



FCA Terms of Reference

Communications Consultant

FOR

THE NETWORK FOR RELIGIOUS AND TRADITIONAL PEACEMAKERS' PROJECT

AHA! Awareness with Human Action

1. Background

The Network for Religious and Traditional Peacemakers (Network) is implementing the European Union-funded consortium project: "AHA! Awareness with Human Action." The 18-month project began in July 2020 and is being implemented in consortium with Finn Church Aid (FCA), World Faiths Development Dialogue (WFDD), the Center for Peace and Justice - Brac University (CPJ), Center for Communication and Development of Bangladesh (CCD), Islamic Relief Worldwide (IRW), Youth Development Foundation (YDF) and Sarvodaya.

The AHA project seeks to contribute to the response efforts of the COVID-19 pandemic by preventing conflict and building social cohesion in Pakistan, Sri Lanka, Bangladesh and broader South Asia. The specific objective is to increase outreach for initiatives that promote awareness of COVID-19 and constructive narratives that reduce discrimination, hate speech, and stigmatization against specific communities, primarily targeting religious leaders, and women and youth leaders as community influencers.

As one of its key outputs, the project will implement targeted activities focused on the use of media to advance social cohesion through the prevention of hate speech and discrimination by developing an effective communication material package and overall strategic communication campaign for dissemination and amplification of messages in targeted countries and region. The communications consultant will work to develop a holistic regional communications campaign for the project with interlinked three country level campaigns. The project partners, including dedicated communications staff in Pakistan, Bangladesh and Sri Lanka, will collaborate in the design of the campaign in country level.

As a result of the communication campaign and broader communications activities, target stakeholders will be more aware about factual information related to COVID-19, the importance of amplification of positive narratives against divisive ones, and their role in peace building and mitigation and prevention of the escalation of potential violent situations. This output will contribute to the empowerment and support of such actors and influencers in this region to collaboratively spread effective messages to prevent and counter hate speech and discrimination.

2. Primary objectives

The primary objective is to develop, implement and evaluate one regional communication campaign with three interlinked campaigns targeting Bangladesh, Pakistan and Sri Lanka, with emphasis on:

- increasing outreach for factual information and initiatives that promote awareness of COVID-19
- increasing outreach for constructive narratives that reduce discrimination, hate speech, and stigmatization against specific communities
- Increasing community relations and dialogue in which promotes awareness, mutual understanding and collaborative action.





3. Principal duties and deliverables

- Development and delivery of 1 external regional communications campaign for the project that will promote positive messaging on inclusive societies to contribute to conflict prevention and peacebuilding efforts. This could include, but not limited to:
 - Strategic communication campaign developed with utilization of technological trends and media in each country, while factoring limitations, such as the digital divide
 - Written and visual communication disseminated through print, offline media and social media channels, including but not limited to: videos, infographics, brochures, posters, news articles, blog posts and press releases.
- Co-design and develop with in-country project partners interlinked communications campaigns for Bangladesh, Sri Lanka and Pakistan
- Launch and implement the regional campaign and provide support to campaigns in the target countries
- Tracking, monitoring and reporting the results of the campaign both regionally and in in-country context during the first 5 months of the campaign.

4. Assignment details

The overall strategic communication campaign will be developed with the consideration of technological trends and the most effective media in each country context. It will reflect also technical limitations, the digital divide, and aim to support initiatives of social cohesion. Campaign materials will be designed collaboratively with partners and as appropriate in consultation with other stakeholders. It will include a broad constructive, proactive, fact-based and dialogical approach, and a strategy that amplifies peace voices that advances the actions by the community leaders and influencers under other activities of the project.

It will also make use of technology, data and analytics to enable the different media actors to utilize and expand on their own media initiatives to amplify positive messages promoting social cohesion and reducing stigmatization, particularly in social media. Emphasis will be on monitoring to reduce the spreading of misinformation during the pandemic and create relationships and methods of working beyond the current crisis. In line with over communications and visibility plan of the project, a more detailed communications plan for the campaign will be developed for each country which will be used as the basis for implementing activities and tracking progress. As part of the this strategic communication campaign, a consistent and engaging social media presence will be established with a standard hashtag used across Facebook, Twitter, TikTok and Instagram posts that relate to the project's work. This hashtag will be mainstreamed throughout partners and beneficiaries networks to allow for branding and visibility.

The communications campaigns and related actions are expected to reach 4 million people through social media actions and 10 million people through offline communications actions.

The communications campaign will be designed in alignment with EU's communications and visibility requirements (https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).





5. Scope of work and management

The assignment takes place between October 2020 and January 2021 with an expectation of launching the campaign early-October 2020. From January to February 2021, the consultant will be tracking, monitoring and evaluating the campaign.

The communications consultant will be working closely with the project communications coordinator, project coordinator and in-country partners dedicated communications personnel. The candidate will deliver a high-quality communications campaign in a limited time period.

6. Expected engagements, deliverables, indicative timeframe and payment

Revised 1 September

Expected engagements and deliverables	Timeframe / Due date
Communication Consultant is hired	September 2020
Development of communications campaigns (<i>in consultation with local partners and utilization of baseline study</i>)	September 2020-October 2020 (12 days)
Launch of regional communication campaign	October 2020 (2 days)
Launch of in-country communication campaigns	October 2020 (2 days)
Implementation and further development of communication campaigns	October 2020-January 2021 (26 days)
Tracking, monitoring and evaluation of communication campaign	October 2020-February 2021 (5 days)
Final report	Early March 2021 (3 days)
TOTAL DURATION	50 days
	September 2020 – March 2021

7. Deliverables and Payments

Deliverables	Payment %
Upon approval of detailed proposal	20%
Upon successful launch of the communications campaigns	40%
Upon approval of final monitoring report	40%

REQUEST FOR QUOTATION

8. Skills and qualifications required (Eligibility Criteria)

The consultant will be appointed by FCA/Network. The following expertise shall be required by the consultant for the successful conduct of the communications campaign:

- Bachelor's degree in communications or related field
- At least five years' experience in developing country/regional specific online and offline communications campaigns in a position directly related to public relations, communications, marketing or related career





- Demonstrated experience in strategic communications planning, program management and implementation, including multi-country campaigns, to be verified by sample of previous communication campaign as well as in a reference letter by previous employer
- Strong knowledge of the local to regional level context in South Asia, including in targeted countries Pakistan, Sri Lanka and Bangladesh, as demonstrated in CV with previous work or research-related experience.
- Previous work or research experience in intra- and inter-religious dynamics especially with youth and women networks in targeted countries, as demonstrated in CV
- Ability to interact and communicate with people from different backgrounds and cultures, with a high degree of cultural sensitivity. Your CV should clearly indicate experience of cross-cultural engagement.
- Excellent knowledge of working in virtual space and designing communications campaigns, as demonstrated in the communication portfolio
- Demonstrated design skills and creative approach to communications with the ability to use Adobe Suite, Microsoft Office or similar multimedia software, as demonstrated in the communication portfolio
- Proficiency in English (oral and written), working knowledge of local languages in Pakistan, Sri Lanka and Bangladesh is an asset

These are minimum requirements and evidence must be included in the proposal documentation, for example in CV. If no evidence of fulfilling the minimum requirements is found in the documentation, the bidder will be disqualified.

9. Budget

Budget proposals must include all costs, including any insurance, taxes, VAT. Cost relating to the development and promotion of materials are covered by the project budget and should not be included in the budget proposal. The cap for the total consultancy costs is 9,000 EUR, inclusive of all costs.

10. Bids assessment

All applications (comprised of technical proposal including budget and CV) will be scored on a 0 to 100.

Qualitative award criteria	
Methodology for carrying out the campaign as outlined in the Technical Proposal	10 points
Organization of tasks and timetable as outlined in the Technical Proposal	10 points
Rationale of the Evaluator's value added to the AHA Project	10 points
Financial proposal as outlined in the Technical Proposal	50 points
Candidates who demonstrate the following relevant experience BEYOND the minimum award criteria (detailed further in section 9 above) will be scored as follows (Maximum 5 points per criteria):	



At least five years' experience in developing country/regional specific online and offline communications campaigns in a position directly related to public relations, communications, marketing or related career	1 point for meeting requirement, 1 per extra year of experience beyond 5 years
At least four years' experience in areas of mediation or peace support, public health community-based dialogue, peace and security, conflict, religion, comparative politics, and international relations.	1 point for meeting requirement, 1 per extra year of experience beyond 4 years
One previous experience as a communication consultant	1 point for meeting requirement, 1 per extra experience beyond 1 previous instance
Experience in peacebuilding that included religious and traditional actors as stakeholders	1 point for meeting requirement, and 1 additional point for specific initiative targeting women and youth
Educational experience beyond Bachelor's degree	2 points for Master's degree in relevant field, 3 points for PhD in relevant field

12. Terms of contract

- The Consultant is responsible for payment of all social costs, other employment related costs and for all other liabilities of a statutory nature.
- The consultant will have to abide by FCA CoC, Child Safeguarding policy and any other relevant policies.
- Copyright for the products will remain with FCA.

13. Submission process

Interested parties should email Network Communications Coordinator, Sarah Tyler (sarah.tyler@kua.fi) to request the Technical and Financial Proposal form. **Application deadline is 10 September.** The application package will include the following materials:

- 1-3 page CV
- 1 page cover letter
- Sample of previous communication campaign, including campaign evaluation [if available]
- 3 professional references
- Technical and financial proposal (maximum 8 pages)

Late, incomplete or partial bids will be rejected.

FCA reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to contract award, without thereby incurring any liability to Bidders.





At the time the contract is awarded, FCA reserves the right to increase or decrease the quantity of Goods, Works or Services originally specified in the tender notice, provided this does not exceed the percentage(s) specified in the tender notice, and without any change in the unit prices. If no percentage was determined in the tender notice, the percentage to be taken into consideration by default is 10%.

Tenderer's bid should remain valid for a delay of at least 90 and up to 120 days (according to the estimated amount of the contract). Should a tenderer retract his bid before the delay is up, he shall run the risk of not being considered in a future tender.

FCA has zero tolerance concerning aid diversion and illegal actions and may screen consultants against international lists to ensure due diligence and compliance with Anti-money laundering and Combating the Financing of Terrorism requirements.

Annexes

- Assessment grid (upon request)
- Technical and Financial Proposal

