



TERMS OF REFERENCE

Consultancy: Public Education and Awareness Strategy on the Human Rights Institute
Location: Paramaribo, Suriname
Reports to : Ministry of Justice and Police, UNDP Suriname
Period : 15 October – 15 December 2022

1. BACKGROUND

- Prompted by recommendations from UN member states under the Universal Periodic Review, the Government of Suriname launched the Human Rights Institute (HRI) in 2016. The Institute had already been referred to in legislation regarding the National Human Rights Institution in the 1985 Decree (S.B. no. 01) but this decree is outdated and is not in accordance with the Paris Principles. A new law has now been drafted by human rights experts of Suriname, to establish an HRI to enable it to function in accordance to Paris Principles which include:
- having a broad mandate to promote and protect human rights;
- Adequate resources and financial autonomy;
- Freedom to address any human rights issue arising;
- Annual reporting on the national human rights situation;
- Cooperation with national and international actors, including civil society.

For Suriname, an effectively functioning HRI is imperative since this will contribute to the overall upgrading of the country's Human Rights status. UPR member states have at various times called for Suriname to establish a HRI and it will contribute to an increase in national promotion of protection of Human Rights in the country.

2. PURPOSE OF THE CONSULTANCY:

The purpose of the consultancy is:

- To develop and advise the Ministry of Justice and Police on the most effective public education and awareness strategy on the Human Rights Institute.
- To organize and provide one (1) awareness session with civil society organizations to inform and educate them about the Human Rights Institute and the related legislation.

3. Outputs under the Contract

- Submission of a detailed workplan including proposed activities and a timeline
- A comprehensive communication strategy advising the Ministry of Justice and Police of tools to use to inform and educate the various target groups amongst the general public on this strategy. The consultant should clearly specify the target groups and which communication methods to use
- The strategy should include making use of channels such as: infomercials, e-newsletters and social media
- The consulting company should develop a corporate identity and logo for the Human Rights Institute
- The consulting company should organize one targeted information session for civil society organizations on the Human Rights Institute. **The costs for organizing this session will be borne by the project budget and should not be included in the consulting company's quotation.**

4. Qualifications/ Work Experience

- The **lead consultant** should possess a Bachelor's level education in 1 of the following areas: Social Sciences, Communications, Journalism, Graphic Design or Arts
- The **lead consultant** must show evidence of experience with at least 3 nationwide projects that include communication management, media exposure management, social media, press releases, media relations and dealing with government, local communities through various media platforms/channels undertaken within the last ten (10) years (please include evidence such as: links to websites/ newspaper articles/ social media references in the quote);
- The **lead consultant** must have at least 10 years work experience in the field of media relations, journalism and/or communication.
- Other personnel and their qualifications must also be identified.

All responses to this request must include at least three (3) clients who shall serve as references.

5. Criteria for evaluation of the quotes

nr	criteria	Max score
1	The <u>lead consultant</u> should possess a Bachelor's level education in 1 of the following areas: Social Sciences, Communications, Journalism, Graphic Design or Arts	20
2	Evidence of experience with at least 3 nationwide projects that include communication management, media exposure management, social media, press releases, media relations and dealing with government, local communities through various media platforms/channels undertaken within the last ten (10) years (please include evidence such as: links to websites/ newspaper articles/ social media references in the quote);	50

3	The <u>lead consultant</u> must have at least 10 years work experience in the field of media relations, journalism and/or communication.	30
	Total score	100

6. Duration of the Consultancy

The duration of this consultancy is from 15th October 2022 to 15th December 2022. All activities must be completed within this period of time.

7. Payment Schedule

- Payment of 20% of the contract amount after submission and approval of the agreed workplan on the consultancy
- Payment of 40% of the contract amount after submission and approval of the corporate identity and logo for the HRI
- Payment of 40% of the contract amount after organization of the information session and submission and approval of the final report on the consultancy.