



TERMS OF REFERENCE (TOR)

ETHIOPIA

GENERAL INFORMATION

Services/Work Description:	International Firm Level Consultancy for Film production, design and website development services for transitions study
Project/Program Title:	Supporting Inclusive Transitions in Africa (SITA), UNDP Regional Programme
Duty Station:	Home-based, with travel to filming locations
Type of the Contract:	Firm Level-International
Duration:	169 working days over 6 months
Expected Start Date:	Immediately after signing the contract

I. BACKGROUND / RATIONALE

Between 2021-2022, Africa experienced six military coups and two attempted coups. This is a sharp rise from the number of military coups or unconstitutional changes of government over the previous 10-year period. The African Union (AU) has denounced these developments at its January 2022 Summit and in the recent high-level reflective forum convened in Accra in March 2022 leading to an important Declaration on Unconstitutional Changes of Government in Africa, which reiterate continent-level commitment to these principles, and intention to take forward further actions to strengthen response at all levels.

Military coups have attracted the attention of regional and international partners. To inform institutional responses to this concerning trend, UNDP has embarked in collaboration with the AfDB on a forthcoming knowledge product. The proposed research framing of this issue links directly to proactive efforts by the AU to re-emphasize continental norms on unconstitutional changes of government (UGC), as evidenced in the recent Accra Declaration (which was supported by RBA) on the same. The Declaration urges all stakeholders to work together to uphold constitutional rules and prevent further occurrence of coups, providing a practical set of steps towards strengthening monitoring and adherence. The research aims to advance understanding of the development drivers of UGC, identifying programmatic and other entry-points during disruptive processes for securing pathways to peaceful and inclusive outcomes.

Early findings from the pilot research shows that military coups are not popular among citizens in the long term. However, 400 respondents from Chad as well as a Multi-country Focus Group point to an attitude of possible immediate acceptance among citizens of UGC as an option for responding to frustrations with incumbent governments. Overall, shortcomings in responsiveness to the priorities and needs of citizens in the past governments and wider governance failings look set to emerge as a prominent theme in considering the deeper set of factors shaping vulnerability to UGC. The furthering of this research project will then include ten case country studies together with a quantitative survey in the same countries, followed by qualitative focus groups in a sample of these countries.

The Regional Programme for Africa, UNDP, therefore seeks a firm to assist with the development of an integrated communications strategy including film production, design and website development of the research knowledge product, both in digital as well as physical forms.

II. OBJECTIVES OF THE SERVICE / WORK

The overall objective of this service is to support the research project, through visual assets and digital communication products, in raising awareness about the rise of coups in Africa and the underlying mechanisms that contribute as triggers to such transitions.

The specific objectives of this assignment are:

- (1) **Report design:** design the main report and an executive summary

- (2) **Photo and video production:** capture and professional produce visual content (high quality photos and videos) to create personal narratives to appeal to the various target audiences. The content should be collected from 5 of the 10 case countries in the study: Burkina Faso, Chad, Côte d'Ivoire, Ghana, Guinea, the Gambia, Mali, Sudan, Tanzania and Uganda.
- (3) **Digital assets:** illustratively highlight key findings of the report and design approaches and a narrative to portray and communicate the human interest stories of respondents, including visualization of data, illustrations, story boards, sketches, power point templates, document/word templates.
- (4) **Integrated website:** build and integrate the main findings of the research and visual content into an integrated website.

III. SCOPE OF THE SERVICE / WORK

The selected firm, in collaboration with UNDP, shall provide the following services:

- In collaboration and under the guidance of the core research team of the Regional Programme for Africa, extract the main messages and findings of the study;
- Contribute to the development of the communication strategy with the team through regular consultations;
- Produce high quality photo and video content, digital assets, report design, and a corresponding website that illustrates the findings and underlines the need for awareness on this issue.

IV. EXPECTED OUTPUTS / DELIVERABLES

- Develop illustrated storyboards to visually tell a compelling story of the research and highlight key findings.
- Design and illustrate the final report and executive summary (in English).
- Design brand identity in line with UNDP brand guidelines.
- Develop and curate social media assets for various platforms to be utilized in the lead up to the report launch event, during the launch and post launch.
 - 1 video (10 minute maximum)
 - 1 promotional video (1 minute maximum)
 - 5 animated videos or GIFs
 - Social media cards (key findings and stories)
- Create an integrated website (in English and French with French translation to be provided by UNDP) that corresponds to the overall branding, portraying the research process and key findings and illustrating the digital narrative of the report using animated maps and data visualizations.
- Develop digital assets: presentation templates, banners, data visualizations, maps
- Submit project performance report.
- Submit all photos and videos after completion of project.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

In undertaking this assignment, the selected bidder will work under the guidance and supervision of UNDP Regional Communications Specialist and will be responsible for the following:

- Work closely with UNDP in managing the assignment to ensure the timely, creative and innovative production of all required assets and products;
- When necessary, identify technical challenges and opportunities to enhance the research through visually appealing/compelling approaches;
- Provide a quality product that enhances public awareness, increases appreciation of UNDP's approach and thought leadership on political transitions and enhances evidence-based narratives to influence/inform a development approach to political transitions.

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

- Provide a project work plan in agreement with the UNDP Regional Programme for Africa to achieve timeliness and best results of the delivery. The bidder should explain in detail the methodology to be used and should provide a project plan at the beginning of the project.
- Provide weekly reports of progress of work, in addition to weekly meeting(s) with the team which is required to track the work progress.

No.	Deliverables	Implementing Partners (IP)	Location and Action to be Undertaken	Duration (approx.)
1.	Submit concept proposal elaborating on the design approach to integrate the research deliverables and anticipated content for the report, social media, video and photo production and website.			9 working days
2.	Draft illustrations for the main report, digital design, data visualization sketeches, visual content capturing the findings with storytelling narrative.			10 working days
3.	Submit production plan, including travel, for photo and video content from the case countries			10 working days
4.	Filming in 5 case countries		Ghana, Ivory Coast, Uganda, Tanzania, Burkina Faso, Sudan (TBD)	10 working days
5.	Post-production editing, sound design, music, etc.and delivery of 10-minute video and 1-minute promo video			18 working days
6.	Design report and executive summary (in English and French), including illustrations and other visual content from the key findings of the research			50 working days
7.	Translation to French: report, executive summary, subtitles for promotional video, social media assets			10 working days
8.	Produce animations			15 working days
9.	Develop social media materials and marketing kit			10 working days
10.	Develop integrated website in English and French			25 working days
11.	Filming of experts and other participants at launch event in September			2 days
Total Working Days				169 working days

VII. INSTITUTIONAL ARRANGEMENT

- a. The work of the Service Provider will be supervised by the Regional Programme Communications Specialist who will be directly responsible to the Regional Programme Coordinator.
- b. The frequency of progress reporting will be bi-weekly to the project manager.

VIII. PAYMENT MILESTONES

The 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 unless where otherwise provided by UNDP.

Payment Schedule (Payment trenches)	Deliverables to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st Installment	Accepted concept and design of the approach to integrate the research deliverables for report, following data visuals and social media assets	Regional Programme Coordinator	40%
2 nd Installment	Accepted and validated final product, including of illustrations, digital design, webpage, visual content and integrated research products (English and French)	Regional Programme Coordinator	60%

IX. MINIMUM REQUIREMENTS

The prospective Firm is expected to meet the following minimum requirements:

Requirement for Organization

- At least minimum of 7 years' of relevant practical experience in the graphic design and web development
- Experience working with UN or other international organizations beneficial.
- Proven experience setting up professional and modern websites.
- Experience with branding and graphic design, including illustrations.
- The bidder should have experience working with the UN or academic institutions on development related issues such as prevention of violent extremism, migration, conflict or development.
- Capability to deploy good communication expertise in English.
- It shall demonstrate its capabilities and understanding of the ToR.

The multi-disciplinary team should comprise members with the following educational qualifications; experience and competencies:

9.2 Task Manager/ Team Leader

Academic Qualification:

- At a least master's degree in Communication, Journalism, graphic design or related fields

Experience:

- A professional experience of at least 7 years spanning Strategic communication, management, and development.

Competencies:

- Ability to provide general leadership and direction to the communications strategy, structure and practice;
- Excellent management and resource allocation skills in relation to the consultancy
- Strong organizational skills;
- Strong communication skills;
- Proficiency should be in English and proficiency in French language will be an added advantage;

9.3 Lead Consultant / Senior Expert

Academic Qualification:

- A post-graduate degree in communication, journalism, graphic design or a related discipline.

Experience:

- A minimum of 5 years of proven experience of working in communications preferably in an international development context.

Competencies:

- Ability to undertake technical communications strategy work.
- Ability to work under pressure and to deliver in a timely manner without compromising quality standards;
- Strong communication skills;
- Strong team management skills;
- Proficiency should be in English and proficiency in French language (if any) will be an added advantage.

9.4 Project Staff / Associate Consultants / Team Members

Academic Qualification:

- A minimum of a University Master's Degree in communications, journalism, graphic design or a relevant field.

Experience:

- A minimum of 3 years of professional experience and proven expertise and experience in communications, journalism, digital content creation, graphic design, animation, and other related fields preferably in the context of communication for development with international organizations such as UN agencies.

Competencies:

- Training and hands-on experience in communications strategy and execution;
- Ability to work under pressure, and to deliver in a timely manner without compromising quality standards;
- Strong communication skills;
- Strong teamwork and ability to work in a multi-cultural context
- Proficiency should be in English and proficiency in French language (if any) will be an added advantage;

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%

XI. LOGISTICAL SUPPORT

- The firm will be given access to relevant information necessary for execution of the tasks under this assignment;
- The firm will be responsible for providing its own working station for the execution of the tasks under this assignment.

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 advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

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.

PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

- Redistributed the allocated weight;
- Delete specific criteria if you find it irrelevant or less relevant; or
- Replace with new criteria along with corresponding allocated weight

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
TOTAL		100%	1000

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	50
1.2	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> - Financial Stability - Loose consortium, Holding company or One firm - Age/size of the firm - Strength of the Project Management Support - Project Financing Capacity - Project Management Control 	90
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)	15
1.4	Quality assurance procedure, warranty	25
1.5	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes 	120
SUB TOTAL		300

Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	30
2.2	Have the important aspects of the task been addressed in sufficient detail?	25
2.3	Are the different components of the project adequately weighted relative to one another?	20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	55
2.5	Is the conceptual framework adopted appropriate for the task?	65
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	85
SUB TOTAL		400
Technical Proposal Evaluation (FORM III)		

Management Structure and Key Personnel		
3.1	Task/Project Manager / Team Leader /	
	General Qualification	
	Suitability for the Project	
	- International experience	25
	- Training experience	20
	- Professional experience in the area of specialization	45
	- Knowledge of region	30
	- Language qualification	20
SUB TOTAL		140
3.2	Senior Expert(s) / Lead Consultant(s)	
	General Qualification	
	Suitability for the project	
	- International experience	15
	- Training experience	15
	- Professional experience in the area of specialization	45
	- Knowledge of the region	25
	- Language qualification	20
SUB TOTAL		120
3.3	Project Staff/ Associate Consultants	
	General Qualification	
	Suitability for the project	
	- International experience	5
	- Training experience	5
	- Professional experience in the area of specialization	10
	- Knowledge of the region	10
	- Language qualification	10
SUB TOTAL		40
	Aggregate	1000