

# UDHR 70<sup>th</sup> anniversary Communications and media campaign

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*Pre-bid meeting  
Phnom Penh, 18 May 2018*



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# 70<sup>th</sup> anniversary of the Universal Declaration of Human Rights



- The UDHR is the most translated document in the world, available in 500 languages.
- It is as relevant today as it was on the day it was proclaimed.
- This year, December 10th will mark the 70<sup>th</sup> anniversary of this historical document.
- OHCHR-Cambodia is seeking proposals from communications and marketing agencies to launch a country wide campaign in Phnom Penh and at least 3 provinces.



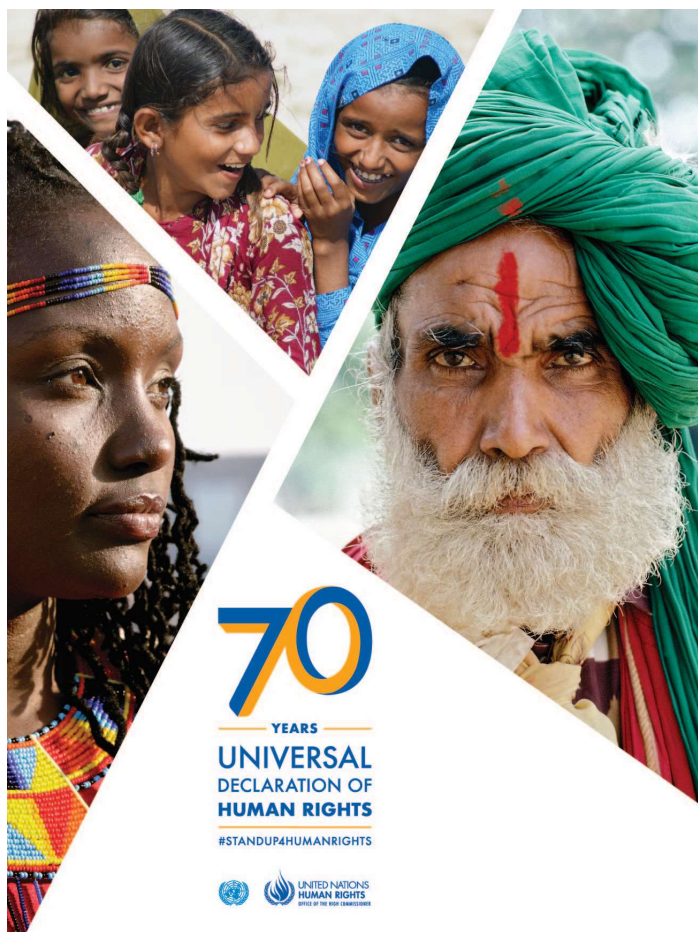
## The campaign



- The campaign should promote Human Rights, the 70<sup>th</sup> anniversary of the UDHR, and Human Rights Defenders (20<sup>th</sup> anniversary of the Declaration).
- The target audience is Cambodian YOUTH.
- The campaign should take place in Phnom Penh and in the Provinces (3).
- The campaign should use a wide range of communication tools (online and offline).



# Objectives of the assignment



- To raise awareness on the UDHR and its 70<sup>th</sup> anniversary.
- To raise awareness on Human Rights Defenders and portray them as ordinary people (doctors, children, teachers, environmentalists etc.).
- To make human rights accessible and understandable to ordinary Cambodians (rural population, illiterate population etc.).
- To increase public recognition (with a focus on youth) of how human rights and accountability contribute to development and peace.
- To improve youth awareness, understanding and support to human rights issues.
- To increase capacity of youth to engage and contribute to debates on human rights issues.
- To organize a public event (800 to 1000 guests) to mark Human Rights Day in December 2018.



## Scope of work



- Conduct research and data analysis prior to developing the campaign.
- Develop research methodology and measurables.
- Handle the communications needs of this project from A to Z (in English and Khmer).
- This includes but is not restricted to content development, creative concept, production of materials in different formats (social media, videos, billboards, radio jingles and PSA messages, TV spots, etc.), content placement, event organization etc.
- Propose ad-hoc events, partnerships.

## Scope of work



- Design and implement the entire communication campaign.
- Work with relevant authorities to ensure content are legally placed in public spaces (billboards, radio, TV spots).
- Organize a public event between 7 December and 10 December 2018 to mark Human Rights Day.
- Propose a monitoring and evaluation system to measure the impact of the communication plan, whether it is being implemented successfully and on time, and whether the objectives are being met. Report on the agreed metrics regularly.
- Deliver an evaluation at the end of the campaign to measure the success of the project.

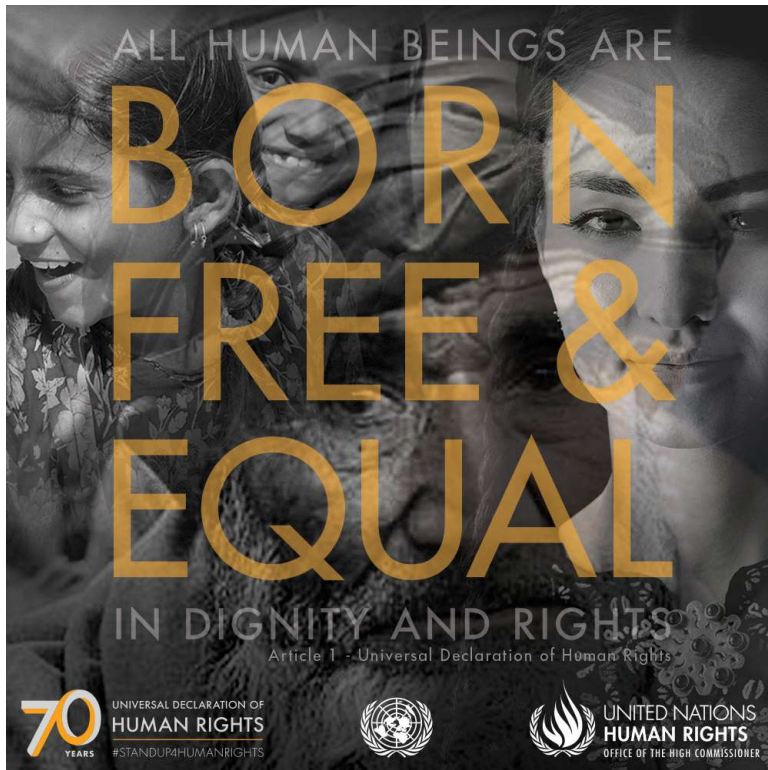


# Timeline

| Ncc              | Deliverables/Outputs  | Estimated Duration to Complete (Working Day) | Target Due Dates                 | Review and Approvals Required (Indicate designation of person who will review outputs and confirm acceptance) |
|------------------|---|--|----------------------------------|---|
| 1                | Output 1: Conduct research and data analysis on Youth and Human Rights in Cambodia                              | 15 days                                      | 15 Aug 2018                      | OHCHR, Head of Communication Unit   |
| 2                | Output 2: Creative proposal suggestion  | 10 days                                      | 20 Aug 2018                      | OHCHR, Head of Communication Unit   |
| 3                | Output 3: Validation of the creative proposal and campaign content/materials production                         | 10 days                                      | 31 Aug 2018                      | OHCHR, Head of Communication Unit   |
| 4                | Output 4: Launch and roll out of the campaign   | 120 days                                     | 31 Dec 2018                      | OHCHR, Head of Communication Unit   |
| 5                | Output 5: Monitor and report on the progress of the communication plan and make necessary adjustments if needed | N/A  | On going - 01 Sep to 10 Dec 2018 | OHCHR, Head of Communication Unit   |
| 6                | Output 6: Organize the Human Rights Day event   | N/A  | Between 07 to 10 Dec 18          | OHCHR, Head of Communication Unit   |
| 7                | Output 7: Report on the success/impact of the campaign  | N/A  | 18 Jan 2019                      | OHCHR, Head of Communication Unit   |
| Total # of Days: |   | 155 days                                     |                                  |   |



## Resources



- Global campaign website:  
<http://www.standup4humanrights.org>
- Brand guidelines
- Logos and promotional materials from HQ are available. You may adapt them to the Cambodian context



Q&As

Questions?



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