

TERMS OF REFERENCE (TOR) – PROCUREMENT OF CONSULTING SERVICES FOR THE EXECUTION OF AN INFORMATION AND AWARENESS CAMPAIGN FOR THE CITIZEN FEEDBACK MECHANISM INITIATIVE

Project Name: Citizen Feed Back Mechanism, Liberia

1. Background and Rationale

As part of UNDP's support to achieving the Pro Poor Agenda for Prosperity and Development (PAPD), a five-year Decentralization Programme has been developed and signed between the Government of Liberia and UNDP. Decentralizing basic services is the centrepiece of the Government's PAPD strategy. By decentralizing services, the Government of Liberia will be able to reach much of the population with concrete developmental initiatives, which are vital for poverty reduction and socioeconomic growth. The Government established County Service Centers across all 15 counties to provide services to its people; thereby, bringing the government closer to the people.

As part of the decentralization process, the Government has established the Citizen Feedback Mechanism (CFM) provides the opportunity for citizens to share their experiences and provide feedback on the various services that they are or are not receiving. The information will be received in real-time where the data is processed allowing for the necessary government entity to respond timely. The CFM is currently being piloted in five county service centers, with the aim of a full roll-out soon. The CFM also provides information to citizens on the range of services offered by the various MACs, through a system of regular information broadcasts. The CFM is a mobile and web-based platform that is, in real time, receive, compile, analyse and respond to citizens' perceptions of public services standards, initially focusing on 5 pilot Counties and County Service Centres (CSCs), namely, Nimba, Bomi, Grand Bassa, Sinoe, and Grand Gedeh Counties. The CFM database is a robust repository of key data on service delivery, necessary for improving and informing policy on public services, in line with the goals of the PAPD.

2. Scope of Work

The process of building and testing the CFM Prototype is now successfully concluded and the system is installed and deployed in the five pilot counties.

The successful roll-out and implementation of the CFM however depends on a good understanding and usage of the CFM by citizens in the five pilot counties. This is intended to be achieved through a wide range of information and communication interventions involving the use of national and community radios, printed materials (posters, brochures, stickers) as well as social media campaigns targeting ordinary citizens in the 5 pilot counties. The first public awareness was conducted in 2020 and this second phase is intended to sustain the awareness program.

This scope of work entails planning and delivering a comprehensive CFM awareness and information campaign over a period of two months (April-May 2021) in the 5 pilot counties based on a range of IEC Materials. This will be in the lead up to and following the Live Launch of the CFM/LIBTALK mobile and web platforms to be planned. A separate process is ongoing to procure all print materials needed for this campaign, including posters, brochures, stickers, banners and branded T-shirts. Very specifically the successful vendor for this service will:

1. Present a high impact CFM/LIBTALK information and awareness plan for the 5 pilot counties inclusive of:
 - a. A concept and a strategic approach and methodology for the CFM/LIBTALK awareness campaign that reflects a clear understanding of the TOR and CFM citizen IEC needs
 - b. A detailed information and awareness implementation schedule/plan
2. Prepare and present to UNDP for approval sample radio jingles for the CFM Information and awareness campaign
3. Prepare final jingles based on discussions with UNDP and the DG-C secretariat

4. Plan series of radio discussion events to inform the public about the CFM and encourage them to use it as a platform to engage with MACs and policy makers in order to bring their voices to bear on the type and standards of services they receive from the government.
5. Execute an intensive cost-efficient information and awareness (and branding) campaign on the CFM using radio and various other IEC materials
6. Partner with relevant CSOs/CBOs, Community groups (women, youth, faith-bases), as well as the media and other community influencers in all 5 target Counties to ensure the highest information and awareness effect for the CFM
7. Facilitate the participation of MOS CFM Team and County Service Center Coordinators in the awareness campaign
7. Present a comprehensive acceptable terminal IEC report detailing activities completed, reach of activities and perceived effectiveness and impact, with recommendations on how to achieve greater popular awareness of the CFM going forward.

3. Timelines and deliverables

This engagement shall be completed within a period of 30 working days

No.	Description	Quantity	Delivery Timeframe
1	A draft inception report for review by UNDP, following signature of contract which includes a comprehensive production and information and awareness plan inclusive of the following: 1. Concept (understanding of our requirement and a proposed approach and methodology for delivery) 2. CFM Information and awareness campaign Implementation schedule/plan	<ul style="list-style-type: none"> • 4 hard copies • 1 soft copy stored in a flash disk. 	Within 5 days from receipt of contract and/or the Notice to Proceed (NTP)
2	Finalize inception report based on input from UNDP and GD-C	<ul style="list-style-type: none"> • 4 hard copies • soft copy stored in a flash drive 	Within 3 days from receipt of the draft inception report reviewed by UNDP and DG-C Liberia
3	Sample jingles (for radio broadcast) for review by UNDP and DG-C team	<ul style="list-style-type: none"> • recorded jingles spanning different times up to 1 minute (20 seconds, 40 seconds 60 seconds) 	Within 4 days from receipt of the approved inception report
4	Final/ready to air radio jingles and plan for radio talk events based on final comments from UNDP and DG-C	<ul style="list-style-type: none"> • final recorded copies/versions of ready to air jingles • a final plan for a series of radio talk shows 	Within 2 days from receipt of the inputs on samples
IMPLEMENTATION			
5	Implementation of CFM/LIBTALK information and awareness plan based on the radio jingles and talk events and on print materials to be availed to the Vendor by UNDP	encompassing the widest possible coverage (including rural and urban areas) in all 5 pilot counties	Within 20 days following production of final approved jingles and receipt of Print IEC materials from UNDP

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6	Airing of 3 Radio Jingles per week per county (5 counties) for 2 months	3 times a week per county, for two months, for 6 counties	2 months, starting 2 weeks prior to the launch of the CFM/LIBTALK mobile and web platform

4. Budget and Payment Schedule

The appropriate budget for the provision of the services under this TOR will be agreed with the successful vendor. This will cover the following:

1. The development of the CFM/LIBTALK Information and awareness concept and implementation plan, with costs estimated for a period of 30 working days, covering all aspects of production and awareness creation
2. Creative services, including design and production of radio jingles and talk events and elaboration of a cost-efficient and effective campaign strategy and implementation plan
3. Partnerships with relevant CSO, Community groups (women, youth, faith-bases), as well as media and other community influencers in all 5 target Counties
4. Facilitate the participation of the MOS CFM Representative and County Service Center Coordinators of the pilot Counties.
4. Implementation of the IEC concept and plan
5. Production of the IEC terminal report

Payment shall be output-based in accordance with the following schedule:

	Description	Payment
	Approval by UNDP in consultation with the DG-C's the final inception report which will include the radio and Information and awareness campaign Plan	20%
	Upon approval by UNDP in consultation with DG-C of final versions of radio jingles, talk show plans and plans for the dissemination of the range of IEC materials that will be made available by UNDP.	40%
	Upon completion of awareness campaign and production of terminal report including all campaign materials stored in a portable flash or hard drive	40%

5. Qualification Requirements

The Service Provider must be a branding, advertising and/or digital marketing firm or agency, duly established in Liberia, with necessary personnel and equipment to plan, design, produce and disseminate the range of IEC materials required. The firm, as well as its key personnel, should have the following key qualifications and experience:

- ❖ At least three (3) years of firm existence in planning and conducting IEC campaigns, production and branding of IEC materials and marketing and/or advertising.
- ❖ Proposed Team Leader and personnel will be communication, advertising or marketing professionals with at least 3 years of actual work experience in the management of IEC campaigns including design, planning, production and dissemination of IEC materials and/or marketing collaterals. They will have related trainings in communication, advertising, and in project management and supervision. The team leader will have a minimum of a Bachelor's degree in communication, advertising or marketing.
- ❖ Financial Capacity- The firm that will be engaged must have a financial capacity or bank guarantee of at least 100% of the value of the bid.
- ❖ Firms may bid as consortia to improve their overall capability and competitiveness to deliver this service. In the event of such, the lead firm must have the core experience needed to conceive/design, plan, deliver the CFM/LIBTALK awareness campaign as envisaged in this ToR.

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6. Technical Proposal

The technical proposal should include the following key information:

- i. **Experience of the firm (s):** A list of past and present major works of similar nature carried out, to be submitted preferably with contact numbers and addresses of the clients
- ii. **Methodology:** A detailed concept and methodological approach should be provided for carrying out the assignment. The proposal should clarify the consultant's understanding and interpretation of the Terms of Reference and provide a clear description of how the firm (s) intend to organize and execute the services. The firm may also wish to comment on the TOR provided if need be.
- iii. **Personnel:** The applicant shall include all experts and professionals describing the proposed personnel and their job functions and responsibilities related to this assignment. Detailed Curriculum Vitae (CVs) should be included for the key proposed personnel, giving names, address, education, professional experience and experience from similar assignments.
- iv. **Implementation Plan:** the proposal should include a detailed IEC implementation plan as demanded in the ToR.

7. Budget Ceiling: The budget ceiling for these activities is US\$ 45,000.00

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