



Terms of Reference

READVERTISEMENT REQUEST FOR PROPOSAL

ToR/RN01015-05.016/ Video Documentary Consultancy / 2023

Consultancy for the Video Documentary for the Fankisha Kukabili Janga Improving First Responders Sector in Kenya

Rural Agency for Community Development and Assistance (RACIDA) in Collaboration with the Johanniter International Assistance

Synopsis of the Consultancy Opportunity (Individual Consultant / Registered firm)

Solicitation Reference No.	ToR/RN01015-05.016/Video Documentary Consultancy/2023
Title of Solicitation	Consultancy for the Video Documentary for the Fankisha Kukabili Janga Improving First Responders Sector in Kenya
Issuing Office & Address	Rural Agency for Community Development and Assistance (RACIDA) Website: www.racida.org
Point of contact for clarifications, questions and amendments	RACIDA General Procurement, Procurement@racida.org
Email Address for submission of Proposals/ Quotes	RACIDA General Procurement, Procurement@racida.org
Solicitation Issue Date	28 th March 2023
Initial Deadline for Submission of Proposals	7 th March 2023 23:59 PM EAT. Applications will be reviewed on a rolling basis.
Anticipated Award Type	Consultancy Agreement
Submission and Evaluation Criteria	<p>Bidder must provide the below listed information</p> <p>Mandatory Eligibility Requirement</p> <ul style="list-style-type: none"> i. Must be an Individual/ Registered firm consultant ii. Must submit CV iii. If applying as a firm, the consultant must provide certificate of Incorporation/ Business Registration iv. The firm/individual consultant shall not be sanctioned or blacklisted by any government or institution. v. If applying as a firm, the consultant must submit a valid tax compliance certificate vi. KRA Certificates for all personnel to be engaged in the assignment <p>Technical Evaluation Criteria</p> <ul style="list-style-type: none"> i. Consultant Academic and Professional Qualification-20%

	ii. Consultant's Prior Relevant Work Experience- 35% iii. Methodology/Approach- 35% iv. Language and analytical skills -10% NB. The minimum technical score shall be 75%. There will be no financial negotiations, as per The German Federal Ministry for Economic Cooperation and Development (BMZ) guidelines.
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1. Background and Rationale

Kenya is subject to recurrent, cyclical, and erratic disasters characterized as natural (climatological, hydrological, biological, and the like) or man-made (technological, social, chemical, and the like). When disasters occur in Kenya, local actors are the first to respond. However, these local actors are undermined by gaps and shortcomings within the Kenya Disaster Response System.

As such, Johanniter International Assistance (JIA), and three local NGO first responders – The Rural Agency for Community Development and Assistance (RACIDA), St. John Ambulance of Kenya, and Merti-Integrated Development Programme (MID-P) (hereafter referred to as the consortium members) – commissioned a systemic analysis of Kenya's Disaster Response System to identify key areas for investment and capacity building. The analysis revealed several categories of barriers that hinder effective service delivery by first responders in Kenya, which relate to policy, legal and institutional frameworks, structures and systems, resources and community/public awareness.

Based on these gaps, the consortium was established to strengthen the capacity of the three nationals first responders (RACIDA, St. Johns Ambulance of Kenya, and MID-P) to accomplish the following: a) increase their technical capacity; b) improve their in-country fundraising capacity for timely interventions; c) increase their public recognition and accountability; d) share and develop the "Knowledge Products" of first responders, i.e. share and document best practices to better learn from successes and failures. The consortium was to coordinate their activities with other actors such as the police, the County Steering Committees, the Northern Frontier Alliance in ASAL, etc. to avoid duplication, exploit synergies and ensure the transmission of relevant information.

As such, the First Responders Consortium sought to create awareness around the first responder system and to increase engagement of communities in the first responder system in order to build accountability and transparency for both first responders and local governments. Therefore, one of the outcomes of the strengthened partner capacity was that partners would have the technical know-how to conduct social audits and hold civil society actors and government accountable in

their various roles in the first responder's system. In addition, as part of their role as social auditors, partners will gain an understanding of the Auditor General's and Budget Controller's reports and raise questions about the allocation and use of emergency funds. The findings from these different forms of social audits will be documented to promote transparency, internal learning and sharing with relevant stakeholders. This video documentary will include the establishment of a grievance mechanism, documentation of lessons learnt and dissemination of the Auditor General's report. Each of the three partners is expected to conduct and document a county-level social audit and establish a grievance mechanism.

2. Social Auditor Training Objectives

2.1. Overall Objective

Developing a video documentary on the results of the first responder project intervention, and lesson learnt.

3. Outputs and Deliverables

The consultant shall deliver the following:

- i. A high quality, high resolution YouTube-compatible video documentary with sub titles showcasing the outcomes of the initial responder interventions.
- ii. A documentary script developed in collaboration with the Consortium members and JIA.
- iii. A report containing feedback from the beneficiaries of the First Responders Project on their successes, learning, and recommendations.
- iv. Fifty high-quality project photos from the five counties (Nairobi, Embu, Kiambu, Mandera, and Isiolo) which demonstrate the interventions' success and learning.

4. Duration of Assignment

The consultant should be available to start work from April 2023 and should plan on completing the assignment within four weeks from the time of contract signing.

5. Qualifications and Experience of Consultant

The freelance consultant/consultancy firm must have the following experience and expertise:

- i. Possess a degree in Journalism/ Communication or a relevant field from an accredited university.
- ii. At least five years of experience working on similar projects.
- iii. Ability to showcase previous video work he/she produced.
- iv. Demonstrated experience working in the pastoral community setup.
- v. iv. In-depth knowledge of and experience working in Isiolo, Mandera, Embu, Kiambu, and Nairobi. v. Fluency in English and Kiswahili is required. Knowledge of other relevant local languages is desirable.

Application requirements

- i. Submit a technical proposal detailing the understanding of the assignment, proposed methodologies, expected activities, and deliverables with a work plan/timeline (in PDF format).
- ii. Submit a financial proposal in KES only. The financial proposal should detail the professional fees and other necessary costs to complete the assignment.
- iii. Provide a detailed CV of the professional working on the consultancy project.
- iv. Provide referees from a former line manager/HR Officer for your last 3 contracts.
- v. Provide work certificates on letter heads
- vi. If applying as a firm, a certificate of Incorporation/Business Registration must be provided.
- vii. Submit a valid tax compliance certificate.
- viii. The individual/firm consultant must not be black-listed or sanctioned by any government or institution.

Professional references: Include at least three references from previous clients and the complete contact information of the referees.

Evaluation Criteria:

Evaluation Criteria	Sub criteria/Description	Score
Consultant Academic and Professional Qualification	i. To qualify for this position, you must have obtained a degree in Journalism/Communication or a related field from a recognized university.	20%
Consultant Prior Work Experience	<ol style="list-style-type: none"> i. You should have at least five years of experience working in a similar capacity. ii. It is essential that you can showcase previous video work you produced. iii. It is essential that you can demonstrate your experience working in pastoral community settings. iv. Additionally, you must possess contextual knowledge of and have worked in Isiolo, Mandera, Embu, Kiambu, and Nairobi. v. Fluency in English and Kiswahili is required, and knowledge of other relevant local languages is an advantage. 	35%
Methodology/Approach	<p>The following are the requirements for the terms of reference:</p> <ol style="list-style-type: none"> i. A comprehensive methodology and approach for executing the assignment. ii. A proposed assignment plan that showcases a clear understanding of the assignment expectations, including well-defined timelines. 	35%

	iii. A detailed financial proposal and budget breakdown that accounts for expected daily rates and an initial work plan. The financial proposal should cover professional fees and other costs related to completing the assignment. The technical proposal should be at most 15 pages.	
Language and analytical skills	i. The ideal candidate must possess strong skills in analyzing and presenting information effectively. ii. Proficiency in the English language is a mandatory requirement for the position. iii. The ability to design training plans and modules that cater to individual and organizational needs is crucial. iv. Excellent interpersonal and communication skills are also essential, including the capability to interact and collaborate with a diverse range of stakeholders respectfully and actively, with a focus on enhancing work relationships. v. The candidate should also demonstrate a commitment to team building and a consensus-driven approach to work.	10%

Only consultants scoring 75% or above will be invited to participate in the next round of procurement: presentation of technical bids.

Application requirement

Written response to this TOR in terms of proposal detailing understanding of the task, proposed methodologies of the Survey, expected activities and deliverables, and financial bid.

Detailed CVs of all professional(s) who will work on the Survey.

Professional references: Please provide at least 3 references from your previous clients and full contact details of the referees.

Bidders' submissions of technical and financial proposal should be submitted via email Procurement@racida.org with the subject line

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