

Terms of Reference

IC/PNG/004-2022 Consultancy for National Media and Communications

Location:	Home-based, with duty travel to Buka, Autonomous Region of Bougainville, Papua New Guinea
Type of contract:	Individual Contract (IC)
Project:	Sustaining Peace in Bougainville; Post-referendum Process Support/ Sustaining Peace through Economic Empowerment Project
Languages Required:	English (required), Tok Pisin (preferred)
Starting Date:	February 2022 – June 2022
Duration of Initial Contract:	Part-time, 75 working days

Background

The United Nations Development Programme (UNDP) has had a long and proud history in Papua New Guinea (PNG), working in all areas of development over the last 30 years, since the first UNDP office opened in PNG in 1981. With the support of the Government of PNG, and partners and donors, UNDP has forged strong bonds and built successful working relationships in all PNG provinces.

The UNDP also works in Bougainville which is an Autonomous Region of PNG. In 2001, the Bougainville Peace Agreement (BPA) was signed between the National Government of Papua New Guinea (GoPNG) and leaders representing the people of Bougainville. The BPA marked the end of a decade-long civil conflict in which up to 20,000 people died and many more were left without family, access to basic services and infrastructure, traumatized and scarred for life. With an estimated population of over 300,000 people, speaking 28 languages, in 33 constituencies stretching from the atolls and islands to the mountains that dominate the Centre of the mainland, Bougainville is an incredibly diverse region. Bougainvilleans voted overwhelmingly for independence in the 2019 referendum and the two governments are now consulting on the ratification of the referendum outcomes and the next steps in Bougainville's peace process.

To continue to support the two governments with the implementation of BPA, including the post referendum process, UNDP has three active Projects in Bougainville:

- The Post-Referendum Process Support Project provides for the immediate post-referendum processes, including provision of technical and logistical support, capacity building on the



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ratification process, continued awareness to the people of Bougainville and PNG on the progress and ensuring inclusive opportunities that supports meaningful participation.

- A cost extension of the PBF's Sustaining Peace in Bougainville Project, implemented by UNDP, UN Women and UNFPA runs in parallel to the above project and ensure the post-referendum process is inclusive, with the participation of marginalized groups (women, youth and veterans). In addition, the project will work with the key actors to support outlying factions, who remain outside of the peace agreement, engage in the dialogue and come into the peace architecture.
- Sustaining Peace through Economic Empowerment Project is designed to support the ongoing Bougainville peacebuilding process on political and economic dimensions. The project will provide independent, neutral support to the two governments to assist in the progression of the BPA with a particular focus on the post referendum process. Capacity building of key participants involved in the political dialogue Assistance for the ratification process on achieving the future political status of Bougainville following the referendum outcome. In addition, the Government of Japan's assistance will stimulate opportunities for investment and jobs, particularly for youth and women.

The post of the Media and Communications Consultant will be focused on providing expert support to national partners in developing and disseminating key messages on post-referendum process and communication products and leading awareness raising and communication campaigns on post-referendum, ratification, and BPA in Bougainville and nation-wide. The Media and Communications Consultant will work closely with key stakeholders and partners in the Autonomous Bougainville Government and the National Government, in partnership with local civil society organizations, women and youth groups and others. The Incumbent will support implementation of the post referendum consultations and awareness raising activities, ensuring marginalized groups such as outlier factions, women, youth and veterans have an opportunity to understand and partake in discussions. He or she will be working directly with the Media Bureau of the National Coordination Office for Bougainville Affairs (NCOBA) of Papua New Guinea and Department of Independence Mission Implementation (DoIMI) of Autonomous Bougainville Government (ABG). The incumbent will serve under UNDP's peacebuilding and governance programme and will report to the Project Manager in Buka with oversight of the Assistant Resident Representative based in Port Moresby.

Scope of Work

The Consultant, with overall guidance from the UNDP Peacebuilding Fund Project Manager and the UNDP PNG Assistant Resident Representative (Governance) will undertake the following:

Activity 1. Plan and launch communication and awareness raising campaign on post-referendum, ratification processes and BPA in Bougainville and nationwide

The Consultant will closely coordinate with the ABG's Bureau of Public Affairs, Media and Communication and media department of NCOBA of GoPNG on development and dissemination of communication plan and campaign on BPA, post-referendum and ratification process. In the course of planning and implementing of the communication campaign, the Consultant will provide trainings to

media departments to sensitize and train national partners on effective communication coverage of post-referendum process. The Joint Communication Working Group (JCWG) comprised of media focal points of ABG and NCOBA has currently prepared a draft Communication Strategy and working on joint key messages for post-referendum awareness raising processes, that needs to be finalized with direct input and guidance from the Consultant.

The Consultant will ensure that outcome of communication campaign is duly documented by national partners, through collecting necessary evidences, such as surveys on general understanding of ratification and post-referendum process among people in Bougainville and across the country, keep approximate record on number of viewers of communication materials, number of people reached through awareness raising and communication campaign, including women, men and young people in Bougainville and nationwide.

Deliverables:

1a: Finalised communication plans of the ABG’s Bureau of Public Affairs, Media and Communication and media department of NCOBA on BPA, post-referendum and ratification processes

1b: Evidence of conducted training to media departments of ABG and NCOBA on effective communication coverage of post-referendum process. This includes training agenda, list of participants, training reports, filled pre and post-tests and analysis of these tests in the training report.

1d: Instruments, survey questions and tools to assess general understanding on ratification and post-referendum process among Bougainvillean population and countrywide.

1e: Media Reports on launch, implementation, and coverage of the Communication campaign, lead by the ABG’s Bureau of Public Affairs, Media and Communication and media department of NCOBA

Activity 2. Assist national partners to produce and disseminate objective, accurate and user-friendly content and messaging on the BPA, post-referendum and ratification processes, including Bougainville Economic and Investment Summit

The Consultant will review information materials and communication products on agreed National Parliament ratification process, and assist producing information materials and communication products on ratification, post-referendum process and BPA. The Consultant will supervise production and media companies, contracted by UNDP and responsible for development of media products and communication materials on post-referendum process, including print media, radio and TV outlets. The communication products include, but not limited to posters and leaflets, explanatory video and radio programmes with information interviews and keynote speakers among government officials, political leadership, civic activists, including local peacebuilders, women and youth activists, highlighting topics on post-referendum process and BPA. Prior to production of print, video and radio materials, the Consultant will review, provide constructive feedback, outline key messages and propose the script, as well as speakers and heroes for communication products.

The Consultant will also provide communication support in planning and launching communication campaign of the Bougainville Economic Investment Summit, that is planned to take place in 2022. This will include preparing content for the information outreach and developing materials for the Summit, such as leaflets, brochures, and preparing a layout for the event website.

Deliverables:

2a: Evidence of commenting and constructive feedback to development of print media materials on post-referendum, ratification and BPA

2b: Evidence of commenting and constructive feedback and proposals for development of the script and key messages of the radio programmes on post-referendum, ratification and BPA

2c: Evidence of commenting and constructive feedback and proposals for development of the script and key messages of videos and documentaries on post-referendum, ratification and BPA

2d: Communication materials for the Summit, such as leaflets, brochures, and preparing a layout for the event website.

Activity 3. Support planning project activities and events on BPA and post-referendum awareness raising, prepare feature stories with direct quotes from project partners and beneficiaries

The Consultant will provide coverage of project activities and events, consultation and dialogue meetings (no less than 5 articles from project events) with direct quotes, quality photos, also published in local media outlets. One of these articles should portray communication and awareness raising activities implemented nationwide on BPA, ratification and post-referendum process through Joint Town Hall meetings. The Consultant shall provide support in planning and implementation of awareness raising events, such as Joint Town Hall meetings, ensuring participation of key speakers, in liaison with Media departments of ABG and NCOBA.

The Consultant shall prepare two feature stories on the outcome of communication and awareness raising campaign, one in Bougainville and one nationwide, aimed at increasing awareness on BPA, ratification and post-referendum process.

Deliverables:

3a: coverage of project activities and events, consultation, and dialogue meetings (no less than 5 articles) with direct quotes, quality photos

3b: two feature stories on the outcome of communication and awareness raising campaign, one in Bougainville and one nationwide

Activity 4. Conducting one two-day training on conflict sensitive journalism and news reporting



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To strengthen conflict sensitive post referendum reporting on Bougainville and ratification process, the Consultant shall conduct one two day training, one in Buka on conflict sensitive journalism and news and post-referendum reporting to ABG and GoPNG media departments, journalists, local and countrywide media outlets. The Consultant shall explore possibility of launching a media award for conflict sensitive news reporting on Bougainville, post-referendum and political consultation dialogue processes in collaboration with Papua New Guinea Media Council.

The Consultant shall be available to undertake the other tasks related to media and outreach as directed by the Assistant Resident Representative and Project Manager.

Deliverables:

4a: Evidence on conducted training on conflict sensitive journalism and news reporting. This includes training agenda, list of participants, training reports, filled pre and post-tests and analysis of these tests in the training report.

4b: Final Report for project activities with approval by UNDP

Installment schedule and Deliverables

Key milestones or deliverables	Report due	Number of working days	Payment Percentage	Review and Approvals
Payment upon submission and acceptances of progressive report for the month of February 2022 Submission of an agreed preliminary work plan with estimated submission dates for key tasks and deliverables.	15/02/22	5	10%	UNDP ARR Project Manager



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<p>Payment upon submission and acceptances of progressive report for the month of March 2022 and deliverables:</p> <p>1c: Evidence of conducted training to media departments of ABG and NCOBA on effective communication coverage of post-referendum process. This includes training agenda, list of participants, training reports, filled pre and post-tests and analysis of these tests in the training report.</p> <p>1d: Instruments, survey questions and tools to assess general understanding on ratification and post-referendum process among Bougainvillean population and countrywide.</p>	31/03/22	20	25%	UNDP ARR Project Manager
<p>Payment upon submission and acceptances of progressive report for the month of April 2022 and deliverables:</p> <p>2a: Evidence of commenting and constructive feedback to development of print media materials on post referendum, ratification and BPA</p> <p>2b: Evidence of commenting and constructive feedback and proposals for development of the script and key messages of the radio programmes on post-referendum, ratification and BPA</p> <p>2c: Evidence of commenting and constructive feedback and proposals for development of the script and key messages of videos and documentaries on post-referendum, ratification and BPA.</p>	30/04/21	20	25%	UNDP ARR Project Manager



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<p>Payment upon submission and acceptances of progressive report for the month of May 2022 and deliverables:</p> <p>3a: coverage of project activities and events, consultation and dialogue meetings, the Summit (no less than 5 articles) with direct quotes, quality photos</p> <p>3b: two feature stories on the outcome of communication and awareness raising campaign, one in Bougainville and one nationwide</p>	31/05/22	20	25%	UNDP ARR Project Manager
<p>4a: Evidence on conducted training on conflict sensitive journalism and news reporting. This includes training agenda, list of participants, training reports, filled pre and post-tests and analysis of these tests in the training report. 4b: Final Report for project activities with approval by UNDP</p>				UNDP ARR Project Manager
<p>Payment upon submission and acceptances of progressive report for the month of February 2022 and deliverables:</p> <p>1e: Media Reports on launch, implementation, and coverage of the Communication campaign, lead by the ABG's Bureau of Public Affairs, Media and Communication and media department of NCOBA</p> <p>4b: Final Report for project activities with approval by UNDP</p>	24/06/2022	10	15%	



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Total		75 working days	100%	
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Risk Mitigation Matrix

To ensure Consultant’s deliverables can be achieved and smooth work relationships among key Government partners can be established, the following measures will be implemented:

Current risks& challenges	Mitigation measure
Lack of information on post-referendum processes	The Consultant will be provided with project reports and background information materials
Lack of responsiveness from key Government partners to timely provide information on post-referendum awareness raising activities	The signed commitments on post-referendum awareness raising strategy from department heads will be ensured to advance awareness raising campaign, the list of activities and clear deadlines.
Review and approval time for submitted deliverables by UNDP	Feedback on submitted deliverables will be provided within 5 working days after submission of the deliverable by the Consultant. In case if no comments are provided within 5 working days, the deliverables will be considered as accepted.

Resources Provided

UNDP will provide background information to the Consultant to accomplish activities under this TOR and other necessary support.

Supervision and reporting

The Consultant will be supervised by UNDP Peacebuilding Fund Project Manager and Assistant Resident Representative. The Consultant will also work closely with the UNDP Country Office Communications team, who may also provide direction and guidance, as necessary to complete critical tasks.

Education and experience

Education:

- Bachelor's degree in Arts, Communication, Journalism, Media or related field.

Experience:

- Minimum five years of overall relevant professional experience working in the fields of communication, peacebuilding media and/or innovation including setting up of mobile-based tools for data collection and communication, in post-conflict regions;
- Minimum three-years experience in providing media and communication skills trainings, including Conflict Sensitive Communication and Theatre for Conflict Transformation, to different target audiences;
- Minimum one year working experience within Papua New Guinea, as well as proven knowledge of key issues relating to Bougainville and the Bougainville Peace Agreement or similar Country experiences;
- Minimum one-year experience working within the UN system or similar international organizations

Competencies

- Demonstrates integrity by modelling the UN values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; Treats all people fairly without fear or favour.
- Service oriented
- Demonstrable leadership skills
- Good understanding of PNG/Bougainville culture and politics is strongly desirable
- Demonstrates knowledge working with NGO's, the Corporate sector and Government in post conflict regions;
- Promotes knowledge management in the UNDP system and learning environment in the office through leadership and personal example;
- Actively works towards continuing personnel development and expertise;
- Stimulates learning among colleagues and applies newly acquired skills;
- Demonstrated ability to collaborate and build strong relationship with key internal and external stakeholders;
- Consistently approaches work with energy and a positive, constructive attitude;

- Strong analytical, evaluation and conceptual thinking skills;
- Demonstrates openness to change and ability to manage complexities
- Leads teams effectively and shows mentoring, coaching as well as conflict resolution skills;
- Remains calm and in control even under pressure

Evaluation

Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below:

When using this weighted scoring method, the award of the contract to 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 weighting; 70%

* Financial Criteria weighting; 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals.

Criteria	Points	Percentage
Qualification		10%
<ul style="list-style-type: none"> • Bachelor’s degree in Arts, Communication, Journalism, Media or related field 	10	
Experience		40%
<ul style="list-style-type: none"> • Minimum five years of overall relevant professional experience working in the fields of communication, peacebuilding media and/or innovation including setting up of mobile-based tools for data collection and communication, in post-conflict regions; 	15	



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<ul style="list-style-type: none"> • Minimum one-year experience in providing media and communication skills trainings, including Conflict Sensitive Communication and Theatre for Conflict Transformation, to different target audiences; 	10	
<ul style="list-style-type: none"> • Minimum one year working experience within Papua New Guinea, as well as proven knowledge of key issues relating to Bougainville and the Bougainville Peace Agreement or similar Country experiences; 	10	
<ul style="list-style-type: none"> • Minimum one-year experience working within the UN system or similar international organizations 	5	
Competencies		20%
<ul style="list-style-type: none"> • Demonstrates integrity by modelling the UN values and ethical standards; 	1	
<ul style="list-style-type: none"> • Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; Treats all people fairly without fear or favour. 	2	
<ul style="list-style-type: none"> • Service oriented 	1	
<ul style="list-style-type: none"> • Demonstrable leadership skills 	1	
<ul style="list-style-type: none"> • Good understanding of PNG/Bougainville culture and politics is strongly desirable 	2	
<ul style="list-style-type: none"> • Demonstrates knowledge working with NGO's, the Corporate sector and Government in post-conflict regions; 	1	
<ul style="list-style-type: none"> • Promotes knowledge management in the UNDP system and learning environment in the office through leadership and personal example; 	1	
<ul style="list-style-type: none"> • Actively works towards continuing personnel development and expertise; 	1	
<ul style="list-style-type: none"> • Stimulates learning among colleagues and applies newly acquired skills; 	2	
<ul style="list-style-type: none"> • Demonstrated ability to collaborate and build strong relationship with key internal and external stakeholders; 	1	



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• Consistently approaches work with energy and a positive, constructive attitude;	1	
• Strong analytical, evaluation and conceptual thinking skills;	2	
• Demonstrates openness to change and ability to manage complexities	1	
• Leads teams effectively and shows mentoring, coaching as well as conflict resolution skills;	1	
• Remains calm and in control even under pressure	2	
Technical Criteria		70%
**If necessary interviews shall also be conducted as part of the technical evaluation to ascertain best value for money.		
Financial Criteria – Combined Cumulative Method		30%
Total		100%

Recommended Presentation of Offer

The following documents will be requested;

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP (a separate file from technical proposal which includes P11 and Brief description) and is password protected. Password for financial proposal must not be provided to UNDP until requested by UNDP. The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information or failure to follow this instruction will be declared non-responsive.
- b) **Signed P11/ Updated CV**, 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;
- c) **Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a methodology, if applicable, on how they will approach and complete the assignment. A methodology is recommended for intellectual services, but may be omitted for support services (Limit of 500 characters)



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- d) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. 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.
- e) **Written samples** of articles, training materials produced by the Consultant, covering thematic areas on BPA, Bougainville referendum, conflict sensitive journalism etc.

Lump sum contracts

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, living expenses, and number of anticipated working days).

Financial proposal format:

	Item	Unit measure	Unit cost in USD	Number of units	Total cost in USD
1.	Daily fee	Day		75	
2.	All-inclusive per diem including accommodation, meals and incidentals for travel within Autonomous Region of Bougainville	Per diem		15	
3.	Flight tickets to Bougainville	Roundtrip		3	
4.	Other related costs (to be specified)				



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5.	Total		N/A	N/A	
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Travel

In general, UNDP should not accept travel costs exceeding those of an economy return class ticket; should the IC wish to travel on a higher class, they should do so using their own resources. In the case of unforeseeable travel, payment of travel costs including tickets, lodging, and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

Submission Instructions

Completed proposals should be submitted to procurement.png@undp.org, with mandatory email subject: **Consultancy for National Media and Communications**, no later than **06th February 2022**. For any clarification regarding this assignment please write to procurement.pg@undp.org.

Please be guided by the instructions provided in this document above while preparing your submission. Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of the proposal.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Female candidates are encouraged to apply.

Approved by:

Julie Bukikun

UNDP Assistant Resident Representative

18 January 2022