



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **August 4, 2016**

Country: Republic of Moldova

Description of the assignment: Local consultant to review and update communication strategy of the National Anticorruption Center

Project name: Strengthening the corruption prevention and analysis functions of the National Anticorruption Center (NAC)

Period of assignment/services: September – November 2016

Proposals should be submitted by **August 19, 2016**

Requests for **clarification** must be sent by standard electronic communication to the following e-mail olga.crivoliubic@undp.org. UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

1. BACKGROUND

Corruption remains a major issue in Moldova. Various international rankings, as well as local opinion polls testify high levels of perception of corruption. The Parliament, acknowledging the need to fight corruption, adopted a 5 years National Anticorruption Strategy (NAS) in 2011¹ which was extended for 2016 as well. Anticorruption measures strongly feature in other major strategic policy documents, such as Moldova 2020², Justice Sector Reform Strategy (2011 – 2016) and its Action Plan³ and the National Action Plan for the implementation of the EU-Moldova Association Agreement (AA).⁴

As stipulated in the National Anticorruption Strategy, under the Education and public communication component, “the change of mentality of the individuals and the entire society from tolerating and concealing corruption towards the mentality of denial of corruption and ensuring the disclosure thereof is crucial for the successful reduction of the corruption phenomenon”. In this context, the Strategy sets as one of priority actions the cooperation of the state authorities with civil society and mass-media and requires state authorities to adopt and apply rules of communication with wider public.

The National Anticorruption Center of the Republic of Moldova has a well-defined mandate for the prevention of and fight against corruption and is the institution responsible for the coordination of the implementation of the National Anticorruption Strategy. Communication is one of the key areas where the capacity of NAC should be enhanced to fortify its role in preventing corruption, raising people’s awareness and interest towards corruption prevention, and building trust with media and the public. In particular, spread of information and new technologies and large use of social media require public agencies to modernize and upgrade their means of communication with wider public and mass-media. In

¹ Parliamentary Decision 154, of 21 July 2011, to adopt the National Anti-Corruption Strategy 2011-2015.
http://cna.md/sites/default/files/snadoc/national_anti-corruption_strategy_2011-2015_republic_of_moldova.pdf

² <http://cancelaria.gov.md/lib.php?l=en&idc=435&nod=1&>

³ <http://www.justice.gov.md/#idc=420&>

⁴ <http://www.mfa.gov.md/implementarea-aa/>

this context, NAC is motivated to review and update its communication strategy, approved for the first time in 2011.

To support NAC in strengthening its communication capacities UNDP-Moldova through its project Strengthening the corruption prevention and analysis functions of the National Anti-corruption Center financed by the Norwegian Ministry of Foreign Affairs seeks to contract a local consultant to review and update NAC Communication Strategy.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Main objective of the assignment is to review and update the National Anti-corruption Center Communication strategy and develop an Action Plan for its implementation, in order to enforce an effective communication of NAC with media, civil society, public institutions and general public and also contribute to creating a climate of zero-tolerance to corruption in the society.

For detailed information, please refer to Annex 1 – Terms of Reference.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Master's Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field;

II. Years and sphere of experience:

- At least 5 years of progressive professional experience in communication or public relations.

III. Competencies:

- Proven experience in conducting communications need analysis;
- Proven experience in elaboration of communication strategies by identifying and prioritizing audiences and communication means;
- Knowledge of the corruption phenomenon, efficient mechanisms for its prevention;
- Experience in working with public institutions and SCOs;
- Experience in working with law enforcement agencies will be a strong asset;
- Experience of work in/with media outlets;
- Experience in working with international organizations, including UN agencies is an asset;
- Strong analytical and report writing skills;
- Excellent communication skills;
- Knowledge of English; Romanian and Russian languages for the purpose of assignment.

IV. Personal qualities:

- Proven commitment to the core values of the United Nations; in particular, is respectful of differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status;
- Responsibility, flexibility, punctuality;
- Capacity of collaboration and teamwork, initiative, creativity, resourcefulness.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal: explaining why they are the most suitable for this position and providing examples reflecting the competencies for each of the qualification requirements (particularly providing

- details on the previously implemented similar projects and assignments and previous experience in the fields related to this consultancy as described in the terms of reference);
2. Financial proposal: in (USD, specifying a total lump sum amount and the number of anticipated working days);
 3. Personal CV including past experience in similar assignments, the duly filled Personal History Form (P11) and at least 3 names for a reference check.

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments will be made upon the successful completion of the tasks assigned and submission of the assessment report. Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals the financial proposal shall include a breakdown of this lump sum amount (including fee, taxes, communication costs, travel, per diems, and number of anticipated working days).

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should 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 case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

No travel is envisaged under this assignment

6. EVALUATION

Initially, individual consultants will be long-listed based on the following **minimum qualification criteria**:

- Master's Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field;
- At least 5 years of progressive professional experience in communication or public relations.

The long-listed individual consultants will be further evaluated by a Selection Committee based on the following short-listing criteria:

Long-listing Criteria	Scoring	Max. Points Obtainable
Master's Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field	(Master – 20 pts., PhD – 25 pts.)	25
At least 5 years of progressive professional experience in communication or public relations.	(5 years – max. 25 pts, more than 5 years – up to 50 pts, 5 pts – for each additional year)	50
Proven experience in conducting communications need analysis	(1-3 assignments – 15 pts., each additional assignment – 5 points; up to max. 30 pts)	30

Proven experience in elaboration of communication strategies by identifying and prioritizing audiences and communication means	(1-3 assignments – 15 pts., each additional assignment – 5 points; up to max. 30 pts)	30
TOTAL		135

The first three candidates who passed short-listing evaluation criteria with the best score shall be invited for an interview and pass cumulative analysis.

Cumulative analysis

The award of the contract shall 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 a pre-determined set of weighted technical and financial criteria specific to the solicitation.

1. Technical evaluation (max 300 points) – 60%;
2. Financial evaluation (max 200 points) – 40%.

Only candidates obtaining a minimum of 70% score of the technical evaluation (at least 210 points) would be considered for the Financial Evaluation.

Technical Criteria	Scoring	Max. Points Obtainable
Master's Degree or equivalent (5-year university education) in Communication, Public Relations, International Relations, Journalism, Media Studies or other relevant field	(Master – 20 pts., PhD – 25 pts.)	25
At least 5 years of progressive professional experience in communication or public relations.	(5 years – max. 25 pts, more than 5 years – up to 50 pts, 5 pts – for each additional year)	50
Proven experience in conducting communications need analysis	(1-3 assignments – 10 pts., each additional assignment – 5 points; up to max. 30 pts)	30
Proven experience in elaboration of communication strategies by identifying and prioritizing audiences and communication means	(1-3 assignments – 10 pts., each additional assignment – 5 points; up to max. 30 pts)	30
		135
Interview		
Experience of work in/with media outlets	(no – 0 pts., 1-3 assignments – up to 10 pts, more than 3 assignments – up to 25 pts., 5 additional points for each assignment)	25
Knowledge of the corruption phenomenon, efficient mechanisms for its prevention	(no – 0 pts., to some extent – up to 15 pts., yes – up to 30 pts.)	30

Experience in working with public institutions and SCOs	(no – 0 pts., 1-3 assignments – up to 15 pts, more than 3 assignments – up to 35 pts., 5 additional points for each assignment)	35
Experience in working with law enforcement agencies will be a strong asset	(no – 0 pts., to some extent – up to 10 pts., yes – up to 20 pts.)	20
Excellent communication, strong analytical and report writing skills	(no – 0 pts., to some extent – up to 10 pts., yes – up to 20 pts.)	20
Previous successful experience in working with international organizations, including UN agencies is an asset	(no – 0 pts., to some extent – up to 5 pts., yes – up to 10 pts.)	10
Knowledge of Romanian, Russian and English languages for the purpose of the assignment	(3 pts each language)	9
Responsibility, flexibility, punctuality, capacity of collaboration and teamwork, initiative, creativity, resourcefulness	(no – 0 pts., to some extent – up to 8 pts., yes – up to 16 pts.)	16
Interview maximum points		165
Maximum Total Technical Scoring		300
<u>Financial</u>		
Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 200$ S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.		200

Winning candidates

The winning candidates will be the candidates, who has accumulated the highest aggregated score (technical scoring + financial scoring).

ANNEXES:

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS