**Terms of Reference**

**“Crowdsourcing** **for the National** **Human Development Report”**

**Project Title:**

**Services required:**

**Category:**

**Duration of the service:**

**Duty Station:** Kyiv, Ukraine

**Supervisor:**

**Payment arrangements**:

**Starting date:** August 2012

**Administrative arrangements**:

**Selection method**: Competitive process

1. **Background**

Human development is the expansion of people’s freedoms to live long, healthy and creative lives; to advance other goals they have reason to value; and to engage actively in shaping development equitably and sustainably on a shared planet. People are both the beneficiaries and the drivers of human development, as individuals and in groups. The Human Development Report (HDR) is an independent publication commissioned by the United Nations Development Programme (UNDP).  With its wealth of empirical data and innovative approach to measuring development, the Human Development Report had a profound impact on development thinking around the world.

HDRs at the regional, national and local levels take the human development approach to the regional or country level and are prepared and owned by regional and national teams. National Human Development Reports (NHDR) offer in-depth focused perspectives on and analysis of national circumstances and strategies for advancing human development. The reports stimulate national debates and result in many initiatives promoting and strengthening human development. As such, NHDRs constitute a major pillar for analytical and policy work by UNDP and other partners. The aim of the reports continues to be to bring together the facts about human development in the country, to influence national policy and to mobilize various sectors of society.

Now Ukraine is embarking on the preparation of the next National Human Development Report and it is important to ensure the national ownership and to advance the participation and civic engagement in defining the topic and the focus of the Report. The traditional ways of ensuring the national ownership, including information distribution, consultation, active involvement, etc. have limited capacity to reach larger groups and especially those at the local level, which limits the representative basis of the decision on the topic of the Report. Innovative use of crowdsourcing technology, which has recently become a modern trend, fueling innovation and collaboration in research, business, society and government, could present novel prospects for the development of NHDRs to interact with much larger audiences, and more effectively.

The crowdsourcing concept is being increasingly expanded to strengthening public consensus to foster civic participation, strengthen communities and empower marginalized groups. In Sharma’s model of critical crowdsourcing success factors motive alignment of the crowd is the central idea, whereas the vision and strategy of the crowdsourcing initiative, linkages and trust, external environment, infrastructure and human capital are the peripheral factors.

United Nations has started to successfully apply the crowdsourcing technologies to its development initiatives. CrowdOutAIDS was the UNAIDS Secretariat’s youth-led policy project that used social media tools and crowdsourcing technology to enable about young people from around the world to develop a set of recommendations for the UNAIDS Secretariat to work more effectively with young people in the AIDS response. Ushahidi is a non-profit software company that develops free and open source software for information collection, visualization and interactive mapping. Brazilian “Point to Point” project involved communities to work together to define the topic for NHDR.

In order to involve as many people and communities into choosing the topic and focus for NHDR, UNDP Ukraine plans to select a company which will design and implement crowdsourcing platform, involve citizens from all over the country into the process and will help them make their own contribution in developing a unique National Human Development Report in Ukraine.

1. **Objectives and scope of work**

The Contractor is expected to develop and introduce the NHDR Crowdsourcing Platform with the aim to foster discussion, debates and get responses – through customized web and/or mobile applications, and offline participatory tools – about the assets most critical and important for the development of the country, thus to facilitate defining the topic and the focus of the next NHDR. This will, on the one hand, empower various groups of population with the tool to contribute to a larger effort, and on the other hand, ensure voices of local communities and minority group are heard.

The Contractor will perform the following activities for the successful completion of the assignment.

1. Prepare a methodology and propose a timeframe for conducting the crowdsourcing:
   1. Review the available international as well as UNDP / UN experiences and lessons learned in this area;
   2. Define the methodology of crowdsourcing including social media tools as well as offline channels (incl. on-going UNDP projects) to reinforce the calls for participation;
   3. Fine-tune the question(s) developed by UNDP to be asked through the crowdsourcing platform;
   4. Define the geographic coverage of the offline crowdsourcing;
   5. Indicate the approx. number of people which will be targeted by the offline crowdsourcing;
   6. Indicate the approx. number of entries expected to be reached by online crowdsourcing;
   7. Define a detailed timeline, which should describe distinguishable phases of the process;
   8. Consult and agree the methodology and timeline with UNDP.
2. Develop a NHDR crowdsourcing platform using various online and offline tools:
   1. Develop and consult with UNDP the crowdsourcing platform which should be user-friendly and easy to be accessed;
   2. Define how the platform should be integrated (municipal websites, brand new website, social media);
   3. Propose and agree with UNDP on the web-location for the platform;
3. Promote the crowdsourcing NHDR platform widely:
   1. Identify media partners and establish partnerships to promote the crowdsourcing;
   2. Identify and establish partnerships with various stakeholders (national/local authorities, local communities, academia, social society, etc.)
   3. Develop incentives for the people to participate in the initiative;
   4. Suggest visualization effects and/or videos in order to achieve better promotion results.
4. Collect, process and analyze the data and information;
5. Prepare the report, incl. tables, charts, case boxes or pictures (where relevant) that would enhance the quality of the report.
6. Present the final results to UNDP.
7. **Duration**

The activities under this assignment will be carried out within the period 1 August - 30 October 2012.

1. **Inputs by UNDP**

UNDP will provide the Contractor with the following information:

* Project Concept on Crowdsourcing for NHDR;
* Contact information and assistance from the CBA project;
* Contact information and assistance from the GEF Small Grants Project;
* Contact information and assistance from MGSDP project.

1. **TIME FRAME AND DELIVERABLES:**

Upon the completion of assignment, company should provide to the UNDP office with the following:

1. The methodology and timeline for the crowdsourcing:

- the first draft should be submitted no later than 1 week of the commencement of the assignment

- the final version should be submitted no later than 2 weeks of the commencement of the assignment

1. The crowdsourcing platform is designed, tested and run

- the first draft should be developed no later than in 2 weeks of the commencement of the assignment

- the final version should be developed and run no later than in 3 weeks of the commencement of the assignment

1. Crowdsourcing is conducted and detailed reports with the analyzed data and findings are prepared:

- the mid-term report should be submitted no later than 8 weeks of the commencement of the assignment

- the final report should be submitted no later than in 11 weeks of the commencement of the assignment

## **REQUIRED EXPERTISE:**

## The following is required to successfully carry out the assignment:

1. At least three years of in research, marketing, social media or other relevant field in the social area;
2. Experience in the similar projects or in crowdsourcing will be an asset;
3. Ability to work with various stakeholders (national/local authorities, local communities; academia, social society);
4. Experience of cooperation with the international organizations will be an asset;
5. Have adequate human resources base and logistic facilities to carry out the tasks;
6. Availability of competent English speaking staff to conduct desk study of international experiences.

## **Management arrangements:**

The Contractor will be responsible for managing the process of the task, its human resources, logistics and expenditures related with the tasks in terms of time and adequacy in close consultations with UNDP. The overall process is coordinated by the UNDP focal point of the “Crowdsourcing for the National Human Development Report” project. Work-progress reporting/monitoring meeting will be held with the Contractor on a regular basis.

1. **Application requirements:**

UNDP Ukraine is inviting institutions and organizations interested in and capable of performing this assignment, to participate in the competition and submit an application, specifying the following information:

1. Name of organization;
2. Address (legal and mailing), telephone and fax numbers, contact persons, e-mail addresses;
3. Information about activities of the organization (information should not exceed 2 pages), including: date of establishment, goals and tasks, number of employees, professional expertise, experience, cooperation with other organizations;
4. Duly signed Declaration by Offeror and Disclosure Requirement;
5. Name of the appointed Project Manager and his/her CV;
6. Draft concept and the action plan for crowdsourcing (the concept, goals, objectives, methods of crowdsourcing; a clear message(s); tools for crowdsourcing; specific groups of people; detailed work plan with the timeline; resources; number of employees planned to be involved in researches, their functions and CVs; etc)
7. Detailed budget of the proposal (PLEASE NOTE: the project does not cover procurement of office equipment);
8. Mechanisms of evaluation of the research validity.

The application should be signed by Manager of the organization and have a stamp applied to it.

**Annex I - Evaluation criteria**

**Evaluation and comparison of proposals**

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submission that passed the minimum technical score of 70% (of 490 points) of the obtainable score of 700 points in the evaluation of the technical proposals.

In the First Stage, the technical proposal is evaluated on the basis of its responsiveness to the Terms of Reference (TOR) and as per below Evaluation Criteria.

In the Second Stage, the price proposal of all offerors, who have attained minimum 70% score in the technical evaluation, will be reviewed.

Overall evaluation will be completed in accordance with cumulative analysis scheme, under which the technical and financial aspects will have pre-assigned weights on 70% and 30% of the overall score respectively. The lowest cost financial proposal (out of technically compliant) will be selected as a baseline and allocated the maximum number of points obtainable for financial part (i.e. 300). All other financial proposals will receive a number of points inversely proportional to their quoted price; e.g. 300 points x lowest price / quoted price.

The winning proposal well be the one with the highest number of points after the points obtained in both technical and financial evaluations, respectively, are added up. The contract will be devoted to the bidder that submitted the winning proposal.

**Technical evaluation criteria**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary of Technical Proposal Evaluation Form** | | **Score Weight** | **Max Points obtainable** | **Company/Other Entity** | | | |
| 1. | Expertise of Firm / Organisation submitting Proposal | 40% | 280 |  |  |  |  |
| 2. | Proposed Work Plan and Approach | 40% | 280 |  |  |  |  |
| 3. | Personnel | 20% | 140 |  |  |  |  |
|  | **Total** | **100%** | **700** |  |  |  |  |

Evaluation forms for technical proposals follow on the next two pages. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The **Technical Evaluation Forms are:**

Form 1. Expertise of Firm/Organization Submitting Proposal

Form 2. Proposed work plan, methodology and Approach

Form 3. Personnel

**Technical Proposal Evaluation Form 1**

| **Expertise of firm / organization submitting Proposal** | | **Points obtainable** | **Company / Other Entity** | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **A** | **B** | **C** | **D** | **E** |
| 1.1 | Experience in research, marketing, social media or other relevant field in the social area | 100 |  |  |  |  |  |
| 1.2 | Experience in the similar projects or in crowdsourcing | 50 |  |  |  |  |  |
| 1.3 | Ability to work with various stakeholders (national/local authorities, local communities; academia, social society); | 50 |  |  |  |  |  |
| 1.4 | Have adequate human resources base and logistic facilities to carry out the tasks | 50 |  |  |  |  |  |
| 1.5. | Experience of cooperation with the international organizations will be an asset | 30 |  |  |  |  |  |
|  | **Total Form 1** | **280** |  |  |  |  |  |

**Technical Proposal Evaluation Form 2**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Proposed Work Plan and Approach** | | **Points Obtainable** | **Company / Other Entity** | | | | |
| **A** | **B** | **C** | **D** | **E** |
| 2.1 | To what degree does the Offeror understand the task? | 70 |  |  |  |  |  |
| 2.2 | Have the important aspects of the task been addressed in sufficient detail? | 50 |  |  |  |  |  |
| 2.3 | Is the scope of task well defined and does it correspond to the TOR? | 100 |  |  |  |  |  |
| 2.4 | Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 60 |  |  |  |  |  |
|  | **Total Form 2** | **280** |  |  |  |  |  |

**Technical Proposal Evaluation Form 3**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Personnel** | | **Points Obtainable** | **Company / Other Entity** | | | | |
| **A** | **B** | **C** | **D** | **E** |
| 3.1 | **Team leader** |  |  |  |  |  |  |
|  | Relevant higher education | 20 |  |  |  |  |  |
|  | Professional experience in the sphere (min 5 years) | 30 |  |  |  |  |  |
|  | Knowledge of languages (Ukrainian and English) | 10 |  |  |  |  |  |
|  | **Total for Team leader** | **60** |  |  |  |  |  |
| 3.2 | **Senior expert** |  |  |  |  |  |  |
|  | Relevant higher education | 10 |  |  |  |  |  |
|  | Professional experience in the sphere (min 3 years) | 30 |  |  |  |  |  |
|  | Knowledge of languages (Ukrainian and English) | 10 |  |  |  |  |  |
|  | **Total for senior expert** | **50** |  |  |  |  |  |
| 3.3 | **Junior expert** |  |  |  |  |  |  |
|  | Relevant higher education | 10 |  |  |  |  |  |
|  | Professional experience in the sphere (min 1 year) | 10 |  |  |  |  |  |
|  | Knowledge of languages (Ukrainian and English) | 10 |  |  |  |  |  |
|  | **Total for junior expert** | **30** |  |  |  |  |  |
|  | **Total Form 3** | **140** |  |  |  |  |  |