



**REQUEST FOR PROPOSAL (RFP)
(For Low-Valued Services)**

To:	DATE: April 29, 2022
	RFP/UNDPKE/008/2022 (Consultancy to Provide Strategic Communications Services to the Africa Borderlands Centre (ABC))

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Consultancy to Provide Strategic Communications Services to the Africa Borderlands Centre (ABC)**.

Please be guided by the form attached hereto as Annex 3 & 4, in preparing your Proposal. **Technical and Financial Proposals should be submitted in separate PDF Files**

Annex 1 – Description of Requirements

Annex 2 – Terms of Reference

Annex 3 – Form for submitting service provider's Technical proposal

Annex 4 – Form for submitting service provider's Financial proposal

Annex 5 – General Terms and Conditions of the Contract

Proposals should be submitted to; bids.ke@undp.org on or before 5.00 P.M (Kenyan Time EAT+3.00) on Wednesday, 18th May 2022.

Your Proposal must be expressed in the English, and valid for a minimum period of 120 days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 5

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscoc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:

143805A809F842B
Margaret Mbugua
Procurement Analyst

Annex 1

Description of Requirements

Context of the Requirement	<p>Africa borderlands are notable for enormous innovation and creativity, and they contain human and natural resources to support inclusive socio-economic growth. On the one hand, these potentials and success stories, often go unnoticed as a result of crises, insecurity, and poverty. On the other hand, these stories of hope and resilience amplify the vulnerabilities millions of men, women and children across the continent have to contend with.</p> <p>The Africa Borderlands Centre (ABC) was established to provide new and creative interventions and to implement development assistance in the borderlands. This is based on unique experiences and strengths and a bottom-up approach that works within these marginal spaces. The ABC will articulate a mix of time-tested traditions, local knowledge and practices, and social resilience building mechanisms that are at risk of becoming extinct, in order to provides solutions for a wide array of challenges.</p> <p>The unique selling point of the ABC is its ability to connect local borderlands knowledge with specialized global UNDP development expertise. The Centre was launched in February 2021 at a global event themed on “Elevating Voices from the Borderlands”. In its first year of implementation, it was operational in 19 African countries, and working intimately with communities on a day-to-day basis to implement tailored solutions. Interventions included support for informal cross-border online trading; unleashing the creative and entrepreneurial potential of climate refugees to build forward better; tapping into the incredible potential of small and micro industries in creating opportunities for inclusive growth and connecting them with new finance opportunities.</p> <p>The Centre has produced several communication products including brochures, beneficiary impact stories, videos and Infographics, that vividly illustrate UNDP partnerships in and with borderland communities. It is also implementing a comprehensive communication and media plan for its flagship research on resilience building by farmers and pastoralists in West and East Africa.</p> <p>ABC’s target audience for communication and advocacy includes UNDP internally (HQ, Regional Hubs, and Country Offices), borderland community stakeholders, regional institutions (AU and Regional Economic Communities), data, research and policy communities, international development partners, and the private sector entities invested in blended finance and impact funding., and global and regional media platforms including social media, digital media, print, radio and television.</p> <p>Effective and impactful communication is essential to the work of the Centre. Previous discussions about the Centre’s advocacy work have identified key areas for improvement as follows:</p> <ul style="list-style-type: none"> ▪ Enhanced overall visibility of the Centre’s work within high-profile partner networks. ▪ Enhanced communication of the ABC’s beneficiary impact and results to ensure it effectively reaches all stakeholders and intended audiences.
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	<ul style="list-style-type: none"> ▪ Strategic use of media, social media, micro-messaging, and communication of knowledge products produced by the Centre. ▪ Deliberate and targeted policy advocacy, to enhance the influencing roles of the ABC at the global, regional and national levels. <p>In the light of the foregoing, the ABC seeks the services of a qualified Communication and or Public Relations firm to design, deliver and implement a tailored and result-oriented strategic communication and public relations plan for influencing policies on borderlands development in Africa.</p>
Implementing Partner of UNDP	UNDP
Brief Description of the Required Services ¹	<p>Overall Objective:</p> <p>The overall objective of the assignment is to strengthen the policy influencing role of the Africa Borderlands Centre through the implementation of tailored strategic communications and public relations plan.</p> <p>Specific Objectives:</p> <p>The specific objectives of this Consultancy are to:</p> <ol style="list-style-type: none"> 1) Map out, review and cluster the target audience and development partners of the ABC, based on the Centre's programmatic and resource mobilizations objectives. 2) Assess the ways in which ABC's communication outputs (website, media appearances, participation in high profile events, partners' engagement, engagements in Communities of Practice, social media, publications, etc.) can best be leveraged for meeting the needs of the target audience and respond to the priorities of development partners. 3) Develop a detailed plan, implementable within a 12-month period, for enhancing the visibility of the ABC with the diverse stakeholders and target audiences, including on training and coaching for ABC Staff. 4) Design and implement specific outreach activities for the Centre focused on writing, editing, advisories, lobbying, facilitation and participation in co-creating solutions for visibility, partnerships and resource mobilization. 5) Disseminate signature products of the ABC through strategic events and activities that can improve visibility, policy influencing and resource mobilization for the Centre. 6) Prepare a Report, detailing the results achieved by the Firm in implementing the objectives.

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

List and Description of Expected Outputs to be Delivered	<p>The scope, nature of work and methodology of the assignment are as follows:</p> <ol style="list-style-type: none"> I. Analysis of ABC's Target Audience & Donors and Communications Outputs: This involves a stakeholder analysis and consultation with the ABC to develop a comprehensive database of relevant target institutions, personalities, and media. ABC's objective is to vastly improve its communication and visibility for policy advocacy, and the existing capabilities and challenges within the project to achieve its objectives. II. Production of a Detailed Implementation Plan: Undertake a thorough articulation of a detailed plan, with specific activities, timelines and key stakeholders, as well as Key Performance Indicators, to enhance the policy influencing role of the ABC. III. Delivery of at least 40% of the Outputs Agreed in the Implementation Plan: This entails the achievement of the Key Performance Indicator of which 40% of these will be activities outlined in the implementation plan, based on the agreed milestones. The languages of delivery should be in French and English. IV. Completion of Project Implementation and Acceptance of the Project Final Report: This includes the achievement of 60% additional Key Performance Indicators, in line with the listed deliverables under section II, and the submission of the final report of the consultancy assignment. The languages of delivery should be in French and English. <p>The delivery of the assignment will be informed by relevant ABC documentations, UNDP's strategic plan, the Africa Promise, RPA Strategic plan, previous knowledge products of ABC, partnership mapping, past reviews and telephone and/or face to face interview with ABC Staff, UNDP entities and selected country offices and external clients.</p>
Person to Supervise the Work/Performance of the Service Provider	UNDP
Frequency of Reporting	Monthly schedule
Progress Reporting Requirements	<p>Monthly meetings and scheduled reports</p> <p>All reports are to be submitted in a confidential and timely fashion: monthly analysis reports should be submitted at the latest 3 days after the end of each month, and quarterly reports should be submitted at the latest 5 days after the end of each reporting quarter.</p>

Location of work	Home based with possibility of travel to specific borderland events in United States of America, Belgium, Ethiopia and Kenya.
Estimated Duration of Assignment	Ninety Five (95) days spread over a period of 12 months
Target start date	1 st June 2022
Latest completion date	30 th May 2023
Travels Expected	<p>UNDP's approval, the following travels are envisaged for the assignment (one trip per location):</p> <p>Travel Schedule:</p> <ol style="list-style-type: none"> 1. New York, United States of America 2. Brussels, Belgium 3. Addis Ababa, Ethiopia 4. Nairobi, Kenya
Special Security Requirements	<p>The responsibility for the safety and security of the Contractor, its personnel and property, and project's property in the Contractor's custody, rests with the Contractor. The Contractor shall:</p> <ol style="list-style-type: none"> a) Put in place an appropriate security plan and maintain the security plan, considering the security situation in the country where the services are being provided. b) Assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan. c) 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. d) Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. e) Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for the project's property in its custody.
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A

Implementation Schedule indicating breakdown and timing of activities/sub-activities	Refer to TOR (Annex 2) for full scope.
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input type="checkbox"/> Kenya Shillings (Kes)
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms ³	The organization will indicate the cost of services for each deliverable in US Dollars (USD) all-inclusive lump sum contract amount when applying for this consultancy. The firm will be paid only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. The organization shall receive the lump sum service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule: 1) 15% upon submission of analytical Report on ABC's Target Audience, Development Partners and Communications Outputs;

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<p>2) 40% upon production of detailed implementation plan;</p> <p>3) 35% upon delivery of 40% of agreed milestones in the implementation plan;</p> <p>4) 10% upon delivery of 60% of KPIs in the agreed implementation plan and submission of final report.</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP
Type of Contract to be Signed	<p><input type="checkbox"/> Purchase Order</p> <p><input type="checkbox"/> Institutional Contract</p> <p><input checked="" type="checkbox"/> Contract for Professional Services</p> <p><input type="checkbox"/> Long-Term Agreement⁴ (if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)</p> <p><input type="checkbox"/> Other Type of Contract [pls. specify]</p>
Criteria for Contract Award	<p><input type="checkbox"/> Lowest Price Quote among technically responsive offers</p> <p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p>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.</p> <p><input type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</p>
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Experience of the Firm in implementing multi-country mapping, research and knowledge product production in Africa</p> <p><input checked="" type="checkbox"/> Proven, capabilities of the Technical Team in research and knowledge production</p> <p><input checked="" type="checkbox"/> Understanding of the scope of work as evidenced in the technical Proposal</p> <p><input checked="" type="checkbox"/> Articulation of a clear, implementable and efficient approach to crowd-source innovative contents from the borderlands</p> <p><input checked="" type="checkbox"/> Track record working on developing visibility materials in remote communities in Africa</p>

⁴ Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$200,000.00.

	Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors:
Contract General Terms and Conditions ⁵	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP ⁶	Annex 1 – Description of Requirements Annex 2 – Terms of Reference Annex 3 – Form for submitting service provider's Technical proposal Annex 4 – Form for submitting service provider's Financial proposal Annex 5 – General Terms and Conditions of the Contract
Contact Person for Inquiries (Written inquiries only) ⁷	UNDP Kenya Procurement E-mail address: undp.kenya.procurement@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.

⁵ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁶ Where the information is available in the web, a URL for the information may simply be provided.

⁷ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Other Information	<p>MINIMUM REQUIRED QUALIFICATIONS AND COMPETENCIES OF THE ORGANIZATION</p> <p>The organization will be required to have:</p> <ul style="list-style-type: none"> a) A minimum of 7 years' experience in the delivery of strategic communications assignments for international development organizations or the corporate/ private sector. b) Capacity to deliver top-notch communication results within a network of complex donors and partners. c) Proof of excellent relationship and influencing strategic positioning of organizations with major news outlets and media networks. d) Multicultural team with fluency (written and verbal) in English; French and Portuguese languages. e) Experience in linking organizations to new partnerships and resource mobilization opportunities. f) Experience in engagement with Africa Union and Regional Economic Organizations. g) Experience in achieving policy influencing through the design and delivery of tailored advocacy, lobbying and technical support. h) Ability to present a team of experts (comprising a Team Leader, Communications and Resource Mobilization Expertise). i) Ability to mobilize private sector entities to buy into the objectives of the ABC in the areas of blended finance and impact funding for communities at risk of being left behind in the SDGs process. j) Prior experience in working in the borderlands and/or cross-border programming is an advantage, but not a pre-requisite. k) Previous experience of working with a UN agency or with any other international and multilateral agency is an asset.
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Technical Evaluation Criteria

Summary

Summary of Technical Proposal Evaluation Forms		Score Weight	Max. Obtainable Points
Form 1	Expertise of the consulting firm / company submitting the proposal	30%	300
Form 2	Methodology	40%	400
Form 3	Personnel	30%	300
	Total	100%	1000

Form 1: Expertise of the Consulting Firm / Company Submitting the Proposal

S. No.	Description of Criteria	Max. Obtainable Points
1.1	Experience of the Firm in implementing providing strategic communications services for international organizations or the private sector	30
1.2	Proven capabilities of the Technical Team to deliver on the outputs (Firms are required to submit CVs of all key operational personnel to undertake the Consultancy, indicating all experience from similar projects)	45
1.3	Understanding of the scope of work as evidenced in the technical Proposal	45
1.4	Articulation of achievement of results in areas of policy influencing and resource mobilization for previous clients	120
1.5	Previous engagement with international and local media organizations, on behalf of clients in international development and/or private sector	60
	Total Form 1	300

Form 2: Proposed Work Plan and Approach

S. No.	Description of Criteria	Max. Obtainable Points
2.1	To what degree does the Offeror understand the task?	100
2.2	Have the important aspects of the task been addressed in sufficient detail?	100
2.3	Is the scope of task well defined and does it correspond to the TOR?	100
2.4	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation of the project?	100
	Total Form 2	400

Form 3: Personnel

S. No.	Description of Criteria	Max. Obtainable Points
Part 3A: Team Leader		
3.1.0	Masters degree in Social Sciences, Humanities, Psychology, Development Studies, or related fields	10
3.1.1	A minimum of 10 years' experience in providing overall management of strategic communications, with clients such as international organizations and the private sector.	10
3.1.2	Proven work and experience in promoting the SDGs achievements with a mix of international development actors and the private sector.	15
3.1.3	Proven experience working with marginalized communities, including the borderlands and on cross-border programming.	15
3.1.4	Proven result in successfully leveraging policy influencing and resource mobilization for international development organizations.	15
3.1.5	Familiarity with the development context and dynamics of Africa's borderlands, particularly in the post-Covid 19 contexts.	10
3.1.6	Competencies: <ul style="list-style-type: none"> Expert knowledge and experience in developing strategic communications plans for international organizations. Excellent innovative and strategic thinking skills; Proven working experience in conceptualizing and designing specific initiatives to improve policy influencing and resource mobilization for large organizations. Ability to identify entry points within the complex networks of donors, states and issues, to leverage the borderlands agenda. Excellent command of the English, French or Portuguese languages. 	25
Sub-total A		100

Part 3B: Communications Expert		
3.2.0	University degrees in either Communications, Social Sciences, Humanities, International Development or related fields	10
3.2.1	A minimum of 5 years' experience in the design and delivery of tailored communication products for international development organizations or private sector.	10
3.2.2	Practical experience in creative writing, editing, videography, and production of contents for development actors.	20
3.2.3	Proven working experience in conceptualizing and designing products tailored to specific donors, with special emphasis on marginalized groups and persons.	15

3.2.4	Proven experience in supporting international organizations to achieve visibility with the private sector stakeholders interested in blended finance for social impact.	15
3.2.5	Familiarity with the development context and dynamics of the borderlands, particularly in the post-Covid 19 contexts.	10
3.2.6	Competencies: <ul style="list-style-type: none"> • Expert knowledge and experience in transforming complex and disparate narratives into tailored and coherent themes and stories. • Excellent creative writing and visuals skills, deployed to innovative and strategic thinking; • Proven working experience in facilitating advocacy and communications work with major donors and international organizations. • Ability to deliver contents that is cognizant of complexity of the partners' networks. • Excellent command of the English, French or Portuguese languages. 	20
Sub-total B		100

Part 3C: Resource Mobilization Expert		
3.3.0	University degree in Social Sciences, Humanities, Law, Behavioural Sciences, International Development or related field.	10
3.3.1	A minimum of 5 years' experience in designing, delivering and implementing resource mobilization plans for international development actors and the private sector.	10
3.3.2	Proven results in improving resource mobilization for clients.	20
3.3.3	Knowledge of and experience in leveraging private sector funds for impact investment in development.	15
3.3.4	Familiarity with the development context and dynamics of the borderlands, particularly in the post-Covid 19 contexts.	20
3.3.5	Competencies: <ul style="list-style-type: none"> • Excellent analytical and interpersonal skills, including written and oral communication. • Previous experiences in supporting the mobilization of resources for international development partners. • Good donor and private-sector funding intelligence. • Good knowledge of networks of donors, their interests, programme frameworks and projections. • Ability to work in multicultural teams. • Excellent command of the English, French or Portuguese languages. 	25
Sub-total D		100
Total Form 3		300

TERMS OF REFERENCE (TOR)


**UNITED NATIONS DEVELOPMENT PROGRAMME
REQUEST FOR PROPOSAL (RFP)**
I. Services Description
CONSULTANCY TO PROVIDE STRATEGIC COMMUNICATIONS SERVICES TO THE AFRICA BORDERLANDS CENTRE (ABC)
II. General Information

Service Description: Public Relations Consultancy Company (Firm) or Consortium to provide strategic communications services to the Africa Borderlands Centre

Duty Station: Home Based (with possibility of travel to specific borderland events)

Estimated Duration of Assignment: 95 days spread over a 12-month period

Expected Start Date: 1st June 2022

Languages of Delivery: French and English

III. Background Information

Africa borderlands are notable for enormous innovation and creativity, and they contain human and natural resources to support inclusive socio-economic growth. On the one hand, these potentials and success stories, often go unnoticed as a result of crises, insecurity, and poverty. On the other hand, these stories of hope and resilience amplify the vulnerabilities millions of men, women and children across the continent have to contend with.

The Africa Borderlands Centre (ABC) was established to provide new and creative interventions and to implement development assistance in the borderlands. This is based on unique experiences and strengths and a bottom-up approach that works within these marginal spaces. The ABC will articulate a mix of time-tested traditions, local knowledge and practices, and social resilience building mechanisms that are at risk of becoming extinct, in order to provides solutions for a wide array of challenges.

The unique selling point of the ABC is its ability to connect local borderlands knowledge with specialized global UNDP development expertise. The Centre was launched in February 2021 at a global event themed on “Elevating Voices from the Borderlands”. In its first year of implementation, it was operational in 19 African countries, and working intimately with communities on a day-to-day basis to implement tailored solutions. Interventions included support for informal cross-border online trading; unleashing the creative and entrepreneurial potential of climate refugees to build forward better; tapping into the incredible potential of small and micro industries in creating opportunities for inclusive growth and connecting them with new finance opportunities.

The Centre has produced several communication products including brochures, beneficiary impact stories, videos and Infographics, that vividly illustrate UNDP partnerships in and with borderland communities. It is also implementing a comprehensive communication and media plan for its flagship research on resilience building by farmers and pastoralists in West and East Africa.

ABC’s target audience for communication and advocacy includes UNDP internally (HQ, Regional Hubs, and Country Offices), borderland community stakeholders, regional institutions (AU and Regional Economic Communities), data, research and policy communities, international development partners, and the private sector entities invested in

blended finance and impact funding., and global and regional media platforms including social media, digital media, print, radio and television.

Effective and impactful communication is essential to the work of the Centre. Previous discussions about the Centre's advocacy work have identified key areas for improvement as follows:

- Enhanced overall visibility of the Centre's work within high-profile partner networks.
- Enhanced communication of the ABC's beneficiary impact and results to ensure it effectively reaches all stakeholders and intended audiences.
- Strategic use of media, social media, micro-messaging, and communication of knowledge products produced by the Centre.
- Deliberate and targeted policy advocacy, to enhance the influencing roles of the ABC at the global, regional and national levels.

In the light of the foregoing, the ABC seeks the services of a qualified Communication and or Public Relations firm to design, deliver and implement a tailored and result-oriented strategic communication and public relations plan for influencing policies on borderlands development in Africa.

IV. Objective of the Consultancy

Overall Objective:

The overall objective of the assignment is to strengthen the policy influencing role of the Africa Borderlands Centre through the implementation of tailored strategic communications and public relations plan.

Specific Objectives:

The specific objectives of this Consultancy are to:

- 1) Map out, review and cluster the target audience and development partners of the ABC, based on the Centre's programmatic and resource mobilizations objectives.
- 2) Assess the ways in which ABC's communication outputs (website, media appearances, participation in high profile events, partners' engagement, engagements in Communities of Practice, social media, publications, etc.) can best be leveraged for meeting the needs of the target audience and respond to the priorities of development partners.
- 3) Develop a detailed plan, implementable within a 12-month period, for enhancing the visibility of the ABC with the diverse stakeholders and target audiences, including on training and coaching for ABC Staff.
- 4) Design and implement specific outreach activities for the Centre focused on writing, editing, advisories, lobbying, facilitation and participation in co-creating solutions for visibility, partnerships and resource mobilization.
- 5) Disseminate signature products of the ABC through strategic events and activities that can improve visibility, policy influencing and resource mobilization for the Centre.
- 6) Prepare a Report, detailing the results achieved by the Firm in implementing the objectives.

V. Scope, Nature of Work and Methodology

The scope, nature of work and methodology of the assignment are as follows:

- V. **Analysis of ABC's Target Audience & Donors and Communications Outputs:** This involves a stakeholder analysis and consultation with the ABC to develop a comprehensive database of relevant target institutions, personalities, and media. ABC's objective is to vastly improve its communication

and visibility for policy advocacy, and the existing capabilities and challenges within the project to achieve its objectives.

- VI. **Production of a Detailed Implementation Plan:** Undertake a thorough articulation of a detailed plan, with specific activities, timelines and key stakeholders, as well as Key Performance Indicators, to enhance the policy influencing role of the ABC.
- VII. **Delivery of at least 40% of the Outputs Agreed in the Implementation Plan:** This entails the achievement of the Key Performance Indicator of which 40% of these will be activities outlined in the implementation plan, based on the agreed milestones. The languages of delivery should be in French and English.
- VIII. **Completion of Project Implementation and Acceptance of the Project Final Report:** This includes the achievement of 60% additional Key Performance Indicators, in line with the listed deliverables under section II, and the submission of the final report of the consultancy assignment. The languages of delivery should be in French and English.

The delivery of the assignment will be informed by relevant ABC documentations, UNDP's strategic plan, the Africa Promise, RPA Strategic plan, previous knowledge products of ABC, partnership mapping, past reviews and telephone and/or face to face interview with ABC Staff, UNDP entities and selected country offices and external clients.

VI. Expected Deliverables Timelines & Payment Schedules

#	Deliverable/ Output	Description	Payment	Responsibility
1.	Analytical Report on ABC's Target Audience, Development Partners and Communications Outputs	Provides a detailed analysis of the baseline, challenges, opportunities, mapping of key partners and design a communications approach to improve policy influencing	15%	Consulting Firm
2.	Production of detailed implementation plan	Work plan of how the firm will provide substantive technical, advisory, lobbying and facilitation services, to improve policy influencing	40%	Consulting Firm develops a detailed workplan, with measurable Key Performance Indicators
3.	Delivery of 40% of agreed milestones in the implementation plan	Report showing demonstrable proof that 40% of the agreed Key Performance Indicators have been achieved.	35%	Progress Report.
4.	Delivery of 60% of KPIs in the agreed implementation plan and submission of final report	Report showing demonstrable proof that 60% of the agreed Key Performance Indicators have been achieved.	10%	Final Report

The Consultancy is expected to be delivered within 95 working days, spread across twelve months period starting on 1st June 2022 to 30th May 2023. Below is an indicative delivery timeframe.

Proposed Timeframe	Activity
28 th April – 18 th May 2022	Advertisement for procurement
18 th – 25 th May 2022	Evaluation and Selection
26 th – 30 th May 2022	Contract Signing
1 st June – 30 th June 2022	Submission of Analytical Report
1 st July – 30 th July 2022	Submission of a Detailed Workplan
1 st August – 31 st December 2022	Report outlining achievement of 40% of KPI
1 st January – 30 th May 2023	Report outlining achievement of 60% of KPI and submission of consolidated final report

VII. Requirements

Company (Firm) Profile:

- A minimum of 7 years' experience in the delivery of strategic communications assignments for international development organizations or the corporate/ private sector.
- Capacity to deliver top-notch communication results within a network of complex donors and partners.
- Proof of excellent relationship and influencing strategic positioning of organizations with major news outlets and media networks.
- Multicultural team with fluency (written and verbal) in English; French and Portuguese languages.
- Experience in linking organizations to new partnerships and resource mobilization opportunities.
- Experience in engagement with Africa Union and Regional Economic Organizations.
- Experience in achieving policy influencing through the design and delivery of tailored advocacy, lobbying and technical support.
- Ability to present a team of experts (comprising a Team Leader, Communications and Resource Mobilization Expertise).
- Ability to mobilize private sector entities to buy into the objectives of the ABC in the areas of blended finance and impact funding for communities at risk of being left behind in the SDGs process.
- Prior experience in working in the borderlands and/or cross-border programming is an advantage, but not a pre-requisite.
- Previous experience of working with a UN agency or with any other international and multilateral agency is an asset.

Profiles of Project Team Members:

Team Leader

Academic Qualifications: Masters degree in Social Sciences, Humanities, Psychology, Development Studies, or related fields.

Experience:

- A minimum of 10 years' experience in providing overall management of strategic communications, with clients such as international organizations and the private sector.
- Proven work and experience in promoting the SDGs achievements with a mix of international development actors and the private sector.
- Proven experience working with marginalized communities, including the borderlands and on cross-border programming.

- Proven result in successfully leveraging policy influencing and resource mobilization for international development organizations.
- Familiarity with the development context and dynamics of Africa's borderlands, particularly in the post-Covid 19 contexts.

Competencies:

- Expert knowledge and experience in developing strategic communications plans for international organizations.
- Excellent innovative and strategic thinking skills;
- Proven working experience in conceptualizing and designing specific initiatives to improve policy influencing and resource mobilization for large organizations.
- Ability to identify entry points within the complex networks of donors, states and issues, to leverage the borderlands agenda.
- Excellent command of the English, French or Portuguese languages.

Communications Expert

Academic Qualifications: University degrees in either Communications, Social Sciences, Humanities, International Development or related fields.

Experience:

- A minimum of 5 years' experience in the design and delivery of tailored communication products for international development organizations or private sector.
- Practical experience in creative writing, editing, videography, and production of contents for development actors.
- Proven working experience in conceptualizing and designing products tailored to specific donors, with special emphasis on marginalized groups and persons.
- Proven experience in supporting international organizations to achieve visibility with the private sector stakeholders interested in blended finance for social impact.
- Familiarity with the development context and dynamics of the borderlands, particularly in the post-Covid 19 contexts.

Competencies:

- Expert knowledge and experience in transforming complex and disparate narratives into tailored and coherent themes and stories.
- Excellent creative writing and visuals skills, deployed to innovative and strategic thinking;
- Proven working experience in facilitating advocacy and communications work with major donors and international organizations.
- Ability to deliver contents that is cognizant of complexity of the partners' networks.
- Excellent command of the English, French or Portuguese languages.

Resource Mobilization Expert

Academic Qualifications: University degree in Social Sciences, Humanities, Law, Behavioural Sciences, International Development or related field.

Experience:

- A minimum of 5 years' experience in designing, delivering and implementing resource mobilization plans for international development actors and the private sector.
- Proven results in improving resource mobilization for clients.
- Knowledge of and experience in leveraging private sector funds for impact investment in development.
- Familiarity with the development context and dynamics of the borderlands, particularly in the post-Covid 19 contexts.

Competencies:

- Excellent analytical and interpersonal skills, including written and oral communication.
- Previous experiences in supporting the mobilization of resources for international development partners.
- Good donor and private-sector funding intelligence.
- Good knowledge of networks of donors, their interests, programme frameworks and projections.
- Ability to work in multicultural teams.
- Excellent command of the English, French or Portuguese languages.

IX. Criteria for Selecting the Best Offer

Upon the advertisement of the Procurement Notice, qualified Consultancy firms are expected to submit both their Technical and Financial Proposals. The Technical Proposal shall include:

- A track record of similar projects carried out by the consultancy firm and showcase similar results achieved in strategic communications.
- The CVs of key team members.
- An outline (not more than 5 pages) showing a clear approach and methodology envisaged for the assignment.
- A summary of key results achieved in facilitating policy influencing and resource mobilization for previous clients.

The Consulting firm will be evaluated based on the following criteria:

- Compliance of the proposal to the procedures of the RFP.
- Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non- acceptance of the GTC may be grounds for the rejection of the Proposal.
- Highest Combined Score (based on the 70% technical offer and 30% financial weight distribution).

In this regard, the respective weighting of proposals is as follows:

- Experience of the Firm in implementing providing strategic communications services for international organizations or the private sector
- Proven capabilities of the Technical Team to deliver on the outputs
- Understanding of the scope of work as evidenced in the technical Proposal
- Articulation of achievement of results in areas of policy influencing and resource mobilization for previous clients
- Previous engagement with international and local media organizations, on behalf of clients in international development and/or private sector

Financial Proposal: The Firms are required to provide a quotation based on deliverables required under this TOR. Only Firms obtaining a minimum of 70% of the total technical points will be considered for financial proposal evaluation. UNDP shall not be liable for unanticipated expenditure and/or errors in costing.

Interested Firms must submit the following documents /information to demonstrate their qualification, experience, and suitability to undertake the assignment.

- 1) CVs of all key operational personnel to undertake the Consultancy, indicating all experience from similar projects.
- 2) Provide evidence-contracts/LPOs and certificate of completion for previous works done.
- 3) Letter of Confirmation of Interest and Availability and Financial Proposal indicating professional and service fee.

Incomplete proposals will not be considered.

X. Reporting and Feedbacks Mechanism

The Firm shall be required to submit its Inception Report, which shall contain how it intends to deliver on the assignment. Once approved, the Firm shall implement the assignment and submit a draft report for review and validation.

The research organization will work under the direct supervision of the Communications Specialist, with the overall supervision of the Programme Manager, Africa Borderlands Centre.

XI. Travels

Travel costs to the underlisted regions should be included in the proposal. Therefore, UNDP shall not be responsible for payment of DSA and transportation of Firm's personnel, separate from the costs associated with the implementation in the proposal. Based on UNDP's approval, the following travels are envisaged for the assignment (one trip per location):

Travel Schedule:

1. New York, United States of America
2. Brussels, Belgium
3. Addis Ababa, Ethiopia
4. Nairobi, Kenya

Annex 3

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁸
TECHNICAL PROPOSAL

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁹)

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations.*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references.*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the firm is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

⁸ This serves as a guide to the Service Provider in preparing the Proposal.

⁹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

Required by the RFP, the Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.*
- b) CVs demonstrating qualifications must be submitted; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

Annex 4

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹⁰
FINANCIAL PROPOSAL

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹¹)

A. Cost Breakdown per Deliverable*

Payment Modality:

Contractor must submit a financial proposal based in US Dollars (USD) for elements related to the outlined methodology.

Payment terms:

Payment schedule for this assignment will be remitted in accordance with the following schedule:

No.	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price - USD <i>(Lump Sum, All Inclusive)</i>
1	Upon submission of analytical Report on ABC's Target Audience, Development Partners and Communications Outputs	15%	
2	Upon production of detailed implementation plan	40%	
3	Upon delivery of 40% of agreed milestones in the implementation plan	35%	
4	Upon delivery of 60% of KPIs in the agreed implementation plan and submission of final report	10%	
	Total	100%	

**This shall be the basis of the payment tranches*

B. Cost Breakdown by Cost Component *[This is only an Example]:*

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				

¹⁰ This serves as a guide to the Service Provider in preparing the Proposal.

¹¹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

*[Name and Signature of the Service Provider's
Authorized Person]*

[Designation]

[Date]