TERMS OF REFERENCE

NATIONAL INDIVIDUAL CONSULTANT

<table>
<thead>
<tr>
<th>Assignment Title</th>
<th>National Consultant for the Kisumu County Investment Conference event co-ordination</th>
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<tr>
<td>Project</td>
<td>Kisumu County Investment Conference</td>
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<tr>
<td>Reference</td>
<td>KEN/IC/064/2021- Kisumu Investment Conference</td>
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<tr>
<td>Type of Contract</td>
<td>Individual Consultant</td>
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<tr>
<td>Duration</td>
<td>Six Weeks effective 17 December 2021</td>
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<tr>
<td>Submission Deadline</td>
<td>Tuesday, 14 December 2021 by 3.00 P.M Kenyan Time (GMT+3.00)</td>
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<td>Duty Station</td>
<td>Kisumu, Kenya</td>
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1. Background

The Government of Kenya and UN System established in 2017 the SDG Partnership Platform (SDGPP) in collaboration with development partners, private sector, philanthropy, academia and civil society including faith-based stakeholders. The Platform has become a flagship program in the United Nations Development Cooperation Framework (2018-2022) and takes leadership in overarching facilitation, coordination and demonstration of how public-private collaborations can effectively translate the SDGs into action on the ground and thereby guide unlocking of new SDG financing and optimization of SDG resource utilization, with as result leapfrogging of SDG impacts.

The Platform has co-created with private sector various platforms and networks to accelerate SDG partnerships, investments and financing including the National Advisory Board for Impact Finance (NAB) and the Finance, Trade & Investments Network (FINTRINET) and the Agriculture Sector Network (ASNET).

In its focus activities, SDGPP supports of the realization of Kenya’s Vision 2030 and the “Big Four” Agenda which focuses on Food Nutrition and Security, Manufacturing, Primary Healthcare and the Affordable Housing sectors of the Kenyan economy.

The SDGPP is founded on Goal 17: Partnership for the Goals which seeks to strengthen the means and mechanisms of implementation and revitalize global partnerships in support of sustainable development.

The SDG Partnership Platform focuses on four key strategies:

1. Joint advocacy and policy dialogue to create an enabling environment that helps partnerships thrive.
2. Identify and broker large scale public private collaborations in support of the Government’s BIG-4 agenda contributing to the broader SDG agenda.
3. Raise required investments for the collaborations through optimizing a diversity of blended financing instruments and redirection of capital flows towards SDG implementation, engaging a range of partners from public and private sector, philanthropy and civil society.
4. Facilitate monitoring and evaluation, learning and research to inform best and promising policy and practices for SDG partnerships.

In support of its mandate, the SDGPP intends to support a request from the Governor and the County Government of Kisumu to the UN Resident Coordinator which will convene an International Conference named the Kisumu County Investment Conference (KCIC). The objective of the conference is to replicate the success of the National Economic & Social Council at the National level and to apply it at the County Government Level through the Kisumu Economic & Social Council.

The Council has initiated a 10-point plan that will oversee a broad array of sectors consisting of Agriculture, infrastructure development, tourism, health, sports & culture to name a few. It is envisaged that the conference will spur both local and international investment in the county to the tune of USD 100 million.

To achieve this ambitious goal, a Conference Event Service Provider is needed to curate the conference, articulate the investment opportunities available and present them to prospective investors. To do this several activities will need to take place including but not limited to conference planning, project identification, investor prospecting, and matching.

The Conference will take place from December 19th - 22nd 2021. The Conference Host will be H.E. the Governor of Kisumu, Prof. Anyang’ Nyong’o.

2. Objective of Assignment

The main objective of this consultancy is to render a seamless, well-coordinated, and well managed hybrid conference. The conference will focus on the link between investment opportunities and investors, and specifically on driving towards implementation, which the format needs to support and drive. It is anticipated that the conference will have a global audience and participants.

A key objective for the Investment Conference will be to invite and familiarize potential investors to key projects in Kisumu and its environs to encourage partnerships, investments and financing. As such the bidder needs to provide innovative and proven effective ways to enable and then track and facilitate investor/investment matching through both in-person and virtual engagement.

3. Key Deliverables of Consultancy

The main deliverables under this consultancy are specified below:

i. An inception report, outlining preliminary findings of desk review of available data and analysis related to the topic including a draft work plan outlining timeline, detailed methodology, list of definitions to be used, suggested criteria for selection of key participants, list of key resources, and refinement of mapping questions.

ii. First draft of the report and/mapping, with analysis and contact details for groups identified.
iii. Final graphic designed post-conference report and PowerPoint presentation highlighting the key insights, outcomes and action recommendations to key stakeholders.

4. Reporting

The Consultant will jointly report to the SDGPP - under the leadership and supervision of the Coordinator of SDGPP, with day-to-day liaison with the Governor, Kisumu County or his appointed representative.

5. Consultant – Key duties, roles and responsibilities:

The consultant will be charged with the following key duties and responsibilities: Specifically, the consultant will undertake the following tasks:

1. Planning/preparatory activities
   i) Participate in an inception meeting with the KCIC organization team, and thereafter update meetings at a frequency agreed upon jointly.
   ii) Submit a detailed Project Plan, including forming an appropriate team and creating working routines and timelines to help guide the process
   iii) Make recommendations on the format of the KCI conference
   iv) Delivery of conference planning, logistics, and other event coordination tasks for deliverables relevant to this ToR.

2. Communication and visibility
   i) Closely liaise with the Kisumu County (communications) team to facilitate their participant outreach, prospecting for investment opportunities, call of abstracts for submissions of sessions etc, and uploading of material on the KCIC website as well as to provide support to the Conference Secretariat, as required for:
      • Creation of press releases
      • Media schedules
      • Creation of media communication materials
      • Creation of investor packs
      • Creation of media assets (photography and videography)
      • Creation and implementation of Social Media plans
      • Creation of online communication medium e.g. website or integration of conference information into KCIC website

3. Participants’ management
   i) Manage and maintain an online registration portal and B-to-B matching system for event submissions;
   ii) Management of all investors, participants, speaker and attendee registration and conference attendance confirmations, and accessibility requirements. Manage venue live accreditation of attendees with integration with the online registration
   iii) Establish a list of target participants in agreement with the KCIC Organizing team;
pre-register participants; and send out invitations to participants, facilitators, speakers, and panellists, with appropriate links and instructions
iv) Manage calls for proposals/investment matching opportunities
v) Enable and facilitate investor relations and networking via online tools (live and online)

4. Logistical arrangements:

The investment conference will be a hybrid conference. The consultant will need to demonstrate, in addition to strong live event and venue management skills, that they are experts in virtual event planning and management. As such the logistical arrangements for the virtual and online aspects of the conference will be critical to the overall success of the event. We expect that many of the investors will attend virtually and as such it will be extremely important for them to be able to participate fully, both within and outside of the plenary/meetings, and to have a good experience. For this type of conference, the pre-conference activities when investors and investment opportunities are familiarized, and the post-conference aftercare where investment commitments are made, will be as important as the main event.

It is envisioned that the technology platform selected will enable KCIC conference partners, hosts, and presenters (in different regions and time-zones) to be able to present audibly, connect easily to the virtual aspect of the conference to engage with both the live and the online participants, and hold discussions with them via chat or any other appropriate format as agreed upon. In particular (and not pre-empting any further needs as agreed upon with the KCIC core Organizing Committee), the virtual platform shall be able to provide the following, which shall be tested during the dry run before the event:

(1) A stable platform that can at any given time host over 500 participants online at no cost to participants and with no/minimal requirement to download any special/additional software on computers of the individuals;
(2) Provides for several virtual spaces, including but not limited to – Innovation showcase, library, and cinema spaces;
(3) Participants virtual discussion space based on conference themes/break out rooms;
(4) Plenary speaker hosting space;
(5) Enabling the running of virtual sessions in parallel;
(6) A “fireside chat” space for the main virtual panels;
(7) Ability to host resource persons to chat with potential investors in a private and secure environment
(8) Be able to host and display results in real-time of online surveys;
(9) Enable screen sharing for upload and playing of video trailers, key messages, etc.;
(10) Posting of questions to the speaker/presenter and enables the facilitator / KCIC organizing committee member to filter as appropriate; and,
(11) Platform allows investors/participants to communicate with each other, see the plenary speakers and on-screen media including presentations and video, mute the audience, and participate in the surveys.
(12) Integration with the registration portal, to enable one unique login credentials from registration to accessing the conference itself.
(13) Live stream the main conference activities through the integrated virtual event platform

5. Program and Content Support
   i) Co-Creation and communication of program agenda
   ii) Speaker/Moderator outreach and communications
   iii) Room Management of all sessions (live and virtual)
   iv) Defining key outputs required and preparing for the same e.g. creating presentation and report templates

6. Conference Branding
   i) Creation of conference Branding concept including visibility for the SDGPP logo and materials
   ii) Creation of branded conference assets, including an investment handbook (to be co-created with the SDGPP and the Kisumu County government) and promotional materials including visibility for the SDGPP logo and materials to be delivered before the conference start date

7. Venue Management (Live venues)
   i) Set up and manage at least two event locations for the conference
   ii) Set up and management of Live exhibition
   iii) Set up and management of investment site visits and site meetings
   iv) Onsite and offsite integration with the virtual conference
   v) Set up and management of venue infrastructure
   vi) Planning and oversight of catering and hospitality services
   vii) Set up and management of audio-visual arrangements, stages etc.
   viii) Set up and management of side events
   ix) Design and production and set up of venue branding

8. Event coordination activities
   i) Ensure that all speakers, presenters, panel members, moderators are well briefed on how to use the virtual platform; including providing trouble shooting service and adapted to local needs and accessibility.
   ii) Document and record the virtual and live sessions and provide edited recording and summary report. In addition to recordings, provide all digital assets in a format that can be re-published on the host website if or as needed.
   iii) It shall be the responsibility of the event coordinator to manage their subcontracted personnel and oversee activities of all personnel from the venue or other subcontractors
United Nations Development Programme

9. Investor Aftercare
   Support the Client in documentation, data capture, and reporting relative to the event
   i) Dissemination of Information and Follow Up as required
   ii) Set up mechanisms/facilitation of immediate post-conference follow-ups

10. Post-Conference Close out
    i) Send out thank you and appreciation messages.
    ii) Administer conference feedback survey.
    iii) Compile a list of participants and statistics as guided.
    iv) Compile brief post-event report
    v) Hold project closeout meeting with KCIC core organizing team.
    vi) Ensure all digital assets are collected/recorded are uploaded to the website for future use.

6. Competencies and Evaluation Criteria

Key competencies for the consultant are detailed below:

1. The IC must meet the following minimum requirements

   i. Bachelor’s degree in a relevant field from a reputable institution (sociology, political science, law, economics). Master’s degree in a relevant field from a reputable institution will have an added advantage (20 marks)
   ii. Proven credible experience as event coordinator with specific experience revolving around high level investor co-ordination in Kenya – (35 Marks)
   iii. Demonstrated ability to leverage financial support and qualified human resources with particular emphasis and consideration for diversity of the youth demographic across different factors like gender, disability, geographical location, ethnicity etc. (25 Marks)
   iv. Relevant references of recently accomplished tasks (letters of recommendation for previous work undertaken) (10 Marks)
   v. Demonstrated excellent communications skills, interpersonal and team leadership skills and experience in producing good quality reports in English – (10 marks)

7. Payment Terms

<table>
<thead>
<tr>
<th>Schedule of payments and amount</th>
<th>Outputs</th>
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<tbody>
<tr>
<td>20%</td>
<td>• An inception report, outlining preliminary findings of desk review of available data and analysis related to the topic. The inception report should include a draft work plan outlining timeline, detailed methodology, list of definitions to be used, suggested criteria for selection of Investor Organizations and list of key resources.</td>
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8. Submission of Financial Proposal

Applicants are instructed to submit their all-inclusive fee proposal in Kenya Shillings using the financial proposal template provided (Offeror’s letter to UNDP).

The financial proposal should be all-inclusive and include a breakdown. The term ‘all-inclusive’ implies that all costs (professional fees, travel related expenses, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor are already factored into the financial proposal.


The following formula will be used to evaluate financial proposal:

\[ p = y \left( \frac{\mu}{z} \right), \]

where

- \( p \) = points for the financial proposal being evaluated
- \( y \) = maximum number of points for the financial proposal
- \( \mu \) = price of the lowest priced proposal
- \( z \) = price of the proposal being evaluated

10. Application Process

Interested and qualified candidates should submit their applications which should include the following:

1. Detailed Curriculum Vitae
2. Proposal for implementing the assignment - template provided
3. Offeror’s letter to UNDP - template provided

**Note:** Email attachments must not exceed 5MB. Please split files if they exceed this size.

**Note:** The successful applicant will be required to complete a UNDP Personal History Form (P11) form prior to contracting.

Applications should be sent to consultants.ken@undp.org to reach us not later than Tuesday, 14 December 2021 by 3.00 P.M Kenyan Time (GMT+3.00)

Please quote: “KEN/IC/064/2021 - Kisumu Investment Conference” on the subject line.

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