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|  | **TERMS OF REFERENCES FOR PRODUCTION OF ADVOCACY PRODUCTS FOR THE PILOT SUSTINABLE INVESTMENT PROMOTION (SIP) PROJECT UNDER THE BELT AND ROAD INITIATIVE (BRI)** |

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| **I. CONSULTANCY INFORMATION**  |
| Service/work description : Recruitment of Local Consultancy Firm to prepare advocacy products for the project SIP-BRI Project Project/program Title : Sustainable Investment Promotion (SIP) under the Belt and Road Initiative Post Title :Local Communication firm Duty Station : Addis Ababa Required Number : One Consulting FirmExpected duration :30 daysStarting Date : Immediately after signing of the contract |

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| **II. BACKGROUND AND CONTEXT** |
| The BRI-SIP project has been under implementation since 2019 with Ethiopian Investment Commission as the main government implementing partner. UNDP promotes sustainable Investments along the Belt and Road (BRI) by strengthening partner countries’ capacities and establishing a network of sustainable investment promotion (SIP) facilities with Ethiopia as the early pilot, to help enhance social and environmental sustainability.Through platform building, policy engagement and piloting projects, the program aims to strengthen institutional frameworks and building capacity in a selected pilot country (Ethiopia) towards the leveraging of sustainable investments, in order to improve the overall investment climate to attract and sustain foreign investments that respond to the country’s national development priorities and local needs.The short-term goals are to provide a framework of cooperation to leverage sustainable investment opportunities, show early and positive results, bridge communication gaps and ensure BRI investments complement existing programmes with local stakeholders fully engaged. The programme will first focus on the positive early results in Ethiopia and is expected to generate: i) Concrete, relevant and effective modalities for setting up an effective BRI-SIP facility; and ii) Concrete lessons for what areas to focus on for the biggest impact and what approaches work the best (and which ones do not).The long term and intermediate goals are to improve the overall investment cooperation and conditions towards a sustainable, forward-looking path, and to tie investment promotion approach with well-structured, local institutions that have embodied local needs and development priorities of partner countries. Based on the effective modalities that are derived of the piloting results, the upgraded facility will have better access and make bigger impact to other BRI partner countries during the next-step replicating and ensuring the sustainability of the institutional setting created by the proposed facility in Ethiopia.Potential partners include government agencies, regulators, financial institutions, enterprises, chambers and civil society as well as the academic institutions and think tanks. So far the program has achieved the following accomplishments:* BRI-SIP Investment Forum successfully held in Addis Ababa, Ethiopia, with identified thematic areas, practical challenge for further analysis and studies.
* Sustainable Investment Promotion event held in Beijing, China in light of the outcomes of the 2019 Belt and Road Forum for International Cooperation
* Training program (knowledge sharing workshop) to enhance knowledge on environment, social and governance (ESG) aspects of sustainable investments, a targeted sustainable investment knowledge exchange session on ESG aspect of sustainability of investments was held at Beijing
* BRI-SIP information platform established based on the existing UNDP network, as well as information and data access provided by external partners integrated with Ethiopian Investment Commission’s (EIC’s) existing information network/web platform- IT Servers and Core switches purchased.
* Assessment conducted on private sector engagement in light of sustainable investment  promotion in the framework of BRI/SIP.
* Diagnostics study conducted on environmental, social and governance (ESG) sustainable investments- textile and garment, horticulture, leather and leather products, and agro-processing including sugar-related industries
* Diagnostics study conducted on environmental, social and governance (ESG) sustainable investments- infrastructure investments: energy and ceramics
* In response to COVID-19, business continuity support to Ethiopian Investment Commission and Industrial Park Development Corporation both in term of strengthening EIC information platform for online services as well as remote working during COVID-19.
* Deployment of ESG experts to implement ESG in pilot factories of Textile and garment, Leather and Leather Products, Horticulture , agro-processing and Ceramic sectors.

One of the planned activities for this BRI-SIP pilot project is to produce advocacy products on the project. Documentation of these initiatives, particularly through multi-media content, is an important part of the projects’ Advocacy and Communications strategy, as videos and storytelling can be strong agents for creating awareness and influence stakeholders. It is believed that there is low awareness of the BRI-SIP initiative. The advocacy products aimed at addressing to different stakeholders the BRI-SIP essence and promotes sustainable investment focusing on more FDI through the initiative as investments create jobs, boosts incomes and productivity, improves management expertise, and spurs technology transfer as well alleviate poverty. Including in the advocacy is to address on the priority of the BRI initiative.This TOR is therefore prepared to invite local qualified firm to prepare the advocacy products in line with communication rules of CO. |
| **III. OBJECTIVE OF THE CONSULTANCY** |
| The main objective of the consultancy work is to prepare booklets, soft copies and video clips as advocacy products for the BRI-SIP project. The advocacy products are aimed to influence potential investors, policy makers, national industrialists to collaborate with foreign counterparts, media services or journalists, and development partners. The advocacy products are also aimed to provide to the stakeholders content with videography, photography and videoclips through capturing and documenting the work and impact of the project, its participating agency and partners in Ethiopia. |

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| **IV. SCOPE OF SERVICES EXPECTED**  |
| The UNDP Ethiopia CO intends to produce focused and localised knowledge and communication products to enhance understanding of the BRI-SIP initiatives, captures and highlight the achievements, spotlight emerging issues and facilitate outreach on policy issues. Under the direct supervision of the program Specialist under the IET unit , the firm is expected to undertake the scope of activities highlighted below. 1. **Assess advocacy needs and prepare focused advocacy products for the target audiences**
* collect the project related materials and prioritize based on their story, success or lesson to the advocacy products
* identify and prioritize the target audiences
* Develop an advocacy and communications tools that best reaches the target audiences in addition to recommended in this TOR
* Develop contacts with government officials, NGOs, Private sectors, journalists and other key stakeholders and identify targets of opportunity and methods to communicate with these agencies/institutions;
1. **Development of knowledge and advocacy products/communications content on the BRI-SIP project**
* prepare material in hard, soft and video clips format as advisory products to be able to influence the indicated stakeholders
* collect relevant information, achievements and lesson learned from the project activities to raise awareness of the project with target audiences
* Create database for all SIP implementation Photos and studies s produced during the project implementation
* Compile contents for all planned activities to extract to the advisory products
* Provide photographic coverage of the work and events associated with the projects referenced in this TOR, and all other events as required;
* Generate ideas and lead development and design of various publicity materials, including web content, brochures, and short stories
* Develop and implement social media strategy including the creation of social media content (posts, graphics, social media templates)
* Copywriting (online & offline), editing and proofreading of communication collaterals (brochure, booklet, newsletters)
* Support production of short-form documentaries, video animations and other promotional materials to enhance stakeholders’ understanding
1. **Support production of audio-visual products and narratives to increase visibility**
* Conduct interviews with key stakeholders providing the basis for the production of video material and photography on the project
* Provide video coverage of various implementation activities of the for impact story videos.
* Record and edit narration/voice over for the videos as needed;
* Manage the full production process including: concept creation, script writing in close consultation with the project team and Communication unit, photography, videography, editing, audio balancing, sub-titling, format exportation, archiving raw and edited work etc. and prove that music used in the video is properly licensed.
* Prepare audio-visual content, coordinate with UNDP communication unit and project stakeholders on localised communication collaterals
* Develop web content, stakeholders interest stories, news items and other relevant communication materials
* Support to publication of short think pieces on BRI-SIP agenda
1. **Project support through other communication activities**
* Generate knowledge products and promotional materials from BRI-SIP implementation, consultations and major events
* prepare knowledge management and documentation of the project results
* Update and systematization of the project publications database including communication materials, knowledge products, photos and videos
* Support local website development and update
1. **Prepare compiled advocacy products**

- prepare all advisory products as compiled report as a final delivery |

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| **V. EXPECTED OUTPUT AND DELIVERABLES**The Consulting firm is required to produce the following short-term outputs: * **Inception Report:** the consulting firm will provide an inception report within 5 days of duty assumption, focusing on the understanding of the assignment, types of the advisory products it produce, the content and dissemination tools, knowledge of the target audience, the methodology, time frame, risks associated with the assignment, recommendation and other issues.
* **Advocacy products -draft:** the consultancy firm, will provide a draft advocacy product report that incorporates booklets (hard copy), soft copies, video clips as required, within 20 days of the approval of the inception report.
* **A final compiled Advocacy product**

 1. **METHODOLOGY**

The assignment involves a review of both primary and secondary information. The consulting firm will be expected to carry out this assignment by: * Review and analysis of available documents related to the project and the products from the project implementation
* Carry out a stakeholder analysis to identify and classify major stakeholders in terms of their importance to, and influence on, the BRI-SIP decision-making process
* Conducting analysis by considering the project deliverables
* The assessment study to identify the policy space and options available to Ethiopia, according to its multilateral and regional commitments, and raise areas where special attention in existing policies and regulations might be required in order to achieve SIP competitiveness and other objectives set for the sustainability of investment.
* Identifying the main constraints faced by SIP implementation, and a set of recommendations to be performed by the Government
* Conducting interviews and a multi-stakeholder consultative workshop
* Consultation and meeting with stakeholders from the public sector (Ethiopain Investment Commission, Ministry of Industry), the private sector (those industries benefiting from, SIP) and, civil society (such as consumer associations, environmental groups and academics).

While this is indicative, it is anticipated that the consulting firm will design appropriate methodologies using the knowledge and experience to carry out the assignment at the required level. 1. **LOCATION AND DURATION**

This consultancy assignment is expected to be completed within a period of 30 working days. The assignment will be based in Addis Ababa. 1. **IMPLEMENTATION ARRANGEMENTS**

The consulting firm will be recruited under the UNDP terms and conditions and will operate under the direct supervision of the Programme Specialist, from Inclusive Economic Transformation unit (IEC). 1. **QUALIFICATION OF THE SUCCESSFUL CONSULTING FIRM. COMPETENCIES AND CRITICAL SUCCESS FACTORS**

The consultancy firm should have a proven track record in the conceptualization, design, preparation and dissemination of advocacy products. Consulting Firm Knowledge of, and experience in Ethiopia and other LDCs, developing and emerging regions is required. Fluency in English and Amharic among the project team is essential. Experience of working with UN organization on similar assignments , particularly within Ethiopia is desirable. Being able to work as part of complex multidisciplinary teams is essential for all consultants assigned. The firm should also have valid license and minimum 7 years of experience providing advocacy production services.

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| **Consultants** |
| Category  | # of Consultants  | Minimum Education and Experience  |
| Team Leader | 1 | * Master’s degree in Communications, Journalism, Public Relations or related field
* At least 10 years of experience in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites).
* Experiences in development of communication issues and demonstrated experience in communicating work tailored to different audiences a distinct advantage
* Computer proficiency and experience with media software, applications and communication tools.
* Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists;
* Excellent in oral and written communication skills in English .
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| Senior consultants | 1-2 | * Master’s degree in Communications, Journalism, Public Relations, or related field
* At least 8 years of experience in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites).
* Experiences in development of communication issues and demonstrated experience in communicating work tailored to different audiences is a distinct advantage.
* Computer proficiency and experience with media software, applications and communication tools. (10 points)
* Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists;

 Excellent in oral and written communication skills in English and Samoan language.  |
| Associate Consultants and analysts | 1-2 | * Master’s Degree in journalism or other related field;
* 7 years of work experience in the field of media relations, journalism or/and communication;
* Proven ability to shape messages and stories for media placement and proven track record of success in garnering earned media required;
* Multimedia production skills an asset;
* Commitment to team work and be able to work in a multi discipline/cultural environment;
* Responds positively to critical feedback and differing points of view.
* Outstanding communication, networking and negotiation skills;
* Excellent computer skills and experience in preparing and maintaining website materials;
* Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative;
* Understanding of key human development issues;
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
* Builds strong relationships with internal and external actors;
* Demonstrates openness to change and ability to manage complexities; and
* Strong inter and intra personal skills for all forms of communication;
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Corporate **Competencies:*** + Demonstrates commitment to UNDP mission, vision and values
	+ Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability

**Important Note:**The consulting firm is required to have the above mentioned professional and technical qualifications**. Only the applicants who hold these qualifications** will be shortlisted and contacted.**X. Criteria for selecting the best offer** Upon the advertisement of the Procurement Notice, qualified firms are 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:
	1. Technical Criteria weight is 70%
	2. Financial Criteria weight is 30%

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| **Summary of Technical Proposal Evaluation**  | **Score Weight** | **Points Obtainable**  |
| **1** | Expertise of Firm / consultant | 30% | 300 |
| **2** | Proposed Methodology, Approach and Implementation Plan | 40% | 400 |
| **3** | Management Structure and Key Personnel | 30% | 300 |
|  | **T O T A L**  | **100%** | **1000** |
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| **Technical Proposal Evaluation**  |   |   |
| **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 | **90** |
|  |  - 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 |
| **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: | **120** |
|   |  - Specialized Knowledge related to the assignment |
|   |  - Experience on Similar Programme / Projects |
|   |  - Experience on Projects in the Region |
|   |  - Work for UNDP/ major multilateral/ or bilateral programmes |
|   | **S U B T O T A L** | **300** |
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| **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** |
|   | **S U B T O T A L** | **400** |
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| **Management Structure and Key Personnel** |   |   |
| **3.1** | **Task/Project Manager / Team Leader /** |   |
|  | General Qualification |   |
|  | Suitability for the Project |   |
|  |  - International experience  | **25** |
|  |  - Training experience | **20** |
|  |  - Professional experience in the area of specialization | **45** |
|  |  - Knowledge of region | **30** |
|  |  - Language qualification | **20** |
|  | **S U B T O T A L** | **140** |
| **3.2** | **Senior Expert(s) /**  |   |
|  | General Qualification |   |
|  | Suitability for the project |   |
|  | -Deploying the required mix of senior expertise indicated in the TOR | **20** |
|  |  - International experience | **15** |
|  |  - Training experience | **15** |
|  |  - Professional experience in the area of specialization | **30** |
|  |  - Knowledge of the region | **20** |
|  |  - Language qualification | **20** |
|  | **S U B T O T A L** | **120** |
| **3.3** | **Project Staff/ Associate Consultants**  |   |
|   | General Qualification |   |
|   |  Suitability for the project |   |
|  | -Deploying the required mix of associate expertise indicated in the TOR | **9** |
|   |  - International experience | **5** |
|   |  - Training experience | **5** |
|   |  - Professional experience in the area of specialization | **7** |
|   |  - Knowledge of the region | **7** |
|   |  - Language qualification | **7** |
|   | **S U B T O T A L** | **40** |
|  | **Aggregate**  | **1000** |

1. **PAYMENT MILESTONES AND AUTHORITY**

The prospective consulting firm shall indicate the cost of services for each deliverable in US dollars all-inclusive[[1]](#footnote-1) lump-sum contract amount when applying for this consultancy. The consulting firm will be paid only after the approving authority confirms the successful completion of each deliverable as stipulated hereunder. The consulting firm shall receive his/her lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

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| **Payments** | **Deliverables** | **Approval Should be Obtained** | **Percentage of Payment** |
| 1st Instalment | Inception report and diagnostic report: Upon submission and approval of inception report detailing the understanding of the assignment, methodology, timeframe, expected deliverables. This also include any research to be conducted, stakeholder consultation and focus group discussion  | UNDP Team Leader  | 20% |
| 2nd Instalment | Upon submission and approval of complete draft report | UNDP Team Leader  | 30% |
| 3rd Instalment | Upon completion and submission and approval of final report | UNDP Team Leader  | 50% |

**XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL** For purposes of generating quotations whose contents are uniformly presented and to facilitate their comparative review, a prospect Consulting firm is given a proposed ***Table of Contents***. Therefore, prospective consulting firm Proposal Submission must have at least the preferred contents which are outlined in the IC Proposal Submission Form incorporated hereto. **XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS** The Consulting firm shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consulting firm under the assignment shall become and remain properties of UNDP. |

1. *The term “All inclusive” implies that all costs (professional fees, international travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.* [↑](#footnote-ref-1)