

09 February 2022



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

for individual consultants and individual consultants assigned by consulting firms/institutions

Country:	Viet Nam
Description of the assignment:	National Consultant to provide Communications support to the ISEE-COVID Project
Period of assignment/services (if applicable):	252 working days (est.) from February 2022 to February 2023
Duty Station:	Hanoi, Viet Nam, with possible travel to other provinces
Tender reference:	P220202

1. Submissions should be sent by email to: [nguyen.ngoc.phuong@undp.org](mailto:nguyen.ngoc.phuong@undp.org) no later than:

**23.59 hrs., 24 February 2022 (Hanoi time)**

With subject line:

### **P220202 – NC to provide Communications support to the ISEE-COVID Project**

Submission received after that date or submission not in conformity with the requirements specified in this document will not be considered.

#### **Note:**

- Any individual employed by a company or institution who would like to submit an offer in response to this Procurement Notice must do so in their individual capacity, even if they expect their employers to sign a contract with UNDP.
- Maximum size per email is **30 MB**.
- Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. Procurement Unit – UNDP Viet Nam will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.
- After submitting proposal, bidder should send notification by email (without attachment) to: [procurement.vn@undp.org](mailto:procurement.vn@undp.org) informing that the bidder has submitted proposal. UNDP will not be responsible for the missing of proposal if the bidder does not send notification email to above address.
- Female consultants are encouraged to bid for this required service. Preference will be given to equally technically qualified female consultants.

#### **2. Please find attached the relevant documents:**

- [Term of References](#)..... (Annex I)

- [Individual Contract & General Conditions](#).....(Annex II)
- [Reimbursable Loan Agreement](#) (for a consultant assigned by a firm)..... (Annex III)
- [Letter to UNDP Confirming Interest and Availability](#) .....(Annex IV)
- [Financial Proposal](#)..... (Annex V)

### 3. Interested individual consultants must submit the following

**documents/information (in English, PDF Format)** to demonstrate their qualifications:

#### a. Technical component:

- CV including experience with a similar type of work (*see evaluation criteria (4.5,6,7) below*).
- Financial offer
- Relevant writing samples, each in English and Vietnamese (*see evaluation criteria (8) below*).

#### b. Financial proposal (with your signature):

- The financial proposal shall specify a total lump sum amount in **US dollar for International Consultant** including consultancy fees and all associated costs i.e. airfares, travel cost, meal, accommodation, tax, insurance etc. – see format of financial offer in Annex V.
- Please note that the cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable as a direct cost of the assignment.
- If quoted in other currency, prices shall be converted to the above currency at UN Exchange Rate at the submission deadline.

## 4. Evaluation

The technical component will be evaluated using the following criteria:

Consultant's experiences/qualification related to the services		
1	University degree in media relations, journalism, media studies, social science, humanities, or related fields	150
2	At least two (02) years of relevant experience at the national or international level in public relations, communications, or advocacy (Familiarity with UNDP and the UN system and with technical subjects of social impact business is an asset)	120
		30
3	Experience in the usage of computers and office software packages, good knowledge, and experience in handling web-based management systems;	100
4	Experience in producing communications products like infographics, short video clips, Twitter and Facebook posts with links to relevant products	150
5	Experience in communication support for both online and offline events, especially Facebook live streaming, Youtube live streaming, Zoom event.	150
6	Experience in supporting social impact businesses, women-led businesses is an advantage.	50
7	Graphic design capabilities are a vital asset;	50
8	Excellent command both of English and Vietnamese at the written by providing two writing samples of communication materials, such as press release, stories, blogs, brochure/ leaflet - one in English and one in Vietnamese	200
	<b>Total</b>	<b>1,000</b>

A two-stage procedure is utilized in evaluating the submissions, with evaluation of the technical components being completed prior to any price proposals being opened and compared.

The price proposal will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 1000 points in the evaluation of the technical component. The technical component is evaluated on the basis of its responsiveness to the Term of Reference (TOR). Maximum 1000 points will be given to the lowest offer and the other financial proposals will receive the points inversely proportional to their financial offers. i.e.  $S_f = 1000 \times F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the submission under consideration.

The weight of technical points is 70% and financial points is 30%.

**Submission obtaining the highest weighted points (technical points + financial points) will be selected subject to positive reference checks on the consultant's past performance.**

Interview with the candidates may be held if deemed necessary.

## **5. Contract**

"Lump-sum" Individual Contract will be applied for freelance consultant (Annex II)

"Lump-sum" RLA will be applied for consultant assigned by firm/institution/organization (Annex III)

Documents required before contract signing:

- International consultant whose work involves travel is required to complete the courses on BSAFE which the new online security awareness training is and submit certificate to UNDP before contract issuance.
- Note: In order to access the courses, please go to the following link: <https://training.dss.un.org>  
The training course takes around 3-4 hours to complete.
- Full medical examination and Statement of Fitness to work for consultants from and above 65 years of age and involve travel. (This is not a requirement for RLA contracts).
- Release letter in case the selected consultant is government official.

## **6. Payment**

18% upon the completion of the Output 1.1, Output 3 & progress reports for Output 2,4,5

18% upon the completion of the Output 6, Output 8.1 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 8.2, update of Output 6 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 10, update of Output 6 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 7 & Output 11

10% upon the completion of the Output 1.2 and process reports for Output 2,4,5

The total contract value includes the consultancy fee only. If the consultant is requested to travel outside Ha Noi, a separate payment for per diem and travel cost (based on UN-EU Cost norm) will be paid by UNDP on a factual basis.

## **7. Your proposals are received on the basis that you fully understand and accept these terms and conditions.**



## TERM OF REFERENCE

<b>Service</b>	<b>National Consultant to provide Communications support to the ISEE-COVID Project</b>
<b>Duty station:</b>	Hanoi, Viet Nam, with possible travel to other provinces
<b>Expected Duration</b>	25 February 2022- 25 February 2023
<b>Status</b>	Full time – can be part time with at least 20 working days per month
<b>Reporting to</b>	UNDP Program Analyst

### 1) BACKGROUND

The project “Leveraging Viet Nam’s Social Impact Business Ecosystem in Response to COVID-19” (ISEE COVID project), with sponsorship from the Global Affairs Canada, is co-implemented by UNDP and Agency of Enterprise Development (AED), Ministry of Planning and Investment, aims to enhance the resilience of social impact businesses (SIBs) in Viet Nam and contribute to reducing the impact of COVID-19 on vulnerable groups, especially women and girls. The ISEE COVID project has two primary objectives: (i) improving the effectiveness of SIBs, especially those led by women and vulnerable groups, to address the social and gendered impacts of COVID-19 and to accelerate the achievement of the SDGs; and (ii) strengthening the regulatory environment for SIBs to be more gender-responsive, inclusive and transparent, thereby supporting the resilience of SIBs to COVID-19 impact, with a particular focus on SIBs that are led by women and other vulnerable groups.

To achieve the above objectives, the project's activities need to be communicated widely with clear messages to the target audiences (the SIB ecosystem's stakeholders) and the mass audiences. By that, the project could engage appropriate partners, SIBs and attract the attention of society.

Under the supervision of the Program Analyst/Project Management and the Communication Analyst, the Communications Consultant is responsible for supporting project communications, including creating products, running campaigns, providing relevant inputs for SIBs, and implementing advocacy activities.

### 2) OBJECTIVES

The consultant is expected to provide services to the ISEE-COVID project in the following areas of work:

- Support in project communication in general
- Support the implementation of communication campaigns on SIB, SIB products, SIB supporting policy, and the Online sale campaign for SIB products and services

### 3) SCOPE OF WORK

#### **3.1 Support in project communication:**

- Under the guidance of the UNDP Communication Analyst, develop the project communication plans and strategy.
- Design and prepare communications materials (brochures, standees, backdrops, videos, infographic)
- Collecting, developing, and drafting articles, press releases, human-interest stories, and other advocacy/information materials to further the project's work through both web-based and traditional media, as appropriate;
- Support the development of 05 short documentary videos, including contributing to scripts and working with filmmakers and other experts to ensure high quality, relevant and compelling content.
- Provide on-site communication support for the events (if necessary).
- Collect and provide the information on communication for monitoring and evaluation purposes
- Guide the responsible party and project's partners on the communication policy, ensure the quality, consistency, appropriateness, and visibilities of UNDP and donors on the communication materials, activities, processes, and messages shared with partners;
- Develop content for project websites and social media channels (Twitter posts, Facebook updates, Instagram stories, Youtube videos), emphasizing the contribution of the project to overall Viet Nam efforts on supporting social impact businesses
- Develop social media packages for important days such as Vietnamese Entrepreneurs Day, International Disability Day, Indigenous Peoples' Day... and critical project milestones;
- Advise project's colleagues on leveraging social media platforms for events, conferences, and talks;
- Carry out other relevant requests from the Project Manager

### 3.2 Support the implementation of communication campaigns on SIB, SIB products, SIB supporting policy, and the Online sale campaign for SIB's products and services

- Develop the detailed plans, select appropriate communication messages
- Communicate with the organizing partners, ensuring the success of the communication campaigns
- Provide any needed support for the implementation of the campaigns
- Provide communication support to the SIBs, SIB intermediaries who join the campaigns

#### 4) DURATION OF ASSIGNMENT, DUTY STATION, AND EXPECTED PLACES OF TRAVEL

##### 4.1 Expected duration of the assignment

Start 25 February 2022

End 25 February 2023

##### 4.2 Duty station

The assignment will be based in Green One UN house or the office of SIB Hub in Hanoi, Viet Nam, with possible field travel to Ho Chi Minh City, Da Nang, Hue, Hoa Binh, or other locations in Viet Nam, and field travel costs would be covered separately by the project (if necessary) based on UN-EU cost norms

#### 5) TASKS, TIMEFRAME, AND EXPECTED DELIVERABLES

No	Tasks	Timeline	Deliverables
<b>3.1 Effective support in project communication:</b>			
1	Develop the project communication plan and strategy for the project under the guidance of the UNDP Communication Analyst 1.1 The plan for 2022 1.2 The plan for 2023	31 March 2022 30 January 2024	Communications strategy and action plan with a quarterly update
2	Support the implementation of the communication plan	Monthly	Relevant activities' communication plans and communication reports
3		30 April	Complete the

	Guide the responsible party and project's partners on the communication policy	2022	"Communication guiding and relevant materials."
4	Collect and provide the information on communication for monitoring and evaluation purposes	Monthly	Monthly data reports
5	Produce media reports on project events after each event to be covered. Draft social media content on project activities and events for Facebook, Twitter, YouTube, and Instagram.	Monthly	List of at least 5 media posts each month
6	Develop/update project websites/web pages for the ISEE-COVID project.	30 May 2022 and update Quarterly on July, October 2022	A website/webpage will be done on May 2022 with a quarterly update
7	Report on the communication of the project in general	December 2022	A 2022 final communication report
<b>3.2 Support the implementation of communication campaigns on SIB, SIB's product and SIB supporting policy, and the Online sale campaign for SIB's products and services</b>			
8	Provide technical inputs for the communication campaigns: 8.1 Policy communication campaign 8.2 SIB and SIB's products campaign	June 2022 August 2022	The completed concept notes for relevant the communication campaigns
9	Provide needed support for the implementation of the campaigns	Monthly	Report on the process of the campaigns
10	Provide communication support to the SIBs, SIB intermediaries who join the campaigns	October 2022	Provide technical support when required, reports are required
11	Report on the results of the communication campaigns in 2022	December 2022	Final report on results of communication campaigns

## 6) MONITORING AND PROGRESS TRACKING

The National Consultant shall report to UNDP Program Analyst/ Project Manager on the deliverables of his/her work regarding a work plan, deadlines, and verification activities.

## 7) EXPERTISE AND QUALIFICATIONS

- University degree in media relations, journalism, media studies, social science, humanities, or related fields
- At least two (02) years of relevant experience at the national or international level in public relations, communications, or advocacy;
- Experience in the usage of computers and office software packages, good knowledge, and experience in handling of web-based management systems;
- Experience in producing communications products like infographics, short video clips, Twitter and Facebook posts
- Experience in communication support for both online and offline events, especially the Facebook live streaming, Youtube live streaming, Zoom event
- Familiarity with UNDP and the UN system and with technical subjects of social impact business is an asset;
- Graphic design capabilities are a vital asset;

### **\* Language Requirement:**

Fluent **English and Vietnamese** are required — the deliverables must be presented in either or both languages according to the audience.

## 8) TERMS OF PAYMENT

18% upon the completion of the Output 1.1, Output 3 & progress reports for Output 2,4,5

18% upon the completion of the Output 6, Output 8.1 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 8.2, update of Output 6 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 10, update of Output 6 & progress reports for Output 2,4,5,9

18% upon the completion of the Output 7 & Output 11

10% upon the completion of the Output 1.2 and process reports for Output 2,4,5

The total contract value includes the consultancy fee only. If the consultant is requested to travel outside Ha Noi, a separate payment for per diem and travel cost (based on UN-EU Cost norm) will be paid by UNDP on a factual basis.

## 9) CONSULTANCY RATE AND REQUIREMENTS FOR SUBMISSION OF APPLICATIONS

- Interested national consultant must submit the following documents/information to demonstrate the qualification of the national consultant:
- CV including experience with a similar type of work and two relevant writing samples, each in English and Vietnamese (see evaluation criteria below).
- Quotation: Estimation budget per day (the consultancy fee). “2017 EU-UNDP Guidelines for



Financing Local Costs in Development Cooperation with Viet Nam” will be applied.

10) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

NONE                      x PARTIAL                      INTERMITTENT                      x FULL-TIME

**ANNEX 1 – Technical Evaluation Criteria**

<b>Qualifications</b>	<b>Points</b>
University degree in media relations, journalism, media studies, social science, humanities, or related fields	150
At least two (02) years of relevant experience at the national or international level in public relations, communications, or advocacy	120
(Familiarity with UNDP and the UN system and with technical subjects of social impact business is an asset)	30
Experience in the usage of computers and office software packages, good knowledge, and experience in handling web-based management systems;	100
Experience in producing communications products like infographics, short video clips, Twitter and Facebook posts with links to relevant products	150
Experience in communication support for both online and offline events, especially Facebook live streaming, Youtube live streaming, Zoom event.	150
Experience in supporting social impact businesses, women-led businesses is an advantage.	50
Graphic design capabilities are a vital asset;	50
Excellent command both of English and Vietnamese at the written by providing two writing samples of communication materials, such as press release, stories, blogs, brochure/ leaflet - one in English and one in Vietnamese	200
<b>TOTAL</b>	<b>1000</b>

## ANNEX IV

### **OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT**

Date \_\_\_\_\_

*(Name of Resident Representative/Bureau Director)*

United Nations Development Programme

*(Specify complete office address)*

Dear Sir/Madam:

I hereby declare that:

- A) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of [*indicate title of assignment*] under the [*state project title*];
- B) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- C) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV which I have duly signed and attached hereto as Annex 1;
- D) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3 [*delete this item if the TOR does not require submission of this document*];
- E) I hereby propose to complete the services based on the following payment rate: [*please check the box corresponding to the preferred option*]:
  - ☐ An all-inclusive daily fee of [*state amount in words and in numbers indicating currency*]
  - ☐ A total lump sum of [*state amount in words and in numbers, indicating exact currency*], payable in the manner described in the Terms of Reference.
- F) For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Annex V;
- G) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;
- H) This offer shall remain valid for a total period of \_\_\_\_\_ days [*minimum of 90 days*] after the submission deadline;

I) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists];*

J) If I am selected for this assignment, I shall *[please check the appropriate box]:*

- ☐ Sign an Individual Contract with UNDP;
- ☐ Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:

K) I hereby confirm that *[check all that applies]:*

- ☐ At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;
- ☐ I am currently engaged with UNDP and/or other entities for the following work:

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

- ☐ I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal:

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount

L) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

M) **If you are a former staff member of the United Nations recently separated, please add this section to your letter:** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.

N) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.

O) Are any of your relatives employed by UNDP, any other UN organization or any other public international organization?

YES ☐ NO ☐ If the answer is "yes", give the following information:

Name	Relationship	Name of International Organization

P) Do you have any objections to our making enquiries of your present employer?

YES ☐ NO ☐

Q) Are you now, or have you ever been a permanent civil servant in your government's employ?

YES ☐ NO ☐ If answer is "yes", WHEN?

R) REFERENCES: List three persons, not related to you, who are familiar with your character and qualifications.

Full Name	Full Address	Business or Occupation

S) Have you been arrested, indicted, or summoned into court as a defendant in a criminal proceeding, or convicted, fined or imprisoned for the violation of any law (excluding minor traffic violations)?

YES ☐ NO ☐ If "yes", give full particulars of each case in an attached statement.

I certify that the statements made by me in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief. I understand that any misrepresentation or material omission made on a Personal History form or other document requested by the Organization may result in the termination of the service contract or special services agreement without notice.

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NB. You will be requested to supply documentary evidence which support the statements you have made above. Do not, however, send any documentary evidence until you have been asked to do so and, in any event, do not submit the original texts of references or testimonials unless they have been obtained for the sole use of UNDP.

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**Annexes** *[please check all that applies]:*

- ☐ CV shall include Education/Qualification, Professional Certification, Employment Records /Experience
- ☐ Breakdown of Costs Supporting the Final All-Inclusive Price as per Template

## **GUIDELINES FOR CV PREPARATION**

WE REQUEST THAT YOU USE THE FOLLOWING CHECKLIST WHEN PREPARING

Your CV:

Limit the CV to 3 or 4 pages

NAME (First, Middle Initial, Family Name)

Address:

City, Region/State, Province, Postal Code

Country:

Telephone, Facsimile and other numbers

Internet Address:

Sex, Date of Birth, Nationality, Other Citizenship, Marital Status

Company associated with (if applicable, include company name, contact person and phone number)

### **SUMMARY OF EXPERTISE**

Field(s) of expertise (be as specific as possible)

Particular development competencies-thematic (e.g. Women in Development, NGOs, Privatization, Sustainable Development) or technical (e.g. project design/evaluation)

Credentials/education/training, relevant to the expertise

### **LANGUAGES**

Mother Tongue:

Indicate written and verbal proficiency of your English:

### **SUMMARY OF RELEVANT WORK EXPERIENCE**

Provide an overview of work history in reverse chronological order. Provide dates, your function/title, the area of work and the major accomplishments include honorarium/salary. References (name and contact email address) must be provided for each assignment undertaken by the consultant that UNDP may contact.

### **UN SYSTEM EXPERIENCE**

If applicable, provide details of work done for the UN System including WB. Provide names and email address of UN staff who were your main contacts. Include honorarium/salary.

### **UNIVERSITY DEGREES**

List the degree(s) and major area of study. Indicate the date (in reverse chronological order) and the name of the institution where the degree was obtained.

### **PUBLICATIONS**

Provide total number of Publications and list the titles of 5 major publications (if any)

### **MISCELLANEOUS**

Indicate the minimum and maximum time you would be available for consultancies and any other factors, including impediments or restrictions that should be taken into account in connection with your work with this assignment.

## Annex V

### FINANCIAL OFFER

Having examined the Solicitation Documents, I, the undersigned, offer to provide all the services in the TOR for the sum of .....US\$

This is a lump sum offer covering all associated costs for the required service (fee, meal, accommodation, travel, taxes etc).

#### Cost breakdown:

No.	Description	Quantity	Unit Rate (US\$)	Total
1	Consultancy fee (daily rate)			
2	Out of pocket expenses			
2.1	Travel			
2.2	Per diem			
2.3	Full medical examination and Statement of Fitness to work for consultants from and above 65 years of age and involve travel – (required before issuing contract). *			
2.5	Others (pls. specify).....			
2.6	VAT** if applicable (in case your company signs the contract)			
	<b>TOTAL</b>			

\* Individual Consultants/Contractors who are over 62 years of age with assignments that require travel and are required, **at their own cost**, to undergo a full medical examination including x-rays and obtaining medical clearance from **an UN-approved doctor** prior to taking up their assignment.

\*\* Individual Consultants/Contractors who request their employer to sign a Reimbursable Loan Agreement (RLA) with UNDP for their behalves are reminded to add the Value Added Tax into the total lump sum of the Financial Offer if applicable.

I undertake, if my proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

I agree to abide by this proposal for a period of 120 days from the submission deadline of the proposals.

Dated this day /month                      of year

Signature

*(The costs should only cover the requirements identified in the Terms of Reference (TOR)*

*Travel expenses are not required if the consultant will be working from home).*