



## Terms of Reference (ToR)

### **Community Environmental Empowerment and Action Campaign**

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#### **1. Background**

Since the beginning of COVID-19 pandemic, South Africa had a rapid spread of the virus which set back the progress made in the country's socio-economic development. COVID-19 hit South Africa when the country is already experiencing slow growth and high inequality, with the vulnerable most hit as challenges such as unemployment, loss of livelihood, and food insecurity deepened. Also, they tend to lack access to energy resources; clean water and sanitation; and clean and safe living environment which threatens their health and put them under higher risk of COVID-19 exposure.

In order to protect the vulnerable during the pandemic and provide for the community needs, the United Nations Development Programme (UNDP) has been providing holistic COVID-19 response including *Protecting Vulnerable Groups and Co-ordinating Community Response to COVID-19*, reaching out to vulnerable communities in 5 provinces (Gauteng, Eastern Cape, Kwa-Zulu Natal, North-West, Western Cape).

As part of the initiative, a *Community Environmental Empowerment and Action Campaign* has been designed to address the key drivers that communities identified for responding to COVID-19. Key drivers include safe living spaces, environmentally sustainable energy sources, and access to water and sanitation. The campaign seeks to target the youth, women, elderly people, and people with disabilities in 3 rural and informal settlement communities on topics of

- The constitutional right to water and the community's role in waste removal and clean community spaces.
- Fire safety, access to water in vulnerable communities and the communities' role in sanitation when addressing the spread of COVID-19.

The key messaging behind this campaign is around the importance of addressing the challenges that low-income communities face and how this is impacting their efforts to curb the spread of COVID-19 and that when these challenges remain unaddressed, they are in fact a human rights violation.

#### **United Nations Development Programme**

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground

in nearly 170 countries and territories, working with governments and people on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners that can bring about results. Following the outbreak of the COVID-19 pandemic, UNDP is assisting countries to prepare, respond and recover from the effects of the pandemic.

## **Community Advice Offices South Africa**

The Community Advice Offices South Africa (CAOSA) is a national coordinating body of Community Advice Office Sector with 311 offices nationwide. Its core work includes capacitating Community Advice Offices and providing primary legal and socio-economic services to vulnerable communities. CAOSA has an extensive history of responding to pressing human rights abuse and enabling the offices to promote democracy in communities. CAOSA has been delivering COVID-19 response in the vulnerable communities through UNDP's support.

## **2. Scope of Work**

Under the supervision of UNDP Governance Programme Manager, UNDP Communications Analyst, and CAOSA, the Service Provider will create communications campaign material such as an animation series, flyers/posters, and T-shirts.

- Producing an innovative and relatable animation series that will empower vulnerable groups on fire hazards, the constitutional right to water and the community's role in waste removal and clean community spaces.
- Designing and printing innovative and relatable poster and flyers that will empower vulnerable groups on fire hazards, the constitutional right to water and the community's role in waste removal and clean community spaces.
- Printing out T-shirts for the promotion of the campaign.
- Cooperating and engaging with UNDP and CAOSA on developing and producing the communication campaign material
- Provide translation of all the aforementioned material from English to seTswana, isiZulu, and isiXhosa.

*\*all the technical content will be provided by UNDP and CAOSA.*

## **3. Functionality/Qualifications of the Contractor**

The appointed service provider must ensure the delivery of campaign materials of the following:

- Relatable, educational, and comprehensible animation series available in local languages.
- Relatable, educational, and comprehensible posters and flyers available in local languages.
- Promotional campaign T-shirts.

The service provider with below experience and skill will be preferred

- Medium to Fluent English communication skill (written and oral)
- Good command of most vernacular languages spoken in local communities selected for the campaign

- Experience in developing animated content for social/humanitarian initiatives
- Experience in producing communication material in human rights advocacy and community organisation
- Experience in working with the UN, civil society organisations, or non-profit

#### 4. DELIVERABLES

Item	Specification	Quantity
Animation Series	<p>Animation (3 animations total, about 10 minutes each)</p> <ul style="list-style-type: none"> <li>• 1 animation on the community's role in waste removal and clean community spaces</li> <li>• 1 animation on fire safety</li> <li>• 1 animation on access to water and community's role in sanitation in context of COVID-19</li> </ul> <p>The animation series will be produced in English, SeTswana, IsiXhosa and IsiZulu local language.</p> <p>Each video must have a shortened version for social media dissemination.</p>	4
Posters	<p>Posters (A2 sized)</p> <p>The posters will be produced in English (50), SeTswana (50), IsiXhosa (50) and IsiZulu (50) local language.</p>	200
Flyers	<p>Flyers (A5 sized, Double sided on 128gsm)</p> <p>The flyers will be produced in English (2000), SeTswana (2000), IsiXhosa (2000) and IsiZulu (2000) local language.</p>	8,000
T-shifts	<p>Printing out of T-shifts for the campaign branding. Screen or DGT printing on 160gms 100% Single Jersey Cotton *Melange 70% Cotton 30% Polyester.</p>	150

#### 5. Timeline and Delivery Terms

The campaign will have three main activities that will be implemented over a 4-month period beginning from August 1, until November 31, 2021.

Deliverable	Deliver Date
Production of animation (3 videos)	September 10, 2021
Designing and printing of poster and flyers	September 10, 2021
Printing of T-shirts	September 10, 2021

