for shortlisting:

- **Criteria A:** Master's Degree in science with a focus on Behavioral science, development studies or any related field is required;
- **Criteria B:** At least 5 years of experience in the design, data collection/analysis, and evaluation of experiments applying behavioral insights is required;
- **Criteria F:** Language proficiency in both written and oral English is required.

#### **Technical evaluation Criteria max 100 points (Weighted 70):**

- **Criteria A:** Master's Degree in science with a focus on Behavioral science, development studies or a related field is required (10 points);
- **Criteria B:** At least 5 years of experience in the design, data collection/analysis, and evaluation of experiments applying behavioral insights is required (20 points);
- **Criteria C:** Demonstrated experience and knowledge in delivering trainings on behavioral insights (20 points);
- **Criteria D:** Demonstrated experience and knowledge in gender equality and/or rule of law (10 points);
- **Criteria E:** Previous working experience with the United Nations (UN) and/or International organizations in the Arab States and/or Asia-Pacific region (20 points);
- **Criteria F:** Language proficiency in both written and oral English is required. Knowledge of any other UN language is an asset, especially Arabic (20 points).

Shortlisted candidates will be assessed and scored against the following evaluation criteria:

#### **Financial Criteria - 30% of total evaluation**

For those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula:  $(PI / P_n) * 30$  where  $P_n$  is the financial offer being evaluated and  $PI$  is the lowest financial offer received.



### **Step III: Final evaluation**

The final evaluation will combine the scores of the desk review and the financial proposal with the following weights assigned to each:

Individual consultants will be evaluated based on the cumulative analysis methodology (weighted scoring method), where the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable; and
- Having received the highest score out of a pre-determined set of technical and financial criteria specific to the solicitation.

Technical Criteria weight: [70%]

Financial Criteria weight: [30%]

Only Individual Consultants obtaining a minimum of 49 points (70%) on the Technical evaluation would be considered for the Financial Evaluation.