

## TERMS OF REFERENCE

Assignment Title	National Consultant to develop a documentary on Land Degradation Neutrality and Ecosystem Restoration in Kenya, under the Biodiversity and Ecosystems Services Network (BES-Net)
Reference	<b>KEN/IC/005/2022</b>
Type of Contract	Individual Contract (IC)
Duration	Thirty (30) working days within a period of two months
Submission Deadline	<b>Thursday, 10 February 2022 by 5.00P.M Kenyan Time (GMT+3.00)</b>
Duty Station	Home Based

## BACKGROUND

Land degradation, desertification and drought are significant and growing barriers to sustainable development as the impacts of climate change and environmental degradation influence human health, productivity, and resilience for billions of people. These challenges are applicable to Kenya to a large extent. The country's subsistence and national economy, foreign exchange and significant portion of GDP depend on agriculture and agro-based industries, tourism, water resources and hydropower. Despite this reality, Kenya faces many environmental challenges that include deforestation, soil erosion, land degradation, desertification, loss of biodiversity, water scarcity and pollution from industry.

In order to reverse the trend, the government of Kenya responded to the invitation of the United Nations Convention to Combat Desertification (UNCCD) to its country Parties to formulate voluntary targets to achieve the Land Degradation Neutrality (LDN). In contribution to the Sustainable Development Goal (SDG) target 15.3, LDN is considered a strong vehicle for driving the implementation of UNCCD by sustaining the productivity of land resources, supporting ecosystem functions and services, and thus meeting the environmental needs of current and future generations. Accordingly, through the [LDN country commitment document](#) (2017) and the [LDN target setting final report](#) (2020), the Kenyan government affirmed its commitment to avoid, minimize and reverse land degradation and achieve the net gain of healthy and productive land within the country by 2030<sup>1</sup> by setting a concrete set of measures at the national and sub-national levels.

The effort in Kenya is in line with and supported by a number of global processes and initiatives, including, among others:

- **SDG Target 15.3**, which focuses on combatting desertification, restoring degraded land and soil, including land affected by desertification, drought and floods, and striving to achieve a land degradation-neutral world by 2030;
- **UNCCD**, which has been coordinating and supporting the development and the implementation of the global LDN programme, including the LDN target setting programme and the LDN transformative projects and programmes; Unlike previous approaches, LDN creates a target for

<sup>1</sup> More specifically, Kenya's national voluntary target is that "LDN is achieved by 2030 as compared to 2015 and an additional 9% of the national territory has improved (net gain)".

land degradation management, entailing a dual-pronged approach of measures to avoid or reduce land degradation, combined with measures to reverse past degradation. The goal is that losses are balanced by gains in order to achieve no net loss of healthy and productive land;

- The **Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services' (IPBES) [Assessment Report on Land Degradation and Restoration](#)** (LDN) (2018), which provides the latest scientific, local and indigenous knowledge on the global status of and trends in land degradation, by region and land cover type; the effect of degradation on biodiversity values, ecosystem services and human well-being; and the state of knowledge, by region and land cover type, of ecosystem restoration extent and options. The assessment aims to enhance the knowledge base for policies for addressing land degradation, desertification and the restoration of degraded land;
- The **[UN Decade on Ecosystem Restoration](#)**, a global rallying call to build a strong, broad-based global movement to ramp up restoration and put the world on track for a sustainable future, including building political momentum for restoration as well as thousands of initiatives on the ground, which runs from 2021 through 2030.

The Ministry of Environment and Forestry (MEF) in Kenya leads the government's LDN implementation. In commemoration of the 2021 Desertification and Drought Day (DDD), which was formally known as the World Day to Combat Desertification and Drought, on 17 June, MEF, through the National Environment Management Authority (NEMA), organized an observance event following the theme of "Restoration. Land. Recovery".

Building on the DDD commemoration, the development of a documentary video has been sought in order to raise the awareness of the general public on the importance of turning degraded land into healthy land and shed light on the ongoing global processes and the national/sub-national actions towards the protection and restoration of natural ecosystems in Kenya as the country is striving to recover from the COVID-19 pandemic.

## UNDP'S SUPPORT TO COMBATTING LAND DEGRADATION IN KENYA

**UNDP Kenya Country Office** sets environmental sustainability, climate change and resilience as its core focus areas. It aims to support the government in meeting its obligations to international environment agreements while enhancing the contribution of natural resources and the environment to poverty reduction and sustainable socio-economic development.

The Nairobi-based **Global Policy Centre on Resilient Ecosystems and Desertification** (GC-RED) focuses on strengthening the linkages between environmental sustainability and human development and resilience and particularly contributes to improving the sustainable management of natural capital (biodiversity, land and ecosystem services) in support of expanded employment and livelihoods opportunities. In collaboration with UNCCD, GC-RED supported the LDN target setting process in Kenya, including the development of the baseline, the definition of the targets and the identification of the means to achieve them.

[The Biodiversity and Ecosystem Services Network \(BES-Net\) project hosted by](#) the GC-RED will finance the development of the documentary video. Managed jointly by UNDP, UNEP World Conservation Monitoring Centre and UNESCO with the financial support of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, BES-Net promotes dialogue between scientists, policymakers and practitioners around the IPBES global assessment themes.



MEF in Kenya hosted the BES-Net's [Anglophone Regional Trialogue](#) in 2019, where the science, policy and practice sector stakeholders from five countries were brought together to jointly identify the nationally/regionally relevant messages within the IPBES LDN assessment and explore the actions to address them. The project is currently supporting the Kenyan government and other partners to jointly develop the concrete national action plan for the uptake of the LDN assessment report.

The UNDP's work is guided by its strategic vision and approach, as outlined in the current Strategic Plan (2018-2021), specifically under "Signature Solution 4 – Promote nature-based solutions for a sustainable planet", which responds to challenges presented by environmental degradation.

## DUTIES AND RESPONSIBILITIES

The overall objective of the assignment is to **develop a documentary** that:

- (i) Highlights the urgency to restore degraded land with reference to Kenya's commitment to global processes on mitigating against land degradation to date, including the SDGs (particularly target 15.3 on LDN), IPBES LDN assessment report, UN Decade on Ecosystem Restoration, UNCCD's work on LDN for countries, among others.
- (ii) Showcases the action being undertaken at national and local levels to address land degradation in Kenya in terms of policy and practice as an integral part of the green recovery from COVID-19 in line with the global process on mitigation of land degradation highlighted in (i) above .
- (iii) Highlight the gaps in addressing land degradation in Kenya and actions needed to address the gaps

This film should be produced in English will be a combination of illustrations, sceneries, data/figures, voice-overs and sound, used to pitch the need for addressing land degradation in national level processes to newer audiences and stakeholders who can participate as well as be used for social media, website promotion and during virtual events such as the upcoming national trialogues in Kenya. The film should be of high-quality standards, high-definition and resolution, fast-paced with creative ideas for an impactful delivery of the message and a total running time of 3-4 minutes.

The task will encompass:

- (i) Conceptualizing the film's overall
- (ii) Developing a script and storyboards
- (iii) Implementing the BES-Net team's suggestions/comments into the script and partners' final approval for the film
- (iv) Selecting and facilitating a voice over narration
- (v) Filming the documentary
- (vi) Undertaking post-production, editing and sound design in coordination with the BES-Net focal point
- (vii) Extracting GIFs and stills from the film for social media marketing

**EXPECTED OUTPUTS/DELIVERABLES AND PAYMENT SCHEDULE**

<b>Deliverables/Outputs</b>	<b>Payment (Target Due Date)</b>
Detailed timeline, workplan, budget and draft outline	10%
Film script, illustrations, and initial concepts	20%
Draft documentary video (in English) on global processes for mitigating against land degradation and national level action in Kenya to address land degradation and revisions/ edits based on feedback from the project team	40%
Final documentary video in English, project files and raw material, GIFs, shorter video bytes and stills for social media marketing	30%

**DURATION OF ASSIGNMENT**

30 days spread over 2 months

**INSTITUTIONAL ARRANGEMENT**

This assignment is home-based. The Contractor will work under the supervision of the UNDP Kenya Country Office and in regular virtual communication and consultation with the national partners, including the Ministry of Environment and Forestry, and National Environment Management Authority (NEMA), and in consultation with BES-Net project team. S/he must abide by the UNDP copyright rules and regulations. Any material produced for UNDP (per request of UNDP) is in the sole ownership of UNDP and as such cannot be distributed or shared with any third party (media outlet, publishing agency, organization or personality) except per specific request of UNDP. Any violation of copyright law will be pursued accordingly.

UNDP shall provide:

- Information on the works of UNDP Kenya and GC-RED, through BES-Net, in addressing land degradation at the national and global levels
- Locations that the filmmaker can film that are tied to UNDP and partners' work
- Names and contacts of persons to be interviewed for the documentary
- Logos of UNDP, the sponsoring project/donor and partners; and
- Photo/film credentials and clearances (if needed)

The Contractor will be responsible for securing any audio or soundtracks, managing any voiceovers and providing the final products in English.

**QUALIFICATION REQUIREMENT**

- Bachelor's degree in visual arts, filmmaking or a related field
- At least 5 years of documented work experience in graphic illustration, documentary filmmaking, writing, producing, directing and editing
- Experience and knowledge of documentary filmmaking and editing software, including Adobe Photoshop, Aftereffects, Premiere Pro, Toon Boom or any other relevant software, and access to high-quality filming, light, sound and editing equipment



- Past experience with the United Nations or other renowned international organizations is an asset
- Knowledge of the United Nations, Sustainable Development Goals and the global processes on the key themes of environment, biodiversity conservation, pollination, food security, land degradation, etc.
- Experience in working in a diverse, multi-disciplinary and multi-cultural environment, engaging multiple stakeholders and driving to alignment and action are desirable
- Fluency in written and spoken English is required, a good understanding of Swahili is an asset.

## EVALUATION

Individual consultants will be evaluated based on a cumulative analysis taking into consideration the combination of the applicant's qualifications and financial proposal. The contract will be awarded to the individual consultant whose offer has been evaluated and determined as:

- 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.

Only those candidates who obtained at least 70% of points, or a minimum of 49 points, in the technical evaluation would be considered for financial evaluation.

### *Technical Evaluation (70% of total evaluation; maximum 70 points):*

- Academic qualification (Max. 5)
- At least 5 years of relevant experience in graphic illustration, documentary filmmaking, writing, producing, directing and editing (Max. 20)
- Experience and knowledge of documentary filmmaking and editing software, including Adobe Photoshop, Aftereffects, Premiere Pro, Toon Boom or any other relevant software, and access to high-quality filming, light, sound and editing equipment (Max. 20)
- Past experience with the United Nations or other renowned international organizations is an asset (Max. 5)
- Knowledge about the United Nations, Sustainable Development Goals and the global processes on the key themes of environment, biodiversity conservation, pollination, food security, land degradation etc. (Max. 5)
- Experience in working in a diverse, multi-disciplinary environment and engaging multiple stakeholders and driving to alignment and action is desirable (Max. 10)
- Language skills: Fluency in written and spoken English, a good understanding of Swahili (Max. 5)

### *Financial Evaluation (30% of total evaluation; maximum 30 points)*

## 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.



## FINANCIAL EVALUATION

The following formula will be used to evaluate financial proposal:

$p = y (\mu/z)$ , 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

## 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](mailto:consultants.ken@undp.org) to reach us not later than Thursday, 10 February 2022 by 5.00P.M Kenyan Time (GMT+3.00)

Please quote: "KEN/IC/005/2022– Documentary on Land Degradation Neutrality and Ecosystem Restoration in Kenya" on the subject line.

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