



TERMS OF REFERENCE

Service:	Promotion of the concept of "Active ageing" and support for the implementation of the project "Active ageing" to improve the situation of older citizens
Project number and title:	#00123514 Enhancing Effectiveness of Social Protection Programmes and Improving Access and Participation of Socially Vulnerable Groups
Duty station:	Home-based with business trips (details are indicated in the column "Duty Station")
Duration:	12 months from the date of signing the contract
Contract type:	Contract for Professional Services (UNDP format)

General background

As at 01 January 2021, the population in the Republic of Kazakhstan is 18.8 million people¹.

The demographic situation in the country is characterized by an increase in the share of elderly people in the age structure of the population (at the beginning of 2021, the share of the population aged over 60 years is 2.1 million people or 11% of the total population of the country) and Kazakhstan is at the initial stage of demographic aging. At the same time, in half of the country's regions, the 7% threshold characteristic of an aging nation has already been significantly overcome. According to the UNFPA forecast, the life expectancy of women and men will increase by an average of 6 years by 2050 and will amount to 83.6 and 75.1 years, respectively².

The current demographic situation poses new tasks and goals for the state, aimed not only at ensuring the basic needs of older citizens, but also at creating conditions for their active and full-fledged participation in the life of society.

In February 2021, the Ministry of Labor and Social Protection of Population of the Republic of Kazakhstan (hereinafter – the Ministry) adopted an Action Plan to improve the situation of older citizens "Active Ageing" until 2025 (hereinafter – the project "Active Ageing", a project) at the central and regional levels (in all regions of the country), the main directions of which are defined by the respecting of rights and ensuring dignity, improving the financial situation, increasing employment, supporting families with elderly people, improving the health protection system, improving the level of social services, creating conditions for leisure activities, supporting people in emergency situations.

At the same time, the Ministry is working on the development and adoption of the Concept of "Centers of active ageing" within the framework of the Election program of the Nur Otan party "The Path of Change: A decent life for everyone" and the initiatives of the Foundation of the First President of the Republic of Kazakhstan – Elbasy "Kamkorlyk".

It is expected that the result of implementation of the Active Ageing project will be a stable functioning system of support for the elderly population, aimed at providing them with the opportunity to live in safe and decent conditions and continue to participate in the life of society as full citizens.

At the initiative of the Ministry, regional Action Plans have been approved to improve the situation of the elderly, Active Ageing Centers have been opened in 9 regions.

For the successful implementation of the project, it is necessary to conduct regular monitoring and evaluation of the effectiveness of the implementation of planned activities.

In addition to monitoring, there is a need for information support for the implementation of the Plan and the promotion of the Concept of active ageing.

¹ <https://stat.gov.kz/official/industry/61/statistic/5> data for the beginning of 2021

² Analysis of the population situation in the Republic of Kazakhstan "We, Kazakhstan", Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan with the support of UNFPA, 2019

Objectives:

In order to implement the “Active Ageing” project and promote the Concept of “Active Ageing Centers”, constant work will be carried out to monitor the implementation of planned activities, identify problematic issues and risks that hinder the implementation of the “Active Ageing” project and the Concept of “Active Ageing Centers”, and a broad information campaign will be conducted to promote the ideology of the “Active Ageing” project.

To fulfill the set goals and objectives within the framework of this Terms of Reference, UNDP will attract a company that is able to provide the relevant services with high quality (hereinafter referred to as the Contractor).

Scope of work:

In general, the work can be divided into **2 main components**:

The first component. Support for the implementation of the project “Active Ageing”. For the first component, the Contractor will perform work on the following tasks:

1. Constant monitoring of the implementation of the project “Active Ageing”;
2. Providing up-to-date information on the implementation of the Active Ageing project at the central and regional levels with the application of analytical materials.

Expected results: a report (monitoring, detailed analysis indicating problematic issues and risks) with the attachment of supporting documents and references, is submitted to UNDP and the Ministry on a monthly basis (with an increasing total);

3. Analysis of the results of the information campaign;
4. Presentation of the results of the information campaign and the implementation of the project “Active Ageing” in the Ministry.

The second component. Promotion of the project “Active Ageing” and the concept of “Active Ageing Centers”.

For the second component, the supplier will perform work on the following tasks:

1. Development of a conceptual media plan, including:
 - communication goals and objectives;
 - identification of target audiences and effective communication channels and tools. Audience coverage - the population over 65 years of age;
 - development of the main and supporting key messages depending on the target audiences and communication channels;
 - proposed communication channels, tools, formats, frequency, etc. (including traditional and online media, social media);
 - a detailed description of the proposed information and advocacy activities (indicating the timing, channels, target audience, responsible and partner organizations (civil sector, municipal authorities in the regions);
 - a detailed description of the proposed monitoring system, evaluation of the effectiveness of the activities carried out and feedback mechanisms with target audiences.

Expected results: Agreed communication plan.

2. Conducting an information campaign at the national and regional levels:
 - 1) promotion through traditional and online media, social media platforms (Facebook, Instagram, Twitter):
 - traditional and online media. Expected results: at least 100 articles in news agencies, national and regional print publications; at least 10 stories, at least 3 interviews on national and regional TV channels*; AT THE SAME TIME, THE SUBMISSION OF INFORMATION SHOULD BE ON DIFFERENT TOPICS (i.e. articles with similar topics will be considered as 1 article);
 - social networks. Expected results: at least 100 posts on each of the social media platforms* in each of the required languages;
 - specialized Internet sites.
 - 2) preparation of news events and press materials;
 - 3) development and implementation of regional awareness-raising campaigns and actions in all regions where Active Ageing Centers operate;
 - 4) preparation and holding of video conferences, webinars, round tables. Expected results: holding at least 3 thematic online events*;

- 5) attracting at least 5 representatives of public opinion leaders to cover events within the framework of the Active Ageing project;
3. Creation of infographics, presentations, video and audio clips and other multimedia content (in partnership of the United Nations Population Fund (UNFPA) in coordination with the UNDP Project Manager and the Ministry)*.
4. Attracting partners and sponsors to conduct a communication campaign in order to optimize the resources spent.

** Note: publications, video products, the campaigns initiated and financed by the local executive bodies from local budgets will not be accepted as works performed within the framework of this Terms of Reference.*

Expected deliverables and payment conditions

Nº	Deliverable	Timing	Approval	Payment
1	Promotion of the Concept and Project “Active Ageing” Result: - Agreed media plan	1 month from the date of signing the contract	UNDP and the Ministry	10%
2	Promotion of the project “Active Ageing”, the Concept of “Active Ageing Centers” Result: - Creation of infographics, presentations, video and audio clips and other multimedia content	2 months from the date of signing the contract	UNDP and the Ministry	20%
3	Promotion of the project “Active Ageing”, the Concept of “Active Ageing Centers” Results: - Report on the implementation of the Active Ageing project for 2021 with links and supporting documents	3 months from the date of signing the contract (no later than 31 December 2021)	UNDP and the Ministry	30%
4	Support for the implementation of the Project “Active Ageing” and the Concept of “Active Ageing Centers”. Results: - Report on the implementation of the Active Ageing project with the supporting documents; - monitoring and analysis of the implementation of the project “Active Ageing”; - analysis of the results of the information campaign; - Protocol on holding a presentation on the results of monitoring the implementation of the “Active Ageing” project and the Concept of “Active Ageing Centers” in the Ministry Monthly reports on the support of the implementation of the Project “Active Ageing” and the Concept of “Active Ageing Centers” (12 reports in total).	12 months from the date of signing the contract (no later than 15 November 2022)	UNDP and the Ministry	20%
5	Promotion of the project “Active Ageing”, the Concept of “Active Ageing Centers” Results: - Conducting an information campaign at the national and regional levels Quarterly reports on the information campaign (4 reports in total). The final report is provided and approved (based on the provided comments and recommendations)	12 months from the date of signing the contract (no later than 15 November 2022)	UNDP and the Ministry	20%

Payment is made in 5 tranches according to the results achieved and the deadlines indicated in the table above, the

final payment is made upon completion of the work/services based on a written confirmation of UNDP Project Manager and the Ministry of Labor and Social Protection of Population of the Republic of Kazakhstan. At the end of the contract period, the Contractor must provide a report demonstrating the implementation of this Terms of Reference.

Duration

It is expected that the selected Contractor will complete the work within 12 months from the date of signing the contract.

Duty station

The work will be carried out at the Contractor's location, while the coverage will be carried out in all regions. At the same time, if the Contractor is not located in Nur-Sultan, it is necessary to provide and reflect travel expenses in the financial offer (no more than 2 trips of 1-2 working days, including travel time, for no more than 2 people on each trip) to make a presentation on the results of the project within this Terms of Reference.

Responsibility and accountability of the Contractor

The Contractor is fully responsible for the accuracy and legality of the information provided and for the timely submission of reports. The Contractor also:

- ensures full compliance with the information security policies and procedures of the Beneficiaries;
- coordinates its actions with UNDP and the Ministry;
- cooperates with the project partners by prior agreement with UNDP and the Ministry;
- ensures the unconditional fulfillment of the requirements specified in the Terms of Reference;
- the Contractor is not entitled to provide the results of the study to third-party entities without prior approval from UNDP and the Ministry;
- the Contractor does not reveal, without the prior written consent of UNDP and the Ministry, the content of technical documentation submitted by the Customer or on his behalf by other persons, with the exception of those personnel who are engaged by the Contractor to fulfill the terms of the Contract. The specified information should be provided to these personnel confidentially and to the extent necessary for the performance of obligations;
- the Contractor does not use any of the above documents and information without the prior written consent of the Customer, except for the purpose of implementing the Contract;
- the work must be performed efficiently and in a timely manner, in unconditional compliance with the requirements of the contract and this Terms of Reference. In case of poor quality of the Contractor's work, UNDP reserves the right to terminate the contract unilaterally;
- In case of late fulfillment of its obligations under the signed Contract and this ToR, UNDP may demand payment of a penalty in the amount of 0.5% of the contract value for each day of delay, for a maximum period of up to 1 month. After that, the contract can be terminated unilaterally at the initiative of UNDP;
- UNDP reserves the right to change the Terms of Reference of no more than 20%, which does not affect the cost of performing services;
- the Contractor undertakes to perform the scope of work provided within this Terms of Reference, without violating the legislation of the Republic of Kazakhstan in the field of copyright and related rights, as well as other regulatory legal acts;
- In connection with the COVID 19 pandemic, the Contractor undertakes to provide all the necessary protective equipment for its employees and comply with all the norms and recommendations of the WHO, as well as local authorized bodies of the Republic of Kazakhstan for performing work during the period of the introduction of quarantine measures and emergency situations. The service provider is responsible for the proper and timely provision of its employees involved in this Terms of Reference with all necessary personal protective equipment in accordance with the current WHO recommendations (masks, gloves, sanitizers, passing the COVID-19 test (if necessary) for the period of Contract;
- The Contractor at any stage of the implementation of the Terms of Reference provides unhindered access to documents and materials of UNDP and the Ministry for monitoring and evaluating the quality of services provided by the Contractor;
- UNDP and the Ministry may monitor and verify the Services provided for compliance with the requirements specified in the ToR. If it is found that the requirements of the ToR do not meet, the Contractor takes measures to eliminate non-compliance with the requirements of the ToR, without any additional costs, within 10 (ten) working days from the date of receiving comments;
- The services provided under this ToR must meet or exceed the standards.

- All rights to the results of the study belong to UNDP and the Ministry of Labor and Social Protection of Population of the Republic of Kazakhstan.

Payment is made only after the relevant types of work have been completed and with the approval of the UNDP and the Ministry, according to the breakdown indicated in the section “Expected deliverables and payment conditions”.

Reports and materials

The results (depending on the requirements of the ToR) should be presented on paper and in electronic form in Kazakh and Russian. Requirements for a text report: font – Times New Roman, KZ Times New Roman, size-14, interval – single, in hard cover.

Qualification requirements

The service provider may be company/organizations registered in the Republic of Kazakhstan, duly registered and meeting the following requirements:

1. 5 years of experience in the field of conducting communication awareness-raising, advocacy campaigns and events (including digital campaigns) in support of the social projects implementation in the Republic of Kazakhstan;
2. 3 years of experience in providing social services to elderly citizens; and
3. The presence of at least 3 contracts for the provision of services of a similar work (the provision of social services to elderly citizens, the conduct of communication awareness-raising, advocacy campaigns and events (including digital/digital campaigns) over the past 5 years;
4. The Contractor must have successful cases of implementing information campaigns (communication awareness-raising, advocacy campaigns and events (including digital campaigns)). *Confirmation:* submission of recommendation letters from customers for each submitted case (at least 3 recommendation letters);
5. The Contractor must ensure that the information campaign events are carried out in Kazakh and Russian languages, and in English – preferably;
6. Experience working with state and/or quasi government structures;
7. Experience working with international organizations will be an advantage.
8. Availability of qualified personnel with the following profiles and competencies:

Project Manager: higher education in business management, public administration and related sciences; at least 5 years of experience in project management, examples of regional and national campaigns (at least 3 campaigns), knowledge of Russian and Kazakh languages, knowledge of English - will be considered an advantage;

Analyst: higher education in the field of technical/economic/social sciences; experience in project management for at least 1 year; experience in implementing social projects (at least 1 year). High level of computer skills (Microsoft Office, Internet,). The presence of business correspondence skills, communication and presentation skills. Knowledge of Kazakh, Russian and English languages.

PR Specialist: Higher education in journalism, marketing, public relations or related fields, at least 5 years of work experience in journalism/marketing, public relations or related fields. Experience in implementing communication campaigns, including those involving SMM (at least 3 campaigns). Experience in writing press/information materials, interviews, preparation of materials for the media (print media, television), speeches, presentations for at least 3 years. Instagram Facebook and Instagram targeting experience, including writing posts, preparing visuals, and launching targeting in SMM. Knowledge of Kazakh and Russian languages.

Evaluation criteria

Highest cumulative score (based on the following specific distribution of importance of the score: technical proposal (70%) and financial proposal (30%):

- 1) Technical Proposal (70%, 700 points), including:
 - The company's professional experience (25%);
 - Proposed methodology and work plan (20%);
 - Qualification of the expert group (25%)

Summary of Technical Proposal Evaluation Forms		Assessment weighting	Points
1.	The company's professional experience	25%	300
2.	Proposed methodology and work plan	20%	150
3.	Organizational structure and key staff	25%	250
TOTAL:			700

	Evaluation criteria/subcriteria	Max. points
1	The company's professional experience (25%)	300
1.1	5 years of experience in the field of conducting communication awareness-raising, advocacy campaigns and events (including digital campaigns) in support of the social projects implementation in the Republic of Kazakhstan; <ul style="list-style-type: none"> Up to 5 years - 0 points; From 5 to 10 years - 70 points; Above 10 years - 100 points. 	100
1.2	3 years of experience in providing social services to elderly citizens; <ul style="list-style-type: none"> Up to 3 years - 0 points; From 3 to 5 years - 40 points; Above 5 years - 70 points. 	70
1.3	at least 3 contracts for the provision of services of a similar work the provision of social services to elderly citizens, the conduct of communication awareness-raising, advocacy campaigns and events (including digital/digital campaigns) over the past 5 years; <ul style="list-style-type: none"> Less than 3 contracts – 0 points; 3 contracts and more – 70 points; 	70
1.4	Experience working with state and/or quasi government structures; <ul style="list-style-type: none"> Not available experience – 0 points available experience – 40 points 	40
1.5	Experience working with international organizations will be an advantage <ul style="list-style-type: none"> Not available experience- 0 points available experience – 20 points 	20
2	Proposed methodology and work plan (20%)	150
2.1	<ul style="list-style-type: none"> no methodology - 0 points; availability of methodology - 50 points; the proposed methodology of work clearly shows the algorithm to achieve results - 100 points. 	100
2.2	Work plan (must include the composition of the team and the distribution of responsibilities) <ul style="list-style-type: none"> absence of a work plan - 0 points; existence of a work plan - 20 points; the outlined work plan has a logical framework for achieving results, including the distribution of responsibilities among the members of the expert group - 50 points. 	50
3	Organizational structure and key staff (25%)	250
3.1	Project Manager – 100 points	
	higher education in business management, public administration and related sciences;	25

	<ul style="list-style-type: none"> • Bachelor's degree - 5 points; • Master's degree or 5 years of higher education prior to 1999 - 15 points; • PhD and/or postgraduate degree - 25 points 	
	<p>at least 5 years of experience in project management, examples of regional and national campaigns (at least 3 campaigns)</p> <ul style="list-style-type: none"> • less than 5 years - 0 points; • 5 to 10 years - 40 points; • 10 years and more – 60 points 	60
	knowledge of Russian and Kazakh languages, knowledge of English - will be considered an advantage;	15
3.2	Analyst – 85 points	
	<p>higher education in the field of technical/economic/social sciences;</p> <ul style="list-style-type: none"> • Bachelor's degree - 5 points; • Master's degree or 5 years of higher education prior to 1999 - 10 points; • PhD and/or postgraduate degree - 15 points 	15
	<p>at least 1 year of experience in project management;</p> <ul style="list-style-type: none"> • Less than 1 years – 0 points • 1 year and more – 25 points 	25
	<p>at least 1 year of experience in implementing social projects;</p> <ul style="list-style-type: none"> • Less than 1 years – 0 points • 1 year and more – 30 points 	30
	High level of computer skills (Microsoft Office, Internet,). The presence of business correspondence skills, communication and presentation skills.	5
	Knowledge of Kazakh, Russian and English languages.	10
3.3	PR Specialist – 65 points	
	<p>Higher education in journalism, marketing, public relations or related fields</p> <ul style="list-style-type: none"> • Bachelor's degree - 5 points; • Master's degree or 5 years of higher education prior to 1999 - 10 points; • PhD and/or postgraduate degree - 15 points 	15
	<p>at least 5 years of work experience in journalism/marketing, public relations or related fields.</p> <ul style="list-style-type: none"> • less than 5 years - 0 points; • 5 to 10 years - 10 points; • 10 years and more – 15 points 	15
	<p>Experience in implementing communication campaigns, including those involving SMM (at least 3 campaigns)</p> <ul style="list-style-type: none"> • Less than 3 campaigns – 0 points • 3 campaigns and more – 10 points 	10
	<p>Experience in writing press/information materials, interviews, preparation of materials for the media (print media, television), speeches, presentations for at least 3 years.</p> <ul style="list-style-type: none"> • less than 3 years - 0 points; • 3 to 5 years - 5 points; • 5 years and more – 10 points 	10
	Instagram Facebook and Instagram targeting experience, including writing posts, preparing visuals, and launching targeting in SMM.	10

	<ul style="list-style-type: none"> • Not available experience- 0 points • available experience – 10 points 	
	Knowledge of Kazakh and Russian languages.	5

Financial proposal (30%). Maximum 300 points.**This TOR is prepared by:**

Botagoz Yussupova, Project Manager

Signature *Botagoz Yussupova*

Date of Signing 02-Sep-2021

This TOR is approved by:

Konstantin Sokulskiy, Head of Governance Unit

Signature *Konstantin Sokulskiy*

Date of Signing 05-Sep-2021