SECTION 3: TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Services/Work Description:</th>
<th>International Firm Level for Press distribution services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project/Program Title:</td>
<td>Regional Programme for Africa, RSCA, UNDP</td>
</tr>
<tr>
<td>Duty Station:</td>
<td>Home-based</td>
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<tr>
<td>Type of the Contract:</td>
<td>International Consultancy Firm</td>
</tr>
<tr>
<td>Duration:</td>
<td>40 working days across 7 months</td>
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<tr>
<td>Expected Start Date:</td>
<td>Immediately after concluding contract agreement</td>
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I. BACKGROUND / RATIONALE

Structured within UNDP’s Regional Service Centre for Africa in Addis Ababa, the Regional Programme for Africa contributes to regional development by addressing cross-border challenges facing the continent and amplifying opportunities related to the priorities and aspirations defined by the African Union and other regional entities. The Regional Programme seeks to address regional issues on the continent by providing programmatic support to countries facing similar challenges where a united front of affected countries is best suited to address the prevalent specific issues. Several flagship projects and initiatives have been developed to fulfill this mandate, including support to the implementation of the African Continental Free Trade Area (AfCFTA), the launch of the Africa Borderlands Centre, and projects to empower youth and women across the continent.

In order to increase the visibility of UNDP’s regional interventions in Africa, the Regional Programme seeks to expand its partnerships and communications practices and activities, taking into account the specific needs of different audiences at regional, continental and international levels.

II. OBJECTIVES OF THE SERVICE / WORK

To amplify continental and global awareness about the stories of the diaspora returning to the continent, UNDP seeks a qualified public relations and media services company to distribute content across Africa to increase the reach and impact of UNDP’s activities in the Africa region.

III. SCOPE OF THE SERVICE / WORK

The scope of these services includes:
1. Distribution of press releases to media and news outlets in Africa
2. Publication on African news websites through targeted emailing
3. Draft op-eds and press releases
4. Interviews with international publications
5. Social media reach (incl. creation of animated gifs for Twitter and posting your video on Twitter)
6. Online media monitoring, print monitoring, LinkedIn and Facebook Monitoring, Twitter analytics

IV. EXPECTED OUTPUTS / DELIVERABLES

a. Distribute 10 pieces of content (op-eds, interviews or press releases).
b. Translate content provided in English into French for distribution.
c. Draft and distribute 5 pieces of content in both English and French (op-eds, interviews or press releases).
d. Arrange and produce 3 interviews in international publications.
e. Produce media monitoring report after each piece of content is distributed.
V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

a. All content should be published and available in both English and French.

b. The service provider should endeavour to identify the best outlets for placement of UNDP content.

c. The entire development and production process will be closely monitored by the Regional Programme team providing continuous review, comments and thematic inputs support when needed.

d. UNDP will have the final say on all content drafted and distributed.

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK / DELIVERABLES / OUTPUT

a. This consultancy assignment will be home-based.

<table>
<thead>
<tr>
<th>No.</th>
<th>Deliverables</th>
<th>Duration (approx.)</th>
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<tbody>
<tr>
<td>1</td>
<td>Distribute 10 pieces of content (op-eds, interviews or press releases)</td>
<td>10 working days</td>
</tr>
<tr>
<td>2</td>
<td>Translate content provided in English into French for distribution (10 pieces)</td>
<td>5 working days</td>
</tr>
<tr>
<td>3</td>
<td>Draft and distribute 5 pieces of content in both English and French (op-eds, interviews or press releases)</td>
<td>10 working days</td>
</tr>
<tr>
<td>4</td>
<td>Arrange and produce 3 interviews in international publications</td>
<td>5 working days</td>
</tr>
<tr>
<td>5</td>
<td>Produce media monitoring report after each piece of content is distributed</td>
<td>10 working days</td>
</tr>
<tr>
<td></td>
<td><strong>Total Working Days</strong></td>
<td><strong>40 working days</strong></td>
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</table>

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

a. The selected service provider will be supervised by/report to the Regional Programme Communications Specialist.

b. The service provider will provide monthly progress updates to the Regional Programme Communications Specialist.

c. The service provider is responsible for providing his/her own working station for the execution of the tasks under this assignment.

d. UNDP is not responsible for providing any equipment, materials or services required to execute the deliverables stated.

VIII. PAYMENT MILESTONES AND AUTHORITY

Prospective Service Provider will indicate the cost of services for each deliverable in US dollars when applying for this consultancy. The Proposer will be paid based on the effective UN exchange rate (in case of other currency denomination), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee inclusive of travel, living allowances, communications, taxes, out of pocket expenses, and other ancillary costs.

A winning Proposer shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

<table>
<thead>
<tr>
<th>Installment of Payment/ Period</th>
<th>Deliverables or Documents to be Delivered</th>
<th>Approval should be obtained from:</th>
<th>Percentage of Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Installment</td>
<td>Successful production and distribution of all content with media monitoring reports submitted for each piece</td>
<td>Regional Programme Communications Specialist</td>
<td>100%</td>
</tr>
</tbody>
</table>

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

9.1 Minimum Organization Requirements

The prospective Service Provider is expected to meet the following minimum requirements:

- Internationally recognized firm with a proven track record of media monitoring, press distribution and
placement.
• Minimum of 5 years’ documented work experience in the area of media monitoring.
• Practical experience of engagements with the non-for-profit sector and UN agencies.
• Knowledge of relevant sectors and access to stakeholders and relevant information sources in a large number of African countries.
• Access to wide network of media and news outlets in Africa.
• Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining a high level of professionalism.
• Ability to communicate in English and French.
• Experience working with UN or other international organizations beneficial.
  ▪ Capability to deploy strong analytical aptitude, communication and presentation expertise.
  ▪ Demonstrate capabilities, understanding of the TOR, and methodology of audit approach.

**X. CRITERIA FOR SELECTING THE BEST OFFER**

The evaluation criteria employed is technically qualified least price bidder. Technical Proposals that conform to the list of minimum requirements indicated above will be considered for further financial evaluations.

This section should demonstrate the bidder’s responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

<table>
<thead>
<tr>
<th>Summary of Technical Proposal Evaluation Forms</th>
<th>Technically Compliant or Not</th>
</tr>
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<tbody>
<tr>
<td>1. Bidder’s qualification and experience: Internationally recognized firm with a proven track record of media monitoring, press distribution and placement. Minimum of 5 years’ documented work experience in the area of media monitoring.</td>
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<tr>
<td>2. Proposed Methodology, Approach and Implementation Plan: (Brief Technical Proposal) Understanding of the requirement: Have the important aspects of the task and technical specifications been addressed in sufficient detail? description of the Offeror’s approach and methodology including timeline for meeting or exceeding the requirements of the Terms of Reference</td>
<td></td>
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<tr>
<td>3. Experience with similar projects, Quality of samples provided: Knowledge of relevant sectors and access to stakeholders and relevant information sources in a large number of African countries. Access to wide network of media and news outlets in Africa. The Offeror should provide recent references (one or two) for provision of similar projects and successfully completed projects relevant to the Terms of Reference?</td>
<td></td>
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**XI. LOGISTICAL SUPPORT**

UNDP is not responsible for providing any equipment, materials or services required to execute the deliverables stated.
XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL
For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider here below is given a proposed Table of Contents. Accordingly; your Technical Proposal document must have at least the preferred content as outlined in the RFP Standard Bid Document (SBD).

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS
The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

HOW TO APPLY
It should be submitted through https://etendering.partneragencies.org search for Event ID ETH3609