



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 28 September 2016

Country: Republic of Moldova

Description of the assignment: National Consultant on Communication for Police forces from Moldova

Project name: Support to Police Reform in Moldova

Period of assignment/services: October 2016 – November 2017 (up to 200 working days)

Application instructions: Proposals should be submitted online by pressing the "Apply Now" button no later than **12 October 2016**.

Requests **for clarification only** must be sent by standard electronic communication to the following e-mail: alexandru.cocirta@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

The overall objective of the Police Reform Project is to strengthen and support the comprehensive efforts to reform the police forces in the Republic of Moldova. The proposed overall objective will be achieved by implementing the following project components:

1. Enhancing the capacities of the General Police Inspectorate staff in the area of crime scene management, evidence collection and primary crime response;
2. Strengthening the linkages between the police and community in the framework of the overall police reform;
3. Strengthening the capacities of the General Police Inspectorate to comprehensively implement and report/communicate on police reform agenda.

The current consultancy is sought under the third Project component. Police reform is one of the major goals of the Moldovan Government to increase the efficiency of Police and increase the level of the population's trust in Police.

General Police Inspectorate (GPI) is one of the main actors of the reform process. This body was established in 2013 and its main purpose is to modernize police activity and improve its performance. The institutional component of reform, reflected through the structural changes within police bodies, needs to be supplemented by support and assistance in developing the capacities of the General Police Inspectorate to address, in a comprehensive manner, a number of policy areas. The support under this Project component aims at enhancing the ability of General Police Inspectorate to design and implement reform activities, as well as at enhancing and increasing GPI's visibility and capacity to have a results oriented communication.

Communication is one of the strategic areas where the capacities of Police needs to be improved in order to strengthen their role in the democratic society, raise the public interest towards their activity, increase public

trust, enhance cooperation with national and international partners, as well as with mass-media and general public. The Police Development Strategy 2016-2020 sets clearly the priority to improve the internal and external communication of Police forces. The Strategy pays a particular attention to the role and influence of communication in the context of developing and implementing the concept of community policing.

The development and successful implementation of Communication related strategic documents and activities shall form part of the overall reform efforts to ensure that the Police of the Republic of Moldova is more open, efficient, free from corruption and accessible to all. Moreover, strengthening the capacities for results oriented communication of Police will contribute to the timely access to information by professionals, members of the public, civil society and relevant national and international stakeholders, as well as will increase their transparency, accountability and visibility.

The General Police Inspectorate shall be the main partner for this activity and will provide the necessary conditions of work and information for the National Consultant.

2. OBJECTIVE

The main objective is to enhance the institutional capacities of the General Police Inspectorate in order to increase its transparency, accountability and visibility by providing advice and support on internal and external communication, providing assistance in developing and implementing a viable communication line and activities with a particular focus on police reform agenda.

The Consultant will also coach a number of Police staff members on how to communicate effectively (including in crisis situations) and will provide daily transfer of knowledge towards strengthening their communication skills, tools and systems.

The Consultant will ensure a high level of analytical support, facilitating the communication and cooperation with different stakeholders. The assignment shall be carried out in close cooperation with the Communication and Public Relations Unit of the General Police Inspectorate.

Scope of work and expected output:

In order to achieve the above mentioned objectives it is expected that the Consultant will:

- Conduct an assessment of the GPI's current internal and external communication/outreach activities, tools and capacities and provide recommendations on improving/enriching the GPI communication;
- Support GPI in developing/updating the communication strategy and action plan and/or guides and practical toolkits in line with the Police Development Strategy 2016-2020;
- Ensure human rights based approach application, gender and minorities mainstreaming throughout the process of the communication strategy and action plan development/update;
- Ensure gender and minorities mainstreaming are visible throughout the strategy and action plan documents;
- Assist the GPI in drafting/amending the communication related regulatory framework to create a clear and accountable communication line, addressing the distribution of responsibilities and workflows, ways of ensuring interoperability of Police units, procedures/protocols to be followed, tools to be used, allocation of budget, etc.;
- Consult the GPI in the process of reorganization of communication unit at the headquarter and regional levels;
- Provide support in drafting the standard operating procedure (SoP) on communication for the Police staff members;
- Assist the GPI in drafting the Citizen's Guide on Police with specific inputs on public relations and communication;
- Update GPI's brand book;
- Advocate for the use of innovative communication tools and instruments in preparing individual communication activities, including in relations with media, organization of events and use of social media;

- Assist the GPI in organization of communication and public awareness events (press conferences, information and awareness campaigns etc.), including but not limiting to: identification of key target groups, development of key messages, drafting scenarios, etc.;
- Coach and transfer knowledge and expertise to communication staff of the GPI at the headquarter and regional levels;
- Coach and advise a group of Police staff members, representing each and every GPI unit, tasked with public communication on behalf of GPI units (interviews, public debates, TV shows, etc.);
- Provide training on communication for the police officers serving in pilot community police stations;
- Assist the GPI in developing a public awareness/communication campaign (design, tools, key messages, partnerships, etc.) focused on promotion of the community police concept;
- Provide guidance to Police senior management on improving the communication skills (including in crisis situations);
- Advise the GPI on practical tips and recommendations for managing communication crisis situations and related risks;
- Develop a toolkit on communication, containing relevant communication templates (e.g., press release, media monitoring report, briefings, standard answers to frequently asked questions) and guidelines on how to address specific (crisis) situations from the communication point of view;
- Coordinate with other assistance initiatives supporting the communication capacity of the Police;
- Collaborate with all relevant stakeholders and mass-media outlets throughout the whole period of the assignment;
- Submit required reports.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Master's Degree or equivalent (5-year university education) in communication, journalism, social sciences, public relations or any other relevant field.

II. Years of experience and sphere of experience:

- At least 7 years of professional experience in communication, journalism or public relations;
- At least 5 years of professional experience linked to the provision of policy advice in Communications. Advisory experience with senior public sector officials or senior staff of other organisations would be an advantage;
- Experience in working with law enforcement agencies on similar assignments would be an advantage.

III. Competencies:

- Proven competencies in designing and implementation of public communication strategies, action plans or other documents, including monitoring and evaluation tools;
- Proven competencies with participatory consultation processes, media relations, and information campaigns would constitute an advantage;
- Solid understanding of and ability to apply communications tools and techniques, including the ability to analyse and use research data;
- Proven experience in applying gender sensitive and minority related aspects in communication would be an advantage;
- Proven skills in designing and delivering presentations and training programs;
- Demonstrated skills in knowledge transfer techniques, such as coaching and mentoring;
- Knowledge of Romanian language;
- Knowledge of English would be an advantage;
- Knowledge of one or more additional languages relevant for Moldova, including Russian, Bulgarian, Gagauzian, Romani, Ukrainian or sign language is an asset.

- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status

IV. Personal qualities: responsibility, creativity, flexibility and punctuality.

The UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Technical Proposal:
 - a. explaining how applicant responds to each of the qualification requirements (particularly providing details on the previously implemented similar projects) and why he/she is the most suitable for the work;
 - b. describing a short vision on achievement of tasks;
2. Personal information (as a detailed CV or as a Personal History Form /P11) with three references;
3. Financial proposal (LUMP SUM) in USD, specifying requested amount per day (fee) and all related costs (e.g. phone calls etc.)

5. FINANCIAL PROPOSAL

The financial proposal shall specify a total **lump sum** amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). 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 will include a breakdown of this lump sum amount (including fees and taxes, 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 costs are envisaged under this assignment.

6. EVALUATION

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

- University degree in communication, journalism, social sciences, public relation or any other relevant field;

- Minimum 7 years of professional experience in communication, journalism or public relations;

The short-listed individual consultants will be further evaluated based on the following methodology:

A two-stage procedure will be used in evaluating the candidates:

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

Technical evaluation will be based on a thorough desk review of applications.

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

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Criteria	Scoring	Maximum Points Obtainable
<u>Technical</u>		
Master's Degree or equivalent (5-year university education) in communication, journalism, social sciences, public relations or any other relevant field	(Master or equivalent – 30 pts.)	30
Proven experience (at least 7 years) in communication, journalism or public relations	(7 years of experience – 35 pts., more than 7 years of experience – 5 pts. for each additional year of experience up to a maximum of 15 additional points)	50
Proven experience (at least 5 years) in provision of policy advice in Communications and advisory experience with senior public sector officials or senior staff of other organisations	(less than 5 years – 15 pts; 5 years of experience – 25 pts., more than 5 years of experience – 5 pts. for each additional year of experience up to a maximum of 15 additional points; advisory experience with senior public sector officials – 10 pts.)	50
Proven experience in working with law enforcement agencies on similar assignments would be an advantage.	(no – 0, yes – 20 pts)	20
Interview	<ul style="list-style-type: none"> • Competencies in designing and implementation of public communication strategies, action plans or other documents, including monitoring and evaluation tools (up to 40 pts) • Competencies with participatory consultation processes, media relations, and information campaigns (up to 20 pts) • Solid understanding of and ability to apply communications tools and techniques, including the ability to analyse and use research data (up to 20 pts) 	150

	<ul style="list-style-type: none"> • Proven experience in applying gender sensitive and minority related aspects in communication would be an advantage (up to 20 pts) • Skills in knowledge transfer techniques, such as coaching and mentoring; design and delivery of presentations and training programmes (up to 30 pts) • Good command of oral and written Romanian (10 pts.); knowledge of English, Russian or other relevant languages (5 pts. each, up to 10 pts.). 	
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 candidate

The winning candidate will be the candidate, 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