

Communications Consultancy for Production of Materials for Communication and Knowledge Management

Background Information:

Eritrea is located on the Horn of Africa and borders Sudan to the northwest, Ethiopia to the South, Djibouti to the Southeast and the Red Sea to the East. It covers 122,000 square kilometers and is home to an estimated 3.5 million people. Its economy is largely based on subsistence agriculture and pastoralism. It is divided into six administration regions/zobas of Maekel, Anseba, Gash Barka, Debub, Northern Red Sea and Southern Red Sea. Its geography is diverse and temperatures varies from 17 degrees in the highlands, to as high as 28 degrees in the lowlands to more than 30 degrees in the coastal plains.



UNDP has been in Eritrea for the last 25 years and supports Government development priorities as stipulated on the Country Programme Document (CPD 2017-2021) and the Strategic Partnership Cooperation Framework (SPCF 2017 -2021).

As part of UNDP's efforts to increase the visibility of its work in Eritrea, enhance resource mobilization and promote knowledge management and sharing, the Country Office (CO) is seeking the services of a qualified external company/firm to produce knowledge products for advocacy, communication, knowledge sharing.

The exercise is estimated to cover seven projects (more details in Annex 1).

1. Sustainable Land Management (SLM) project
2. Youth Employment and Skills Development project
3. Solar PV Mini Grids for the Rural Towns of Areza and Maidma and Surrounding 28 Villages in Eritrea
4. Demonstration of low carbon solar home systems and afforestation in Qnafna
5. Joint Programme on Gender Equity - Sanitary towels component
6. Climate Change Adaptation Programme in water and agriculture in Anseba region, Eritrea
7. Capacity Building Project for the Ministry of Finance

8. UNDP CO Expectations from the assignment

I. Field Photography & data collection

The service provider shall assign a professional photographer to take original visuals capturing activities, results of the select projects. The photos should show **UNDP at work** as well as capture the spirit and/or culture of Eritrea. The images will be used to build a new photo portfolio for UNDP Eritrea as well as publications, videos and advocacy materials. The high resolution digital images should be properly labeled and captioned.

The service provider shall ensure that quotes and interesting human interest stories are recorded in the field to be used for the publications.

II. Development of 6 High-End Publications

Once the data is collected and all the information is processed, content should be sent to the UNDP CO for review and approval before it is laid out. The publications should be attractive and have a balanced combination of text, pictures and illustrations.

Using the best practices format: The publication must demonstrate change from the onset of the project. I.e. Situation before; Process (How the project was initiated, how roles were shared); Partnerships and roles played by the partners, i.e. How was the community involved, gender roles, social inclusion, adherence to MDGs and SDGs; Results (immediate); Impact (long term effects); Lessons learned and Sustainability (Continuity of the areas of intervention, scale -up and replication).

III. Photo and video editing

The service provider should select clear image photos for use in the publication, advocacy materials and future use by the UNDP CO.

Video footage will be edited and most appropriate content used to produce the short videos for the CO website. Raw footage should be shared with the CO for future use.

IV. Design and Layout

The CO will approve all the finished products before printing. Artwork for the publications should be shared with the CO. UNDP guidelines for developing advocacy products will be provided by the CO.

V. Coordination and Supervision

The Team leader of the selected firm be under the overall supervision of the UNDP Deputy Resident Representative (Programme) and work directly with the UNDP Communication and KM focal person in close collaboration with the respective team leaders and/or project managers to ensure that the products are consistent with the UNDP guidelines and are cleared for printing by the Country Office.

VI. Shipping/freight to Asmara

The selected firm will advise on the duration and cost of shipping to Asmara.

Deliverables:

Specifically, the service provider will be expected to develop the following products for each of the projects:

1. **Primary product** - a dynamic online PDF and print publication (enriched with photos and dynamic illustrations and infographics where relevant) following the best practices format for documenting impact and lessons learned.
2. **Secondary products** -
 - Online:
 - i. Communication piece – UNDP success story for the web (text and editing) to be published on the UNDP Eritrea website.
 - ii. A photo essay on the Exposure platform (please find an example here <https://undp-adaptation.exposure.co/adaptive-farms-resilient-tables>) to generate interest online, about the project.
 - iii. Photos – 1,100 High resolution pictures for use by the country office.

Project	Quantity
SLM	200 photos
Youth Employment and Skills Development	400 photos
Solar projects	200 photos
Sanitary towels component	200 photos
Capacity Building Project	100 photos

- iv. 2 (4-5) video snippets based on the impact and or results of the project, to be posted on the UNDP website.

Project	Quantity
SLM	2 videos
Youth Employment and Skills Development	6 videos
Solar projects	2 videos
Sanitary towels component	2 videos
Capacity Building Project	2 videos

- Print:

- v. A bifold printed brochure for physical distribution. Content can be pulled from the primary publication.
- vi. 9 Stand/roll banners: 7 on each project, 1 UNDP, and 1 SDGs banner.
- vii. 25 modern/ state of the art framed wall pictures to be displayed at the UNDP office.
- viii. Other advocacy branded items for by the communication office.

Item	Quantity
Mouse pads	50
4 - 8 GB Flash drives	200
Folders	500
Computer back packs	50
T-shirts and caps for field visits	60
UNDP Notebook/Diary for 2018	500
UNDP Desk calendar for 2018	500
UNDP End year greetings card	300

Time frame:

The documentation for SLM and youth project is expected to be completed not later than June 30th 2017. On other projects, actual dates will be determined later.

Qualification:

Bidding companies must demonstrate strong proven track record in producing high end photojournalistic publications. Previous experience of providing similar publications services for UN agencies is a plus.

Evaluation Criteria:

Technical proposals will be rated as per the following matrix. A firm must score a minimum of 70% to be considered for the next step. Financial evaluation will be conducted for the qualified and responsive technical proposals (i.e. 70% and above). Financial Proposal and Technical proposal will constitute 40% and 60% respectively. The responsive and qualified firm with the highest combined rate will be issued a contract.

1.	Experience - Experience of producing high end publications and videos of similar scope for international organizations	40%	40 points
2.	Quality of design - Quality of design and layout demonstrated in two hard copy samples of recent work (online links to five extra samples must also be provided)	40%	40 points
3.	Quality of photography - Quality of field photography samples (online links to photos can be provided)	20%	20 points

Submission of Technical & Financial proposals

Qualified and interested Firms should submit their Technical and Financial proposals within 15 days to UNDP Eritrea CO.

ANNEX I

1. Sustainable Land Management (SLM) project

The Government of the State of Eritrea in collaboration with UNDP, Global Environment Facility (GEF) and Norwegian Embassy developed the project Sustainable Land Management (SLM) which was implemented from 2009 to 2015. The project goal was to have *“Better managed land that provides the basis for ecosystems services and for meeting national development needs”*. This was to be achieved through provision of an enabling environment for sustainable land management (policy, capacity, knowledge, alternatives) necessary for adoption of SLM practices and alleviation of environmental degradation while improving livelihoods of the farming communities of the central highland zone.

2. Youth Employment and Skills Development

The initial phase of the Youth employment and skills development project started in 2014; and expected to end 2016. The project is being conducted in all zobas. The project has made significant milestones whilst also facing challenges of sustainability of the results achieved. The results achieved to this far are an important base for advocacy around critical issues that may impact their effectiveness and sustainability. As UNDP seeks to implement an expanded phase two of the project, 2017 – 2021, the results achieved will also inform a good business case to support resource mobilization and more collaborations with other development partners.

3. Solar PV Mini Grids for the Rural Towns of Areza and Maidma and Surrounding 28 Villages in Eritrea

The project is intended improve the livelihood of rural towns and villages by providing clean, affordable, and sustainable supply of solar powered electricity. Currently, Eritrea depends on oil fired electricity, but this is costly and both economically and environmentally unsustainable. Moreover, the extension of the grid to remote areas is difficult and expensive due to the topographic nature of the land and to the dispersed nature of rural settlements. In addition, the national electric utility is at present financially weak and thus not capable of extending the national grid to the selected target communities which include the largest rural towns Areza and Maidma that are still without central or communal power system.

4. Demonstration of low carbon solar home systems and afforestation in Qnafna

The projects provides better, healthy and affordable illumination to households of targeted communities thereby supporting home based income generating activities; Improves the delivery of educational services and enhance the living conditions of the school teachers through the provision of solar PV based power; Improves the delivery of health services to the targeted communities by providing solar PV based power for refrigeration, and general power services; Trains beneficiaries on installation, usage and cautious measures on basic maintenances of the solar home system; Increase awareness of the rural community on environmental issues in order to improve environmental quality through Soil and water conservation and reforestation.

5. Joint Programme on Gender Equity - Sanitary towels component

UNDP is assisting the National Union of Eritrean Women to embark on a modernization program of the facility in Mendefera, to ensure continued production and supply of sanitary towels to the neediest women and girls in Eritrea. By so doing, 122,000 girls (elementary, secondary and post-secondary) and other women in need will have access to affordable sanitary pads.

6. Capacity Building Project for the Ministry of Finance

Because of the unpredictable power supply and realizing the seriousness of the issue, the UNDP is supporting four line ministries- MoLWE, MoFA, MoEM and MoF in sourcing the country's abundant solar energy to power their respective offices. In the process, UNDP is taking a giant step forward in greening the operations of the above line ministries. In addition, UNDP has been involved in other capacity building initiatives in the Ministry of Finance.