TERMS OF REFERENCE
FOR INDIVIDUAL CONTRACT

POST TITLE:	Individual Consultant – Health Social Listening Analyst (Thai National Only)
AGENCY/PROJECT NAME:	UNDP Thailand / Thailand Policy Lab
COUNTRY OF ASSIGNMENT:	Home-based with No travel required

1) BACKGROUND

The UNDP Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to help countries to find faster, more durable solutions to achieve Agenda 2030. Important development trends like urbanization, climate change, and rising inequalities pose significant challenges to achieve the 2030 agenda and the Sustainable Development Goals (SDGs).

UNDP has begun incubating several strategic initiatives aimed at ensuring UNDP is 'fit for purpose' to deliver a new generation of solutions in line with the challenges the world faces. One such key strategic initiative is the Country Accelerator Lab Network. The initiative is a recognition that increasingly interrelated development challenges require going beyond "business as usual" and single point, linear and silver bullet responses in development. Instead, they call for interdisciplinary approaches and non-linear solutions that crowd in the collective efforts of a variety of partners and tap into local insights and the knowledge of people closest to the problem and the solutions.

The initiative is also a recognition and investment in the emerging momentum among a growing number of UNDP Country Offices to adopt disruptive, cutting-edge methodologies with contextual, country-based insights and expertise to accelerate impact and progress toward the Sustainable Development Goals.

As an upper-middle-income country, Thailand has advanced far beyond having many of the more basic development challenges affecting other nations. However, several challenges remain. Even in areas where Thailand has advanced and even become a model for other countries, improvements are possible. Those challenges are no longer best solved by conventional approaches and innovation is better suited.

Furthermore, the COVID-19 pandemic and its socio-economic consequences highlight the irrelevance of traditional ways of formulating public policies and delivering public services that are not sufficiently agile, efficient and effective to achieve the Sustainable Development Goals

In Thailand, for many years UNDP has been investing in exploring innovation by providing seed-funding to initiatives with the belief that innovation happens through practical explorations of new ways to address old development problems.

To accelerate innovation in public policy and services, UNDP and the Royal Thai Government through the Office of National Economic and Social Development Council see an opportunity to accelerate innovation for policies and public services in Thailand and have entered in an agreement to establish a policy innovation platform

"Thailand Policy Lab" or "TPLab" to connect and build capacities of various stakeholders in Thailand including government; academic; private sector; and citizen, to accelerate the impact of innovation in public policy and services in Thailand, and exchange knowledge and experience with other countries in the Asia Pacific region and beyond.

The Thailand Policy Lab will provide 3 core capacities to partners in Thailand as follow:

a. Exploration
- Exploring the strategic risks under uncertainties, horizon scanning in Thailand and to identify under-the-radar trends and outliers and spot future trends that are relevant for policy formulation and public service development.

b. Portfolio Options & Experiment
- Articulating the possible strategic options against the strategic risks.
- Designing and running multiple policy experiments to build Portfolio Options & Experimentation for accelerating impact in selected priority areas.
- Experimenting evaluation (e.g., RCT, real-time monitoring, big data, lean impact measurement).

c. Learning
- Accelerated learning, capacity building, and regional/global positioning for Thailand (e.g., On-the-job learning opportunities for government officials at different levels (line ministry level, local government, and public administration).

The Thailand Policy Lab is facilitating the application of innovative tools and processes such as strategic foresight, social listening, co-creation, and design thinking, and by leveraging on the expertise and experience of other UN agencies in particular the World Health Organization (WHO) to update strategic plans and increase the efficiencies of public health service delivery and increase access to healthcare services, particularly for marginalized groups.

2) SCOPE OF WORK

The objective of this assignment is to introduce social listening as a tool in collecting new sources of data and utilize them for increasing efficiencies in healthcare policy. The specific objective of this assignment is to collect data, research, insights and track social media platforms for mentions and conversations on the issues of healthcare and welfare services in Thailand using a social listening tool and to scope exploratory and in-depth insights into specific issues that reflect the needs of the people and analyse them for insights to discover opportunities to increase the efficiencies of healthcare services. The collected research will later be a crucial part to identify key topics/issues for policy formulation in health care services in Thailand. to build a solid understanding of exactly how customers and potential customers think about you by analysing what they say on social channels. tracking social media platforms for mentions and conversations related to your brand, then analysing them for insights to discover opportunities to act.

To achieve the objectives of this assignment, the scope of work includes:
   i.   Plan and design of overall research for social listening based on agreed framework on selected issues and keywords relevant to healthcare, public health services and health insurance – issues and key words to be discussed and finalized with the UNDP Thailand Policy Lab.
   ii. Conduct social listening (research keywords and collect data) by tracking media platforms for mentions and conversations related to the relevant keywords around healthcare services, public health services, health insurance, government 30-Baht scheme, etc. using a social listening tool to explore and identify the challenges and pain points faced by the public on accessing and receiving

health care services. The expected data volume is no less than 100,000 key words, for a data collection period of one year.

   iii. Clean, analyze, categorize the data collected and produce data visualizations.

   iv. Produce a report (in Thai and English) summarizing insights and recommendations.

3) EXPECTED OUTPUTS AND DELIVERABLES

Deliverables for the assignment include:

No.	Deliverables	Tentative Timeline
1	Planning and designing of overall research for social listening based on agreed framework on selected issues and keywords relevant to healthcare, public health services and health insurance.	1 week after contract signed
2	Presentation of insights and recommendations of social listening research and preliminary data analysis.	8 weeks after contract signed
3	Complete report (in Thai and English) summarizing the insights and recommendations from social listening research and data analysis.	10 weeks after contract signed

4) INSTITUTIONAL ARRANGEMENTS

The consultant will work under supervision of the Head – Thailand Policy Lab and work closely with the TPLab team.

5) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Duration: 15 June – 15 September 2022
Required working days: total 65 days
Duty Station and expected places of travel: Home-based. No travel is required.

6) DEGREE OF EXPERTISE AND QUALIFICATIONS

Consultant should have the following qualifications:

I. Academic Qualifications:
- Minimum High school or above.

II. Years of experience:
- At least 3 years of experience in leading data and social media research or similar projects; preferably with a focus on social and/or public health issues.
- At least 3 years of professional experience in data collection, data analysis, data thinking and data communication and their illustration on different data platforms.
- At least 3 years of experience in creating various content, in conducting social listening using social media platforms and in producing data visualization.
- At least 3 years of experience in strategic planning and conducting training in data-driven analytics and or data-driven marketing.

III. Language:
- Excellent communication and interpersonal skills and experience in working effectively in a multi-cultural environment; and
- Language proficiency in both written and oral English and Thai is required.

IV. Functional Competencies:
- Strong facilitation skill among various stakeholders
- Excellent communication and analytical skills
- Ability to work under pressure and against tight deadlines

8) CRITERIA FOR SELECTION OF THE BEST OFFER

Cumulative Analysis: The candidates will be evaluated through Cumulative Analysis method. When using the weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:
- Responsive/compliant/acceptable; and
- Having received the highest score out of set of weighted combine technical evaluation of desk review and interview (70%), and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Evaluation - 70%

Criteria	Weight	Max. Point
Technical	70%	70
Minimum high school or above.	5%	5
At least 3 years of experience in leading data and social media research or similar projects; preferably with a focus on social and/or public health issues.	10%	10
At least 3 years of professional experience in data collection, data analysis, data thinking and data communication and their illustration on different data platforms.	20%	20
At least 3 years of experience in creating various content, in conducting social listening using social media platforms and in producing data visualization.	20%	20
At least 3 years of experience in strategic planning and conducting training in data-driven analytics and/or data marketing.	15%	15
Financial	**30%**	30
Total	**100%**	30

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

Financial Evaluation (30%)
Financial proposals from all technically qualified candidates will be scored out 30 marks based on the formula provided below. The maximum marks (30) will be assigned to the lowest financial proposal.
All other proposals will receive points according to the following formula:
- $p = y (\mu/z)$.

Where:
- p = points for the financial proposal being evaluated;
- y = maximum number of points for the financial proposal;
- μ = price of the lowest priced proposal;
- z = price of the proposal being evaluated.

9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

☒NONE ☐PARTIAL ☐ INTERMITTENT ☐ FULL TIME
IF FULL TIME – PLEASE ADD BELOW FOR JUSTIFICATION
N/A

10) REVIEW TIME REQUIRED

One working week after submission of deliverables for review/approval of deliverables to authorizing payments.

11) PAYMENT TERMS

Consultant shall quote an **all-inclusive total lump sum fee** for the entire assignment. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the proposed fee submitted in the proposal
The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

The payment shall be released upon submission of the deliverables:

Deliverables No.	Payment	Expected Period for Delivery
The 1st and final Payment shall be made upon submission and satisfactory delivery of: 1. Planning and designing of overall research for social listening based on agreed framework on selected issues relevant to healthcare, public health services and health insurance. 2. Presentation of insights and recommendation of quantitative social listening research and data analysis. 3. Complete report (in Thai and English) summarizing the insights and recommendations from the social media research and data analysis.	100%	10 weeks after contract signing

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent. The provided living allowance will not be exceeding UNDP DSA rates. Repatriation travel cost from home to duty station in Bangkok and return shall not be covered by UNDP.

RECOMMENDED PRESENTATION OF OFFER

Interested candidates must submit the following documents/information to demonstrate their qualifications. Please group them into one (1) single PDF document:

1. **Letter of Confirmation of Interest and Availability with Financial Proposal** (in THB) using the template provided as **Annex III**
[**Financial proposal:** Consultant shall quote an all-inclusive total lump sum fee for the entire assignment. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the proposed fee submitted in the proposal]

   If an Offeror is employed by an organization/ company/ institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

2. **P11 / Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.

3. **Supportive documents namely:**
   - **Prove of work** on conducting social media analysis using social listening and data sources for conducting activities related to the Project (The consultant should submit at least two – three pieces of relevant work.)

**Failure to submit the above-mentioned documents or Incomplete proposals shall result in disqualification

**Please group all your document into one (1) single PDF document as the application system only allows to upload maximum one document.

The short-listed candidates may be contacted, and the successful candidate will be notified.