



## PROCUREMENT NOTICE

Date: 28 January 2022

**Country: Kenya**

### **NATIONAL INDIVIDUAL CONSULTANT - DOCUMENTARY ON LAND DEGRADATION NEUTRALITY AND ECOSYSTEM RESTORATION IN KENYA**

**Duration of assignment – 30 working days within a period of two months**

Firms are not eligible for this consultancy assignment. Open to national individual consultants only.

#### **1. 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 by setting a concrete set of measures at the national and sub-national levels.

However, financing the implementation of policies and programmes to achieve the SDGs has been challenging in Kenya. The key challenge is lack of an integrated approach to financing the SDGs, given the huge public finance gap for SDGs achievement in the Decade of Action. This has resulted in insufficient synergies and trade-offs between SDG-oriented policy areas (e.g., industrialization, environment, employment), impacting adversely on mobilizing private finance towards the SDGs.

Mobilizing public and private financial resources required to achieve the SDGs faces significant challenges, ranging from designing and implementing financing policies, through managing complex financing instruments, to effective coordination of diverse stakeholders for a common goal.

Challenges in public finance still exist, despite significant strides in strengthening public financial management systems, including through tax reforms.

The high public debt level of 58% of GDP in 2019 means a significant share of revenue is and will be spent on debt service payments. Meanwhile, private sector is yet to fully exploit SDG-oriented investment opportunities due to a combination of factors, including rigid business environment, lack of coherent investment policies, and lack of institutional back-up and coordination, among others.

The ongoing COVID-19 pandemic has been compounding various aspects of socio-economic development in Kenya, causing serious consequences on the economy, education, health, unemployment, gender inequality, tourism, agriculture, manufacturing, and trade among others.

**Objective:**

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

## 2. EXPECTED DELIVERABLES

Deliverables/Outputs	Payment (Target Due Date)
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%

## 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

### Academic Qualification

- Bachelor's degree in visual arts, filmmaking, or a related field

### Professional Experience

- 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

#### Language requirement:

- Fluency in written and spoken English is required, a good understanding of Swahili is an asset.

#### 4. TECHNICAL EVALUATION CRITERIA (Minimum 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)

#### 5. FINANCIAL PROPOSAL

Applicants are instructed to submit their financial proposals in KSH using the financial proposal template provided (Offerors 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.

#### 6. EVALUATION

##### Cumulative analysis

*The award of the contract will 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 weight; [70%]*

*\* Financial Criteria weight; [30%]*

Only candidates obtaining a minimum of 70% of the total technical evaluation will be considered for the Financial Evaluation.

## 7. 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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