



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **15th September 2021**

**TITLE OF CONSULTANT:** Consultant to conduct a training to advance the knowledge and understanding of SDGs amongst media practitioners' of Botswana and develop an SDGs Award criteria for the MISA Botswana Annual Media Awards

**COUNTRY:** Botswana

**DESCRIPTION OF ASSIGNMENT:** This consultancy aims to provide trainings on SDGs, (national roadmap, communication strategy, targets, and indicators) and develop award criteria for the media fraternity to be introduced to the MISA Botswana annual media awards to enhance the skill of local media practitioners to effectively report on the implementation of Agenda 2030 for SDG initiatives in Botswana.

**PROJECT NAME:** Support to the Ministry of Finance and Economic Development (MFED) to Lead in the coordination of the Sustainable Development Goals

**PROJECT NUMBER:** 00109278

**SUPERVISION:** Project Manager SDG Project

Proposals with reference SDG Project should be submitted in a sealed envelope clearly labelled, **"Individual Consultant (IC) to Conduct Training to advance the knowledge and understanding of SDGs amongst media practitioners' of Botswana and develop an SDGs Award criteria for MISA Botswana annual Media Awards"**

Should be submitted at the following address no later than **07<sup>th</sup> October 2021 at 12:00pm (Botswana Time)**

to:

*The Resident Representative  
United Nations Development Programme  
P.O. Box 54  
Gaborone*

or by email to: [procurement.bw@undp.org](mailto:procurement.bw@undp.org)

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mailed to [enquiries.bw@undp.org](mailto:enquiries.bw@undp.org) UNDP Botswana will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of the inquiry to all prospective facilitators.

**NOTE:** Consultancy firms/companies interested in applying for this assignment are free to do so provided they submit a CV of only one qualified consultant and present its bid in a manner that would allow for evaluation of the bid in accordance with the evaluation criteria specified in these solicitation documents. That is, the experience required is that of the individual whose CV would

*have been submitted by the company rather than that of the company. Further, if the submitted bid wins, the ensuing contract will be between the UNDP and the company/firm, not the individual.*

## **BACKGROUND**

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In September 2015, Botswana was among the 193 United Nations member states that adopted the 2030 Agenda for Sustainable Development. The Framework consists of 17 Sustainable Development Goals (SDGs) with 169 targets and a set of 230 indicators, all geared towards ensuring a sustained and inclusive economic growth, social development as well as environmental protection globally.

The Government of Botswana is committed to the implementation of the 2030 Agenda. As part of the domestication process, efforts have been employed to align the SDGs with national development frameworks, namely Vision 2036, National Development Plan (NDP 11) as well as District and Urban Development Plans. Other notable initiatives include development of the Domesticated Indicated Framework (DIF), formation of the necessary institutional structure as well as development of the National Roadmap on SDGs to guide implementation efforts at both national and sub-national levels, among others. The Roadmap identifies strategic areas to accelerate implementation of the SDGs in line with National Development Plan (NDP) 11 timelines of 2017-2023. These are;

- *National Ownership, Leadership and Coordination*
- *Advocacy, Sensitisation and Awareness*
- *Planning and Implementation*
- *Data, Monitoring, Reporting and Evaluation*
- *Strengthening the SDGs Institutional Arrangements*
- *Policy Research and Interventions*

It must be noted that strategic interventions are required in all these areas to accelerate implementation and enhance achievement of the SDGs. To advance coherent SDGs advocacy and sensitization, a National SDGs Communication Strategy has been developed. The document outlines various ways of communicating SDG messages, such as, forging strategic partnerships with key stakeholders, developing Information Education and Communication (IEC) materials, and working with academic institutions to develop tailor-made training programmes that promote development-oriented reporting as well as organizing workshops and strategic training programmes for various stakeholders involved in the implementation of SDGs.

Moreover, the strategy outlines target audiences, their roles and responsibilities in the communication of SDGs. Among those are the Media, whom the document recognizes as vital players in communicating SDGs to all citizens by providing public awareness through objective and effective reporting on key national and sub-national development issues.

In relation to overall accountability for the 2030 Agenda, the media can provide a platform to raise awareness of the SDGs and present information as to what decision-

makers and government actors are, or are not, doing. It can convey messages of progress and challenges in relation to the SDGs, highlighting the human story behind the data and numbers, and increasing pressure on governments to take action to implement the SDGs<sup>1</sup>.

As part intensifying efforts towards implementation of SDGs, Ministry of Finance and Economic Development (MFED) and United Nations Development Programme (UNDP) in collaboration with Media Institute for Southern Africa (MISA) Botswana to capacitate media practitioners to raise awareness of the SDGs among the public as well as highlight opportunities and specific gaps in implementation to be addressed.

## **1. INTRODUCTION**

The National SDGs Communications Strategy identifies media as vital in driving and communicating the SDGs to all citizens. The Strategy identifies various forms of media, including press releases, press conferences, media briefings, newsletters, websites, radio and television programmes, editorial and news stories, photography, social media and documentaries as channels through which the public can be informed of the SDGs.

In this regard, Ministry of Finance and Economic Development (MFED) and United Nations Development Programme (UNDP) to undertake training session to build the capacity of media personnel to consistently write stories and/or articles that promote SDGs and to develop an award criterion for practitioners for reporting on SDGs. The proposal is structured in two phases as highlighted below;

- **Phase 1** - Training workshop to enhance media practitioners' knowledge on SDGs. This will enable practitioners to play an important role in raising awareness about the SDGs as well as educate the public and other stakeholders about the need for action in making the goals a reality.
- **Phase 2** – To develop a criterion for awarding media practitioners for providing coverage by consistently writing stories and/or articles that promote SDGs, highlight opportunities, progress and specific gaps in implementation.

## **2. MEDIA AWARDS SESSION**

MISA Botswana continues to host annual Media Awards to reward distinction in the media fraternity. In this regard, MFED and UNDP propose to be part of the awards by sponsoring a category(ies) in recognition of the media practitioners who presented outstanding reporting on SDGs. The articles should focus on Botswana, reflecting what is happening on the ground in relation to the implementation of all the SDGs relevant to the country. The consultancy will develop a guide on the criterion which would be used.

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<sup>1</sup> <https://sdgaccountability.org/working-with-informal-processes/engaging-with-the-media/>

The winners will be selected by a committee comprising of representatives from government, United Nations Botswana, BOCONGO, academia and others in consultation with MISA Botswana. This will be a transparent and open process.

### **3. MEDIA TRAINING WORKSHOP**

As a precursor to the media awards, MFED and UNDP propose to conduct training workshop to advance media practitioners' knowledge and understanding of SDGs to effectively and creatively report on them, thus giving practical meaning to the goals and their relevance to Botswana's daily life.

The cost of training (transport, accommodation, feeding and facilitators) will be borne by the client. On the other hand, MISA Botswana is expected to identify qualified facilitators and/or trainers who will develop relevant training module as per the topics availed at number seven (7) below.

The workshop will also serve as to encourage Botswana Media Houses to join SDG Media Compact, a platform that aims to raise awareness of the goals, help galvanize further action as well as help hold governments to account for the Agenda 2030 (<https://www.un.org/sustainabledevelopment/sdg-media-compact-about/>).

### **4. TRAINING OBJECTIVES**

The workshop has two main objectives: -

- i) To build capacity of media practitioners on SDGs so as to enable them to develop well informed and quality content on SDGs; and
- ii) To strengthen a mutually beneficial and a long-lasting partnership between the media and the institutional mechanism for coordination and implementation of the SDGs.

### **5. EXPECTED OUTCOMES AND OUTPUTS**

The expected outcomes will be:

- Enhanced understanding of the SDGs, targets and indicators and the linkages with the national development frameworks by the media practitioners.
- Enhanced understanding of the institutional framework for coordination and implementation of the SDGs by the media practitioners.
- Strengthened partnership between SDGs Secretariat and the media.
- Increased reporting on SDGs within the media fraternity.

The expected workshop outputs are as follows:

- A workshop report reflecting the main observations and issues discussed and recommendations; and
- Way forward for future engagements with the MISA Botswana.

## **6. TRAINING TOPICS**

The following are some of the topics that are expected to be covered during the training.

- An overview of sustainable Development Goals.
- Reporting on SDGs using empirical evidence (statistical data)
- Linking SDGs with Botswana's development context
- The role of media in advancing SDGs through writing positive stories for local understanding.

## **2. SCOPE OF WORK & RESPONSIBILITIES OF THE CONSULTANT**

In accordance with the Annual Work Plan, the SDG project intends to hire a consultant (IC) to support the SDG Project team to conduct a training to build capacity of media practitioners and design an award criterion for the MISA Awards in accordance with the SDG Communication strategy, SDG Roadmap and other applicable instruments.

The Consultant shall work in close coordination with the project country team to:

- a) Provide training modules, presentations, and practical case studies, which shall be based on the relevant materials and information to be provided by the project team and facilitate consultations with MISA. These should be presented as part of an Inception Report
- b) Prepare, and conduct training on "SDG Targets, Indicators national domestication instruments such as the roadmap as well as the alignment of those to Botswana development framework". 50 journalists are expected to be trained through two sessions held in the Northern and Southern regions of Botswana. This training will build capacity of media practitioners in accordance with the Agenda 2030 for sustainable development and other applicable instruments, namely: Botswana national SDG Roadmap, DIF, SDG Communication strategy,

The Learning Outcomes for the Training is expected to assist media practitioners to:

- Better understand and assert their rights and roles as oversight providers in relation to sustainable development.
- Promote and facilitate constructive dialogue and equitable partnerships with external stakeholders.
- Enhanced understanding of the SDGs, targets and indicators and the linkages with the national development frameworks by the media practitioners.
- Enhanced understanding of the institutional framework for coordination and implementation of the SDGs by the media practitioners.
- Strengthened partnership between SDGs Secretariat and the media.
- Increased reporting on SDGs within the media fraternity

- Improve organization, representation and cohesion between and within institutions.
- c) Review and further develop the model/template /criteria for awarding media fraternity for coverage on SDG
- d) Prepare a Final Report, which shall comprise:
  - soft copies of power point presentations and training materials.
  - any recommendations and strategic advice arising from the workshop discussions and consultations with the national project team, and relevant stakeholders;

All materials and information shared by the project team in the context of this assignment are confidential.

### **3. DELIVERABLES**

The following results shall be delivered:

1. Deliverable 1, by 15<sup>th</sup> September 2021 (expected date) - to submit an Inception report including and provide training materials, including: the final draft agenda, presentations, practical exercises and case studies, which shall be based on the relevant materials and information provided by the project team, prior to the seminar. (payment 25% of total amount);
2. Deliverable 2, by 30<sup>th</sup> October 2021 (expected date) --submission of documentation and completion of items b as outlined in the scope of works above. (payment 30% of total amount).
3. Deliverable 3, by 30<sup>th</sup> November 2021 (expected date) – submission of documentation and completion of items c as outlined in the scope of works above. (payment 25% of total amount).
4. Deliverable 4, by 10<sup>th</sup> December 2021 (expected date) -submission of documentation and completion of items d as outlined in the scope of works above. (payment 20% of total amount);

The submission of the final report should be in a CD (soft copy) and shared through an online platform. The Report should be of high quality in terms of presentation, relevance and utility, presented in Times New Roman Text, font size 12 and have the following attributes:

- Concision: The report should cover the required material without being irrelevant and unwieldy.
- Readability: The report should be written in jargon-free language. Its language should be simple, clear and reader friendly.

#### **4. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES**

##### **Academic Qualifications/Education**

Minimum Master's degree in media studies, journalism or any other related field.

##### **Experience**

- At least 5 years of experience in experience in providing training to students of media studies, journalism.
- Experience in designing awards.
- A good understanding of the main challenges facing the implementation of the Agenda 2030 for sustainable development
- Experience in facilitation to lead national discussions involving key experts and stakeholders;
- Experience in facilitation to lead national discussions involving key experts and stakeholders.
- Experience in planning, management, and coordination of multi-national, bi-national or regional projects is an asset.
- Working experience in an international organization or knowledge of UN policies, procedures and practices is an asset.

##### **Competencies**

- Ability to work with multiple stakeholders across a wide range of disciplines.
- Ability to apply development theory to the specific country context to identify creative, practical approaches to overcome challenging situations.
- Seeks and applies knowledge, information, and best practices from within and outside of UNDP.
- Maintains relationships with clients, focuses on impact and result for the client and responds positively to feedback.
- Excellent reporting skills.

#### **5. TIME SCHEDULE AND PERIOD OF THE CONSULTANCY**

The consultant is expected to calculate the number of work days for the preparation, delivery and report preparation of the training. In consultation with the UNDP and the SDGs Secretariat based at the Ministry of Finance and Economic Development, the consultant will elaborate a detailed schedule / workplan for the assignment. The assignment is expected to be completed by 30<sup>th</sup> November 2021

#### **6. DUTY STATION**

The individual consultant will be based in Botswana.

## 7. SUPERVISION

The IC will be supervised by the Project Manager SDG Project supported by SDGs Secretariat based at the Ministry of Finance and Development . The Supervisor(s) will give real time structured feedback as required.

## 8. METHODOLOGIES

The consultant will adopt a consultative approach to develop the expected deliverables. Specifically, the consultant will.

- Detail the methods to be used in preparation of the training package and designing awards
- Provide a detailed approach that will be used during the training to ensure understanding by participants
- Undertake this assignment in consultation and collaboration with relevant stakeholders including UNDP, MFED, SDGs Project as relevant i.e. the national Technical Taskforce Force for SDGs.

## 9. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

a. **Technical Proposal:** The technical proposal should include the following:

- Profile of consultant and an outline of recent experience on assignments of a similar nature.
- The consultant's interpretation and demonstrated understanding of the assignment, including a clear description of the methodologies to be used.
- The draft agenda of the training.
- A work plan with indicative timelines that the consultant proposes to employ in executing the assignment, with graphical illustrations where appropriate.

b. **Financial proposal:**

- Lump-sum consultancy fee.
- The lump sum should be broken down to clearly indicate: actual consultancy fees (daily fee) and any other related costs;
- An indication of whether this rate is flexible.

c. **Personal CV** including past experiences in similar projects and contacts of at least 3 referees



## 10. TRAVEL

Mission related costs will be paid separately as per UNDP rules and regulations.
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## 11. EVALUATION

Only those candidates who obtained at least 70% of points in each of the steps of the process will be considered for financial proposal evaluation.

- **Stage 1:** Preliminary evaluation of the proposals will be based on yes/no response as per the table below. If the response is “no” for any of the 3 criteria, the consultant will be disqualified from further evaluation.
- **Stage 2:** Technical Capability of the Consultant to deliver the required consultancy outputs evaluated on a scale of 0-100 points wherein the qualifying mark is 70%. The criteria to be used are shown below:

Technical Criteria	70% of total evaluation	
Criteria A	Relevant education background: Minimum Master’s degree in Media studies or Journalism or any other related field.	Yes/No
Criteria B	Adequate work and/or professional experience: Multi-country experience in designing and drafting course outline, learning modules Designing awards criteria	Yes/No
Criteria C	Complete Consultancy package submitted (Technical and financial proposals)	Yes/No
Criteria D	At least 5 years of experience in providing training to students of media studies, journalism Experience in designing award A good understanding of the main challenges facing the implementation of the Agenda 2030 for sustainable development Experience in facilitation to lead national discussions involving key experts and stakeholders.	30
Criteria E	Methodology/Approach Detailed methods to be used in preparation of the training package and detailed approaches that will be used during the training for easy understanding by participants Detailed methods of designing awards criteria	50

Criteria F	Experience in reporting on training workshops and producing a summary reports during this consultancy	10
Criteria G	Experience in facilitation to lead national discussions involving key experts and stakeholders from relevant national institutions;	10

Individual consultants will be evaluated based on the Cumulative Analyses 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:

- a) Responsive / compliant / acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
  - Technical Criteria weight; (70%)
  - Financial Criteria weight; (30%)

Only Individual Consultants obtaining a minimum of 70% of the obtainable points of 100 points in technical evaluation would be considered for the Financial Evaluation. The total number of points allocated for the price component is 100. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those technical qualified candidates who have attained a minimum of 70% score in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price

UNDP applies a fair and transparent selection process that would take into account both the technical qualification of Individual Consultants as well as their price proposals. The contract will be awarded to the candidate obtaining the highest combined technical and financial scores.

UNDP retains the right to contact references directly.

## 12. REMUNERATION

With the support of the SDGs Secretariat and the national SDG Technical Taskforce, the SDGs Project Officer will oversee the work of the consultant. The payment schedule will be as follows:

%	Milestone
25%	Upon Delivery of 1
30%	Upon Delivery of 2
25%	Upon delivery of 3

20%	Upon delivery of 3
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