

**SUMMARY REQUEST FOR PROPOSALS**  
**COMMUNICATIONS AND TRAINING SPECIALIST - RURAL CAPACITY BUILDING**  
**PROJECT (RCBP)**

**RFP NO. A032712-002-8**

**1 GENERAL INFORMATION AND INSTRUCTIONS FOR BIDDERS**

**Purpose of Request for Proposal (RFP):** To select a consultant to enter into negotiations with the Canadian Embassy in Addis Ababa, acting for the Canadian International Development Agency (CIDA), for a service contract to provide the services described in the Terms of Reference - Appendix A.

**Type of Services:** Communications and Training Specialist – RCBP  
**Closing Date:** 25 October 2010 at 17h00  
**Estimated Contract Value:** ETB157,000(<C\$100,000)  
**Duration of the Contract:** Maximum 15 months inclusive of optional extension period

**Proposals, in three copies must be received by delivery to the Ethiopia-Canada Cooperation Office or by Fax 011 371 5744 or by e-mail at [info@cida-ecco.org](mailto:info@cida-ecco.org) at or before 17h00 hrs (local time) on 25 October 2010**

Proposals received after the stated bid closing date and time will be disqualified and returned to the Consultant unopened.

**1.1 Application Deadline**

**Monday, October 25, 2010 17h00 (5:00 p.m.)**

**Please note that only candidates screened into the interview stage will be notified.**

Applications (Documentation as per Technical Requirements, Section 2 below) should be sent to: **Ethiopia-Canada Cooperation Office, Attention: RCBP Communications and Training Specialist Selection, P.O.X 1009, Addis Ababa, Ethiopia OR**

Via e-mail: [info@cida-ecco.org](mailto:info@cida-ecco.org)

***Title of Position being applied for must be indicated on the envelope or in the e-mail subject line.***

**1.2 Proposal Presentation**

The proposal consists of a two-part Technical Component comprising a written submission (cover letter and curriculum vitae) and, if screened in, an interview.

**1.3 Rights of the Canadian Embassy**

The Canadian Embassy reserves the right to: reject any or all proposals received in response to this RFP; enter into negotiations with one or more bidders on any or all aspects of its proposal; accept any proposal in whole or in part; cancel this RFP; re-issue this requirement at any time;

and, award one or more contracts. The costs, including travel, incurred by the Consultant in the preparation of the proposal and for the negotiation of the resulting contract will not be reimbursed by the Canadian Embassy.

#### **1.4 Mandatory Requirements**

1.4.1 The Consultant **must** meet the mandatory requirements set out in Appendix B. Consultants will be required to provide the signed certification prior to their interview. Failure to comply with all the mandatory requirements will result in rejection of the proposal.

#### **1.5 Verification of Information**

The Consultant is aware that the Canadian Embassy reserves the right to verify that the Consultant meets the mandatory requirements and any information provided in this proposal. Untrue statements may result in the proposal being declared non-compliant, or in any action which the Canadian Embassy may consider appropriate.

#### **1.6 Contract Negotiation**

A time limit may be imposed by the Canadian Embassy to ensure that negotiations are concluded effectively and in a timely manner. In instances where negotiations cannot be satisfactorily concluded between the selected Consultant and the Canadian Embassy, the Canadian Embassy reserves the right to initiate negotiations with the second highest ranking Consultant.

### **2. TECHNICAL COMPONENT**

The Technical Component will comprise of a submitted Cover Letter and Curriculum Vitae (CV) which will be used to assess mandatory requirements for education and work experience, and the Rated Requirements. The Terms of Reference in Appendix A outlines the requirements. The Consultant will be required to demonstrate how (s)he meets the evaluation criteria through the following process:

#### **Mandatory Requirements-Education and Work Experience**

2.1 The Consultant CV will be screened to confirm that the Consultant meets the minimum education and work experience as presented in Attachment B, Section A.6 and identified below. Failure to meet the minimum education and work experience will result in a non-compliant proposal and thus the proposal will not be further reviewed. **If selected for an interview, a signed copy of Appendix B of this Request for Proposal must be provided by the applicant.**

<b>Mandatory Criteria</b>	
Education and Work	Minimum of M.A./M.Sc. degree and 5 years experience, or B.A./B.Sc. degree and 10 years experience in ICT or knowledge management.
Design and Development of Communications Materials	Expertise in designing and developing communications materials using different computer software or media, for example posters, brochures, video, etc.
Training Organization and Facilitation Experience	Organization and facilitation of trainings, workshops, groups of various stakeholders

### Rated Requirements

2.2 The Consultant will submit a cover letter of no more than two (2) pages and a CV of no more than five (5) pages, both of which demonstrate that the Consultant can fulfill the Terms of Reference (Attachment A). All pages over these limits will be disregarded. Note, the CV should be explicit on start and end dates of current and past employment. The Consultant's cover letter and CV will be assessed against the following criteria:

<u>Criteria</u>	<u>Maximum Marks</u>
Criteria #1- Experience in planning, administering, directing and coordinating communication and training in a multi component project	/15
Criteria #2- Experience in the documentation and dissemination of lessons learnt and best practices to stakeholders	/15
Criteria #3- Experience in following up on short term and long term trainings for various Project components	/10
Criteria #4- Knowledge of Ethiopian training institutions, Ethiopian agricultural system, gender, HIV/AIDS, and environmental issues	/5
Criteria #5- Written English	/5
<b>Sub-total</b>	<b>/50</b>

Note, attainment of a minimum of 30 points will be required to be invited to an interview (as per 2.3 below). Should more than three (3) candidates meet the passing mark, the Canadian Embassy reserves the right to limit the number of Consultants invited to an interview to the three (3) candidates receiving the highest marks.

**2.3 If invited to an interview, the Consultant will be required to bring samples of communications materials previously produced, and will make herself/himself available for an interview at the time, date and place named by the Canadian Embassy to demonstrate how she/he meets the following criteria:**

<u>Criteria</u>	<u>Maximum Marks</u>
Criteria #1- Understanding of knowledge management and training in the context of agriculture in Ethiopia	/15
Criteria #2- Knowledge of media tools used to capture lessons and best practices including effective dissemination	/15
Criteria #3 - Communication skills	/10
Criteria #4 – Ability to organize and facilitate short-term trainings, and multi-stakeholder workshops	/10
<b>Sub-total</b>	<b>/50</b>

Note, attainment of a minimum of 30 points will be required to be further considered for selection.

#### **2.4. Level of Effort**

The Canadian Embassy has allotted 220 person-days over twelve (12) months, based on a work day of 7.5 hours a day, to carry out this assignment. An option to extend this contract by up to 54 person-days over three (3) months will be exercised based on requirements of the assignment and mutual agreement.

Maximum points for the Technical Component is one hundred (100) points.

### **3 FINANCIAL COMPONENT**

#### **3.1 Fees / Remuneration:**

A range for the **all-inclusive daily fee rate** for this assignment has been pre-established by the Canadian Embassy according to the local market rates and is as follows: ETB500. This all-inclusive daily fee rate will cover the following cost elements: direct salary, fringe benefits, overhead and profit.

The Canadian Embassy will only pay for actual days worked including approved travel time and will not pay when the individual does not work due to statutory holidays, sickness, vacations, or other leave benefits.

The Consultant is responsible for determining his/her requirements to comply with Ethiopia laws regarding remission of any taxes on income earned from this contract.

#### **3.2 Reimbursable expenses:**

Certain reimbursable expenses will be included in the awarded contract. These expenses are normally incurred during, and directly related to, the performance of the services by the Consultant. Reimbursable expenses **shall not** be part of the Financial Component as these costs, if applicable, will be negotiated with the Canadian Embassy prior to the signature of the contract.

#### **4 EVALUATION PROCESS AND CONTRACT AWARD**

Technical proposals will be evaluated against the evaluation criteria indicated in section 2 Technical Component, and will be awarded a maximum of 100 points. Technical proposals must receive a minimum of 60 points (60%) or they will be disqualified. **The proposal receiving the highest score represents best value to the Canadian Embassy** and the Consultant will be invited to negotiate a service contract for the duration of the assignment. The Consultant will perform the services under the contract as an independent contractor. The Consultant will not be an employee, a servant, a partner or an Agent of the Government of Canada.

##### **4.1 Security Requirement**

There is no Security Requirement associated with this Contract.

## Appendix A

### TERMS OF REFERENCE

#### Rural Capacity Building Project (RCBP) Project Management Unit

##### Position: Communications and Training Specialist

#### Background

The Ministry of Agriculture and Rural Development (MoARD) is implementing a Rural Capacity Building Project (RCBP) financed by the World Bank and the Canadian International Development Agency (CIDA). The overall objective of the project is to strengthen Ethiopia's agricultural services and systems for improved agricultural productivity. More specifically, the project intends to make such systems and services more responsive to farmers' needs and to enhance the capacity of producers to become aware of and to adopt economically viable and environmentally sustainable technologies and agricultural practices.

The Project has six components, namely: agriculture technical vocational education and training (ATVET); agricultural extension; agricultural research; information and communication technology (ICT); agricultural market institutions; and project management. These components are implemented by various project stakeholders, including MoARD, regional Bureaus of Agriculture and Rural Development (BoARDs), ATVET colleges, federal and regional research institutes and centres, and the Ethiopian Commodity Exchange. The project is implemented in 127 woredas in all regions of the country.

RCBP is managed by a Project Management Unit (PMU) at MoARD, consisting of eight professional positions and support staff. The Communications and Training Specialist is one of the eight professional positions presently proposed to be supported by CIDA. Detailed Terms of Reference (TORs) are below.

#### Functions and Responsibilities

The Communications and Training Specialist is responsible for knowledge management and training, including planning, administering, directing and coordinating the communication and training aspects of the different components of the RCBP. The major focus of this position is on the documentation and dissemination of lessons learnt and best practices to various stakeholders. The Communications and Training Specialist, in collaboration with other PMU staff (including the Gender Equality (GE) and Monitoring and Evaluation (M&E) Specialists) and implementing stakeholders, identifies the best practices and lessons learnt from the RCBP project. He/she identifies media to best capture these lessons and practices so that knowledge can be easily accessed, communicated and understood by the targeted audiences. He/she outsources the design and development of communications materials, as required, as well as prepares materials, leaflets, brochures, posters etc in house. The Training component of the position involves following up on the short and long term training for the various project components and facilitating any new training opportunities up to the end of the project. The position is also responsible for facilitating the implementation of the ICT component of the project. ***All work performed under this contract is to be exclusively for the RCBP.***

#### General Requirements

- Follow-up on the progress achieved in the implementation of the project with special reference to monitoring indicators including indicators for gender and HIV/AIDS.
- Ensure a results based management approach is reflected in the project administration and reporting.

- Ensure environmental and social safeguards (ESMF) are incorporated in all relevant project activities.
- Identify lessons learnt and success stories and support the communication of these to the appropriate stakeholders.
- Participate in the design and implementation of the Supervision Missions and the Final Evaluation of the project.
- Ensure follow up on the Mid-Term Review (MTR) and Supervision Mission recommendations.

### **Specific Requirements**

- Develop, in conjunction with other PMU staff, a Communications and Knowledge Management Strategy for knowledge management, dissemination of information, and documentation of lessons learnt and best practices.
- Review all documentation on RCBP's various components and identify, in collaboration, with other PMU staff and the MoARD/BoARD/Woreda Agriculture and Rural Development (WoARD) line offices, the key successes and lessons learnt of RCBP.
- Identify target audiences for various messages policy makers, researchers, universities, Extension Directorate, ATVET, TVET Agency, Bureaus of Agriculture, donors, NGOs etc.
- Identify methodologies to best capture these lessons and successes so that the information can be easily accessed, communicated and understood.
- Develop Terms of Reference (ToRs) to outsource the design and development of communications materials, as necessary.
- Recruit expertise to conduct the design and development of communications materials, as necessary, according to World Bank/GoE regulations.
- Prepare materials, leaflets, brochures, posters etc. highlighting various aspects of the project.
- Liaise with the GE specialist and M&E specialist to ensure communications materials are gender sensitive and reflect the expected results of RCBP.
- Support ATVETs identified for Development Innovation Grant (DIG) funds to carry out the training components of the funds, for example assisting in identification of institutions, individuals and organizations that could provide training for ATVET staff and instructors.
- Facilitate on-the-job training, study tours and short-term training visits as necessary for implementing the different components of the project.
- Play a leading role in the logistics required for the preparation of workshops, seminars and in country short term trainings.

### **Qualifications**

- The Communications and Training Specialist will have a minimum of M.A./M.Sc. degree and 5 years experience, or B.A./B.Sc. degree and 10 years experience in ICT or knowledge management.

- He/she will have excellent computer skills and be well-versed in software for publications. Expertise in designing and developing communications materials using different media, for example posters, brochures, video, is required.
- Fluency in spoken and written English and Amharic is essential.
- Experience with organization and facilitation of trainings, workshops, groups of various stakeholders is required.
- An understanding of gender, HIV/AIDS, capacity building and environmental issues is an asset.
- An understanding of the Ethiopian agricultural system is an asset.
- Knowledge of training institutions in Ethiopia is an asset.

### **Reporting**

The Communications and Training Specialist will report to the PMU Coordinator.

### **Terms and Conditions of Work**

The Communications and Training Specialist will be expected to travel to the regions and to work on weekends and evenings, as required. Under CIDA local contracting policy a maximum of 220 days per 12-month period may be invoiced. When in travel status, CIDA will reimburse actual hotel expenses and provide a flat per diem rate for meals and incidentals based on CIDA established guidelines for local contracts. The RCBP project end date is 31 October 2011 and the expected duration of this contract is until 31 October 2011. An option to extend this contract by up to 54 person-days over three (3) months will be exercised based on requirements of the assignment and mutual agreement.

### **Terms of Payment**

Payment is based on monthly invoices for fees and eligible expenses as supported by timesheets for days worked and receipts in formats approved by CIDA. The anticipated daily rate for this position is: ETB500. The Canadian Embassy shall pay to the Consultant in local currency (Ethiopian Birr) **CANADIAN DOLLARS CND\$32.00/day** as per the published rate by the Commercial Bank of Ethiopia on the last day of the month being invoiced.

**Appendix B**

**MANDATORY REQUIREMENTS CERTIFICATION**

**(Only to be provided prior to interview)**

**A.1 Conditions of Eligibility**

The Consultant certifies that they are a legal entity established and operating in Ethiopia or in the region for the purpose of providing consulting services.

**A.2 Anti-corruption Declaration**

The Consultant certifies that it has not been convicted, in the last three years, by a court of law in Canada or in any other jurisdiction, for an offence involving bribery or corruption. The Consultant further certifies that it is not currently under sanction for an offence involving bribery or corruption imposed by a government, a governmental organization or a development organization providing development assistance.

If the Consultant was convicted or sanctioned for an offence involving bribery or corruption, the details of such convictions or sanctions must be attached to the proposal.

**A.3 International Sanctions**

The Consultant hereby certifies that it is not directly or indirectly subject to economic sanctions in accordance with Canadian government legislation.

**A.4 Anti-Terrorism**

The Consultant hereby certifies that it is not directly or indirectly linked to entities listed pursuant to the Government of Canada *Anti-Terrorism Act*.

**A.5 Validity of Facts**

The Consultant hereby certifies that each statement made with regard to the proposal is accurate and factual.

**A.6 Mandatory Criteria Requirements for Position (from Technical Proposal-CV)**

<b>Mandatory Criteria</b>	<b>All of the following:</b>
Education and Work	Minimum of M.A./M.Sc. degree and 5 years experience, or B.A./B.Sc. degree and 10 years experience in ICT or knowledge management.
Design and Development of Communications Materials	Expertise in designing and developing communications materials using different computer software or media, for example posters, brochures, video, etc.
Training Organization and Facilitation Experience	Organization and facilitation of trainings, workshops, groups of various stakeholders

Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_