

Terms of Reference: Communication, media and event support for the launch of the Imagine Nigeria Report

Background

COVID-19 has led to a global health and economic crisis, and similar to many countries, Nigeria is struggling to overcome the immediate and secondary challenges presented by the pandemic. The pandemic has aggravated critical challenges such as rising levels of inequality, ethnic tensions, and political violence. In response, the UNDP has partnered with the Federal Government of Nigeria to produce the Imagine Nigeria Report which assesses and provides insight into how the crises facing Nigeria also presents opportunities for Nigeria to build a more inclusive and resilient nation.

The Imagine Nigeria Report is a foresight-oriented exercise that is neither a prediction of the future nor a national plan, rather it is an invitation to all Nigerians for a country-wide conversation on the future of the nation. The report explores the various major trends that will help to shape the future of Nigeria, offers alternative scenarios to further the country's development and provides a series of actionable recommendations to ensure national transformation. The findings and recommendations in the report came to life through a participatory exercise involving over 300 stakeholders and experts, both nationally and internationally, which was guided by a High-Level panel made up of eminent stakeholders across government, private sector and civil society.

Imagine Nigeria is now ready to be publicly released and the UNDP is preparing to launch the report through a series of weeklong high-level events involving a number of stakeholders across government, local partners, private sector, civil society organizations, the international community and more. It is in this context that the UNDP is seeking to procure professional services of a local media and communication firm to assist in the planning, execution and management of the Imagine Nigeria report launch and its related activities.

Scope of Work and Deliverables

UNDP Nigeria wishes to engage the services of one communication and media firm to support the Imagine Nigeria Report launch and its related activities. Under the general guidance and supervision of the UNDP Nigeria Communications Specialist, the contractor will be responsible for providing support in the following general areas:

- **Event management:** Assist with the execution of the Imagine Nigeria report launch event strategies including support for planning, coordination and management of the related launch events
- **Media relations:** Provide professional support to garner national and regional media coverage of the Imagine Nigeria report, including placement of press releases, op-eds, press conferences and media appearances as well as the management of media requests
- **Social media:** Develop engaging social media content and pre-launch campaign that generates awareness and interest about the Imagine Nigeria report with the aim of sustaining public knowledge and interest.
- **Branding items:** Support with the development and production of Imagine Nigeria branded items needed for the report launch events

- **Video production:** Produce engaging video coverage of the Imagine Nigeria report launch events as well as develop short video assets that summarize the key objectives and findings of the report

More specifically, the selected firm will be expected to execute the following deliverables no later than 15 March 2022:

Area of work	Activity	Quantity
Event management	Identify and procure professional moderator(s) for the weeklong launch events	2 x moderator/host
Media relations	Actively manage the Imagine Nigeria media email address by responding to and scheduling media interview requests and appearances, as well as respond to any requests for general information (with the support of the technical team).	25 x media interviews
	Lead the planning and execution of the Imagine Nigeria report media conference, including invitations to key national and regional outlets	1 x media conference
	Edit and disseminate press release, media brief and post-launch article for maximum coverage of the Imagine Nigeria report	1 Press Release (edit) 2 Media Briefs (edit) 1 Post-launch article
Social media	Develop social media strategy for Imagine Nigeria launch	1 x strategy
	Develop concept and support with execution for pre-launch social media campaign to generate awareness about the Imagine Nigeria report launch	1 x campaign
	Draft social media captions for the promotion and high-level launch of the Imagine Nigeria report launch	30 x captions
	Assist with social media promotion for related Imagine Nigeria report content	15 x promotions
Video production	Produce a 1:00 video/animation to present the outputs of the Imagine Nigeria exercise (film to launch outputs)	1 x video
	Produce a 2:00 minute summary video of the high-level Imagine	1 x video

	Nigeria launch event, including interviews with attendees and capturing main points of the event	
Branding items	Develop and produce: 1 x media wall 4 x Imagine Nigeria branded banners	1 x media wall 4 x Imagine Nigeria branded banners

Qualifications of the Service Provider

Minimum Eligibility Criteria for Successful Contractor

The following documentation must be submitted:

- Company profile, which should not exceed fifteen (15) pages, including printed brochures and catalogues relevant to the services being procured.
- Latest Business Registration Certificate
- 2020 Audited Financial Statement – including income statement and balance sheet to indicate its financial stability, liquidity, credit standing and market reputation.
- Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references.

Required Professional Skills and Experiences

- At least 5 years of practical experience in event management, media relations, audiovisual media production, social media development or related fields.
- Eligible contractors must have team members that hold professional degrees in communications, event management, journalism/mass media, video production, photojournalism or related fields.
- Demonstrated extensive experience in event management, media relations, video and photography production, leading and managing high-level public events, developing campaigns for social media and other multimedia platforms (proof of experience and productions in form of a portfolio will be required).
- Ability and flexibility to work and review content on short notice.
- The contractor must be operational in Nigeria or have solid local representation in Nigeria.
- Understanding of the Nigerian media landscape and audience is an advantage.
- Strong knowledge and understanding of the local context, political and socio-economic; and a good understanding of UN/UNDP work is an advantage.
- Experience working for non-profits or UN agencies on development communication is an advantage.

Language

- Fluency in English

Duty Station: Nigeria

- All work will be undertaken within Abuja, Nigeria.
- Contracted teams should be prepared to report back to project focal person during the

- course of the assignment and provide progress report as required.
- Contractors are expected to establish mechanisms that ensure that all content is reviewed and approved prior to dissemination.

UNDP Responsibilities

- UNDP will provide all details pertaining to the activity;
- UNDP will provide all the expected components;
- UNDP will provide feedback/support/guidance during development and production of the final products;
- UNDP will orient the contractor on its corporate guidelines and provide relevant information with regards to the project;
- UNDP will ensure that the contractor is linked with all communication focal persons of relevant stakeholders including participating UN agencies and government ministries and agencies and support the coordination of the relationship for effective delivery

Contractors Requirements

- The contractors will use their own equipment, accessories and software that may be required for the task;
- No part of the assignment or the final products may be transferred to a third party without the written sign off from the UN. All components produced for the campaign (footage, music, sound bites, etc. will be a property of the UN)
- UNDP may choose to add the name or a logo of any other partner organization, including government as deemed fit
- Contractors provide all material and products resulting from the campaign saved in a backup drive for storage by the UNDP

Evaluation criteria

- Interested contractors must provide a technical proposal and a financial proposal based on the activities listed in the Scope of Work section.
- Submissions will be reviewed and rated based on both technical and financial evaluations, providing a weight of 70% to the technical component and 30% to the financial component. Only contractor(s) achieving at least 70% from the technical evaluation shall be considered for financial evaluation.
- Along with technical and financial evaluations, Offerors are required to provide a portfolio of work highlighting previous experience executing similar televised productions.
- Offerors are required to clearly outline the proposed methodology and demonstrate rationale including timelines of each of the proposed activities in response to the brief provided
- Offerors are required to provide the financial breakdown and cost of each activity listed in the 'Assignment' section of this TOR
- Offerors are required to clearly indicate an estimated value of all third-party costs (such as radio, TV, social media, etc.) associated with the proposed methodology.

Copyright

- UNDP will hold copyright of all content produced as part of this assignment.
- The contractor can display and use final product as part of their portfolio to reference of

work done with UNDP

- Copyright will be attributed to the UNDP
- The UNDP has the right to use the content in perpetuity in web and on multimedia platforms for an unlimited period
- The UNDP has the right to transfer the campaign to third parties for their use such as donors, partners, government, other UN offices

Security

The responsibility for the safety and security of the Contractors, its personnel and property, and project's property in the Contractor's custody, rests with the Contractors. The Contractors shall:

- Put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
- Assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.
- The project and the implementing agency reserve the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for the projects property in its custody.

Schedule of Payment

UNDP shall affect payments, by bank transfer to the firm's bank account, upon acceptance by UNDP of the deliverables specified in this Terms of Reference. Payments will be made upon submission of invoice and certification of the work completed.

- a) Payments will be released within thirty (30) days from the date of meeting the following conditions: UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and
- b) Receipt of invoice from the Service Provider.

Proposed changes to the payment schedule and/or payment conditions, if any, should be accompanied by a detailed justification