

CALL FOR PARTNERSHIPS (CFP)

from

Not-for-Profit Institutions

Ref: CI-JE-Africa

(Please quote this UNESCO reference in all correspondence)

06/12/2021

Closing date: 31/12/2021 (23:59 *Paris time*)

Submission via email to: IPDC.Secretariat@unesco.org

Inquiries via email to: S.McCabe@unesco.org

I. BACKGROUND:

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO's programmes contribute to the achievement of the [Sustainable Development Goals in Agenda 2030](#) adopted by the UN General Assembly in 2015.

This Call for Partnerships (CFP) for Implementation Partners relates to the UNESCO project: “**UNESCO Global initiative for excellence in journalism education**”. (The project is supported by Google News Initiative)

In much of Africa, conditions are complicated but African journalism educators have succeeded over the years to operate programmes at large scale, producing trainees who have successfully gone on to populate media and communication industries in their countries, and who – often at risk – are in a position to supply local audiences, as well as the world, important African stories that would otherwise be untold.

Using networks of journalism schools, this project will result in a sponsored update of journalism education and training programmes run by 10 leading journalism schools yet to be selected on the African continent, enabling these schools to better respond to the major changes in the communication environment. At the same time, an estimated 100 schools will be exposed to new thinking and networking about what “excellence” means for journalism schools in Africa today. In these ways, the project aims to improve the strength and sustainability of the journalism ecosystem in African countries.

More information about the project is available in the Project document in **Annex 1**.

II. OBJECTIVES AND EXPECTED OUTPUTS/ DELIVERABLES:

We are looking for an not for profit entity specialized in media development and/or journalism education (e.g., NGOs, media associations, media development agencies, foundations, academic institutions, non-commercial media institutions) with ability to implement the project efficiently and effectively.

Using networks of journalism schools and building upon UNESCO's previous experience, the partner entity will firstly coordinate, reflect and co-construct with local partners the essential criteria of what should be “excellence” in journalism education on the continent to produce learning materials; and secondly, the partner will manage small grants.

Throughout a series of consultations across Africa, the partner will help build the capacity of African journalism educators by establishing, defining, and implementing the local definition of excellence in their institutions by following the steps below.

- **Step 1:** Throughout the five sub-regions of Africa (Central Africa, Eastern Africa, Northern Africa, Southern Africa and West Africa), the partner will engage the educators in a series of structured discussions and responses to documentation, about what would best define “excellence” in their role both today and tomorrow in the conditions of their countries.
- **Step 2:** aggregating insights of these consultations into an overarching schema that can be used as a shared aspiration for African journalism schools.

=>Note: Step 1 and 2 includes translation into Arabic, English, French, and Portuguese.

- **Step 3:** encouraging at least 30 journalism schools to use this schema as a means to self-assess their potential – and their gaps – in terms of achieving such “excellence”.
- **Step 4:** inviting proposals from at least 30 schools to address gaps identified in a given school through an institutional self-assessment, in relation to “excellence”, select in collaboration with UNESCO ten grantees (schools) with due regard to regional and linguistic diversity across the African region, disburse and manage these small grants of 16K USD each with selected schools whilst ensuring a successful implementation of these grants by providing capacity-building and over-sight,
- **Step 5:** assessing impact reports from the 10 grantees as to what has worked from the grants, in terms of measurable and sustainable change in their journalism schools and impact on students and/or working journalists, and propose innovative measures to ensure sustainability.

Detailed objectives and related outputs and deliverables are provided in **Annex 1**

III. ELIGIBILITY:

A UNESCO Implementation Partner is an entity with a not-for-profit status to which UNESCO has entrusted partially or fully the implementation of programmes or projects specified in a signed document, along with the assumption of full responsibility and accountability for the effective use of resources and the delivery of outputs as set forth in such a document.

✓ **Legal Status:** The organization must be registered as a not-for profit entity that has been active for at least two years.

✓ **Capacity:** All applicants must:

- Be a credible interlocutor in regard to journalism education in Africa;
- Be able to make at least a 5% minimal financial or in-kind contribution for the implementation and evaluation of the proposed contract;
- Have the capacity to manage the volume of funds and to implement the agreed- upon activities in an efficient and effective manner;
- Have a sound financial status;
- Have the capacity to ensure planning, monitoring, and evaluation activities
- Prove their capacity to operate across all the five sub-regions of Africa (Central Africa, Eastern Africa, Northern Africa, Southern Africa and West Africa);
- Display basic managerial and record-keeping competencies (including project management and oversight procedures), as well as a commitment to defend and respect human rights, freedom of expression and gender equality;
- Be impartial and fair in the selection and management of sub-grantees (10 successful journalism

schools). UNESCO will be involved in the selection process;

- Assign a staff member to lead the implementation of the project and serve as focal point for UNESCO.

Individuals, for-profit organizations and unincorporated associations or networks are not eligible. Despite the COVID-19 context and the possible communication facilities 'at distance', UNESCO will privilege the partners aiming at implementing the activities by a minimum on-site physical presence.

The activities indicated are estimated at a **maximum of eighteen months of implementation, from January 2022 to June 2023.**

The estimated budget of the proposal submitted must allocate at least five percent of the partner's proposal communication and visibility actions to generate and ensure the visibility of the project amongst different stakeholders.

The parameters that will determine whether an entity is eligible to be considered by UNESCO will be based on the UNESCO Partner Identification form – **Annex 2** and **Annex 3** – Project implementation plan and strategy

III. PROPOSAL:

Proposed Methodology, Approach, Quality Assurance Plan and Implementation Plan

This section should demonstrate the entity's response to the Terms of Reference by identifying the specific components proposed, how the outputs/ delivery shall be addressed, as specified; providing a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted.

Moreover the proposal should demonstrate how the proposed methodology meets or exceeds the TOR, while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment. This methodology must be laid out in an implementation timetable and a quality assurance.

Management Structure and Resource (Key Personnel)

This section should include the comprehensive description of the management structure and information regarding required resources including curriculum vitae (CVs) of key personnel that will be assigned to support the implementation of the proposed methodology, clearly defining the qualifications in areas relevant to the TOR.

IV. EVALUATION CRITERIA AND METHODOLOGY:

Proposals will be evaluated based on the following criteria:

- 1) Sound technical proposal that includes innovative and replicable inclusion mechanisms to maximize the value transfer to the beneficiaries.
- 2) High impact interventions directly targeting and responding to the needs established in the TOR.
- 3) Size of budget requested commensurate with the organization's proven administrative and financial management capacity.
- 4) Participatory monitoring and evaluation that will contribute to building a sense of ownership among the beneficiaries to promote the sustainability of the interventions.

Potential implementation partners should send their partnership proposals by **31 December 2021 at 23:59 (Paris time)**. No partnership proposals –or supporting documents– will be accepted after this deadline.

The partnership proposal that will be selected will be the one obtaining the highest total score on the basis of the following evaluation grid:

Highest Total Score of Weighted Technical and Financial Criteria

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Name of Firm / Institution		
			A	B	C
1.	Eligibility and qualifications of an entity submitting proposal	200			
2.	Proposed Methodology, Approach and Implementation Plan	400			
3.	Management Structure and Key Personnel	100			
Sub-total for Technical Evaluation		700			

Financial Proposal Evaluation Form

Summary of Financial Proposal		Points Obtainable	Name of Firm / Institution		
			A	B	C
	Financial Proposal	300			
Sub-total for Financial Evaluation		300			

Evaluation of the price proposals (of all Entities who have attained minimum 70 % score in the technical evaluation) will be based on the weight scoring method as follows:

- Financial proposals are opened and list of prices is prepared, where the lowest price is ranked as the first one (receiving highest amount of points) and the most expensive as the last one (receiving the least amount of points).
- Lowest price is given maximum points (e.g. 300), for other prices the points are assigned based on the following formula: [Amount of points = $\frac{\text{lowest price}}{\text{other price}} \times \text{total points obtainable for financial proposal}$]

An example:

- Offeror A – lowest price ranked as 1st in the amount of USD 10,000 = a
- Offeror B – second lowest price ranked as 2nd in the amount of USD 15,000 = b
Points assigned to A = 300 & Points assigned to B = 200 (following formula: $a/b \times 300$ i.e. $10,000/15,000 \times 300 = 200$ points)

Combined Technical and Financial Evaluation

Sample: Summary of Financial Proposal Evaluation Forms		Points Obtainable	Name of Firm / Institution			
			A	B	C	D
	Sub-total Technical Proposal	700				
	Sub-total Financial Proposal	300				

V. **BUDGET SIZE AND DURATION:**

UNESCO contribution: Excluding grants, the cost of proposed activities shall not exceed USD 62,000.

The total amount dedicated to the ten small grants is USD 160,000, corresponding to USD 16,000 per grantee. Such grant funds may only be spent on the activities to be defined in the corresponding Implementation Partners Agreement.

Implementing Partner's contribution: As part of the selection criteria, the Implementing Partner should contribute to the implementation of the project both financially and in-kind contribution and should indicate such contribution in the submitted budget.

Regarding the budget of the technical proposal of the partner, UNESCO retains the right to elaborate the work plan and negotiate the budget with the partner, prior to signing agreement, to ensure value of money. Likewise, UNESCO will ensure that in accordance with its policies the selected Partner will be able to provide added value in terms of financial or in-kind contribution. The partner's financial or in-kind contribution will be indicated in the budget proposal. No overheads in terms of administrative or service fees are accepted (direct budgeting based on activities).

VI. **SELECTION PROCESS:**

UNESCO will review proposals through a five-step process: (i) determination of eligibility; (ii) technical review of eligible proposals; (iii) scoring and ranking of the eligible proposals based on the assessment criteria outlined in the previous section, to identify highest ranking proposal; (iv) round of clarification (if necessary) and work plan elaboration with the highest-scoring proposal; and, (v) Implementation Partners' Agreement (IPA) signature.

VII. **SUBMISSION PROCESS:**

Applicants shall bear all costs related to proposal preparation and submission.

Applicants must submit their proposals in one envelope to:

- IPDC.Secretariat@unesco.org

The following documents must be submitted in order for the submission to be considered:

- 1) Proposal documents (technical and financial, including project outline)
- 2) Partners' Identification Form (duly filled in, with supporting documents)
- 3) Audited financial statements for past two years

All proposals must be submitted in English or French.

Note: UNESCO reserves the right not to fund any proposals arising from this Call for Partnerships. Depending on the value and context of the implementation partners agreement, the final financial report must be audited by the External Auditor of the Partner. The audit requirement will be confirmed during work plan elaboration and contract finalization.

IMPORTANT ADDITIONAL INFORMATION

UNESCO requires that partners, bidders and their subcontractors adhere to the highest standards of moral and ethical conduct during the implementation of the partnership agreement and do not engage in corrupt and fraudulent practices.

United Nations Agencies have adopted a zero-tolerance policy on gifts and, therefore, it is of overriding importance that UNESCO staff should not be placed in a position where their actions may constitute or could be reasonably perceived as reflecting favorable treatment of an individual or entity by accepting

offers of gifts, hospitality or other similar favours. Partners are therefore requested not to send or offer gifts or hospitality to UNESCO personnel.

UNESCO will:

- (a) Reject a proposal to award an agreement if it determines that a partner recommended for award has engaged in fraud and/or corruption in competing for the agreement in question.
- (b) Cancel or terminate an agreement if it determines that a partner has engaged in fraud and/or corruption in competing for or in executing a UNESCO contract;
- (c) Declare a partner ineligible to become a “United Nations registered vendor”, either indefinitely or for a stated period of time, if it determines at any time that the partner has engaged in fraud and/or corruption in competing for or in executing a UNESCO agreement.

This Call for Partnerships is not to be construed in any way as an offer to contract with your organization. Your proposal could, however, form the basis for a contract between your organization and UNESCO.

You are requested to acknowledge the receipt of this Call for Partnerships and to indicate whether or not you will be submitting a proposal. For this purpose, and for any requests for clarification, please contact *[name of UNESCO contact person]*.

For and on behalf of UNESCO

Communication and Information Sector / IPDC
Saorla McCabe – Deputy Secretary to the
IPDC

- Annex 2 – UNESCO Partner Identification Form**
- Annex 3 – Project implementation plan and strategy**
- Annex 4 – Budget template**
- Annex 5 – Implementation Partners' Agreement**

