**Government of Pakistan**

[Ministry of Federal Education and Professional Training](http://www.mofept.gov.pk/)

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**Terms of Reference (TORs)**

for

**National Communication Campaign**

Under the

**“**Covid-19 Response, Recovery, and Resilience in Education Project

(Covid-19 RRREP)**”**

**Terms of Reference**

**National Communication Campaign**

1. **Background:**

The Covid-19 Response, Recovery, and Resilience in Education Project (Covid-19 RRREP) is implemented by the Ministry of Federal Education and Professional Training (MoFE&PT). The current global pandemic has halted in-school education systems for an indefinite period. This activity aims to protect gains in access to education and learning (via distance learning), prepare for return to school, and to increase the resilience of the system to future shocks. Therefore, it highlights the need for digital learning mechanism and an effective media campaign to enlighten the need of it, embarking with a solid media plan and ensuring swift execution.

In April of 2020, MO FE&PT launched a national level education broadcasting and awareness campaign through a TV channel, Tele School "a TV channel'', to broadcast content, while Punjab launched Taleem Ghar (Education in every house) — an on-line platform. This channel broadcasts student educational content for grades 1-12 using existing content from private providers. To complement this effort and given existing gaps, the project would finance additional digital content development in terms of Media Production, Graphics, Animations and lesson plans for all primary grades (1-12), including some basic content for early childhood education, and would support the dissemination of this content through other media platforms, such as radio, print media, social media, and mobile applications. For this purpose, hiring of media firm for better campaign process is imperative.

The availability of these materials would be advertised through nationally broadcast communications campaigns. The campaigns would focus on the importance of keeping learning ongoing (with special targeting for girls by means of targeted Social Media Ads pin pointing their location and age bracket), and informing the public of the available content, scheduling information, and channels for accessibility including Radio

1. **Key Objectives:**

The project’s objective is to strengthen federal and provincial capacity in the education sector to:

* 1. Respond and recover from the COVID-19 crisis in the short term by sensitizing the target audience about importance, impact and way forward of Education;
  2. Lay the foundations for resilience to face future crises, with a focus on disadvantaged areas and vulnerable populations.

The objectives of the media firm will be:

1. Enhancing Awareness of national distance-learning content through digital media platforms and ad campaigns, such as radio, print media, social media, and mobile applications.
2. Protecting students' and teachers' health, safety, and wellbeing through the expansion of sensitization campaigns for health and education.
3. Expand communication campaigns to include health and education messaging throughout/the longer response and recovery phases based on gender needs assessments pre-COVID-19 and during school closures through some innovative ideas like by using messaging Ads through mobile vans or circulations through other modes of media etc.

This Assignment is meant for developing a national campaign on mass awareness, in line with the Covid-19 Response, Recovery, and Resilience in Education Project (Covid-19 RRREP). The components of the TORs include developing a strategic communication plan for key audiences; developing effective public service messages and materials to be disseminated through all forms of media including TV, radio, and new media; and a detailed implementation plan along with its costing and M&E component.

1. **Communication Campaigns Objectives :** 
   1. **Covid Response:**

To include health and education messaging' throughout the longer response and recovery phases based on gender needs assessments pre-COVID-19 and during school closures. Additionally, the medium for delivering message to include TV, radio, mobile (including SMS arid Robotized calls), social media platforms and printed pamphlets. Activities supported by this subcomponent will be gender sensitive and focused on mitigating the heightened risks of abuse, for example gender-based violence, amid the current crisis.

* 1. **Learning Continuity:**

Ensuring Learning Continuity through (i) expansion of national distance learning content, including the development at the federal level of additional content for all primary grades and its dissemination through other media, such as radio, print media, social media, and mobile applications; and the project will finance activities that support the hardest to reach children, with emphasis on girls who are the most at-risk of dropping out or being exposed to social pressures. To facilitate the focus on the hardest-to-reach, the project will provide provinces with opportunities to explore delivery of education services through differentiated implementation mechanisms. The aim of all these efforts is to keep students engaged in learning activities during school closures and beyond. Expansion of national distance .1earning content: This channel broadcasts student educational content for grades 1-12 using existing content from private providers. To complement this effort and given existing gaps, the project additional content development at the federal level for all primary grades (1-12), including some basic content for early childhood education, and will support the dissemination of this content at the provincial level through other media such as radio, print, social media, and mobile applications. It will also finance the dissemination of expanded TV content across hard to reach districts in every province. Content will be developed in Urdu and English as the official languages, but the project will also support translation of content into other provincial languages as needed and In accordance with requests from authorities. The availability of these materials will be advertised through nationally broadcast communications campaigns. The campaigns will focus on the importance of keeping learning ongoing (with special targeting for girls), and informing the public of the available content, scheduling information, and channels for accessibility. Analytical work to assess distance learning approaches will be designed and conducted to document and outline the advantages of different approaches and their potential impact on uptake (including uptake for disadvantaged children and children with special needs)

1. **Scope of Work and Expected Outputs:**

Spread of awareness amongst the people with a focus on vulnerable communities, through community engagement, electronic and print media. These awareness campaigns will be implemented through various channels of communication including TV, Radio, Print, Exhibition, Awareness Lectures, community meetings, workshops etc.Specifically, the awareness building campaign will have the following objectives*:*

1. **SPECIFIC TASKS:**

The specific tasks are:

1. Work closely with the MoFEPT and through further analysis to understand the affected populations, their parental and social backgrounds, access to different means of learning during school closures, availability of different means of communication, including advertisements TV talk shows and internet, and other similar aspects which are key for benefiting from the proposed TV channel .
2. Assess reach-out and relative effectiveness of various forms of media (Print, electronic (including radio), and social media) to approach different target population groups
3. Develop high quality and appropriate content for these various forms of media to maximize public dissemination of communication campaign, with sound realization and sensitively towards different languages , cultures, age-groups, social and economic classes, and engaging characters (people and animations) that closely proximate with target audience.
4. Work with MoFEPT to assess the access, change in view ship, retention of user’s geographical coverage, and other aspects related to utilization of various types of programs being transmitted through the new channel.
5. Make suggestions to MoFEPT if timings, schedules, or delivery mechanism need to be reviewed bases on various age-groups and grade-levels of students, and parental engagement.
6. Work with ministry to adapt and modify the strategy for better results as the educational TV channel goes into implementation in subsequent days and weeks.
7. Strategize campaign to create awareness program for capacity building and to ensure collaborative learning continuity of both the parents and the children.
8. Develop and finalize (Response, Recovery, and Resilience in Education Project) and other materials for different media/ target audience including Infotainment scripts and key messages, TV/ radio/FM spots, illustrative leaflets, posters, and other materials in local language to support and implement the National Media Campaign strategy at all levels.
9. Devise a comprehensive communication strategy, with complete package, to crate sensitization among parents and communities about importance of learning during school closures and active engagement of students to keep them productively busy, to promote awareness about distance and alternate ways of learning through remote ways, effectively inform stakeholders (including students, parents, teachers, and other community members) about specific programs and their schedules being offered by MoFEPT through the newly developed dedicated educational TV channel, encourage maximum participation and retention, and follow up mechanisms to track reach out and utilization by students.
10. Develop and execute engagements with various print media outlets, electronic media outlets, and social media companies to schedule and run vast-scale public communication campaigns in various stages of pre and during -implementation of transmission of education programs; the solutions should be comprehensive, impactful, best-value-for-money, and end-to-end from initiating linkages, to deciding about schedules, monitoring smooth implementation, making payments, and evaluate analytics on reach-out and utilization
11. The firm will give services for the promotion of already existing content /videos of distance learning of Khan Academy (Urdu Translated Videos) at YouTube.
12. Share reports, analytics, suggestions, with the ministry based on new findings and insights from the communication camping effectiveness and its response.
13. By the end of campaign, share comprehensive report summarizing various lessons learnt, challenges, faced, and behavior patterns of target groups.
14. **Develop an effective Digital Strategy (Videos, Animations and Graphics) as part of the nationwide campaign on Covid-19 Response, Recovery, and Resilience in Education Project**

* These campaigns will focus on promoting hygiene and COVID-19 related safety practices, education engagement and re-engagement messages (especially those targeted at parents of girls and of those at risk of dropping sensitization about the socio emotional and behavioral impacts (with messaging on abuse and violence) that are associated with the COVID-19 pandemic and school closures.
* Content will be sourced from materials developed by provinces and from around the world. The firm will also support translation of these campaigns into provincial languages, as requested by authorities. It will also finance the delivery of these programs through low-tech and accessible mechanisms such as national telephone hotlines and/or Interactive Voice Response (IVR) to provide guidance and referrals to resources.
* Inform and engage the citizen of the area, especially vulnerable communities, for timely and effective response and preparedness for COVID-19.
* Develop effective district-specific strategies and plans based on evidence and tailored to address local needs and context (culture, etc) using local language to reach the target groups.

1. **Parents -Student awareness programs and media plan along with materials:**

* Develop key content and materials (both still and dynamic) to be disseminated through print, community, mass and social media along with branded content for key campaign events and highlights. (including TVC , designs ,contents , print media slots inserts , electronic and other modes of the campaign )
* Produce PR package (press conference, press kits, media registration, event script, booth design, etc.) for key campaign events and highlights.
* The Governments rates fixed by the PID will be applicable on the media Plan submitted by the firm.

## **Duration of Assignment**

The CCF will be hired for a period of **09 months**, extendable to the remaining duration of the project, subject to satisfactory performance in each phase of the Project. MOFEPT will be responsible to monitor and evaluate CCF’s performance in collaboration with the PMU.

## **Deliverables**

The expected scope of work of the creative and communications design services of the CCF exclusively focuses on provision of technical support in the overall communication design of PIC to developing a mix of appropriate tools, products and IEC materials, including (but not limited to) branding and standardized materials, illustrated leaflets, FAQs, posters, banners, audio-visual aids for training toolkits (e.g. flash cards, animated videos, promotional materials, such as stationery, bags, pens, notebooks, etc.) and other relevant information materials according to the unique characteristics and information use habits of the primary target audience among the beneficiary households. All the deliverables are appended below.

**Key Deliverables with Indicative Timelines:**

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| --- | --- | --- |
| **S.No** | **Deliverables** | **Indicative Timeline (**after commissioning) |
| **1.** | **A quick diagnostic review report on the media and information use habits of target audience/key beneficiaries of each component.**  ***Also includes*** mapping of available delivery channels/vehicles for outreach; any proposed amendments in the COSMOS based on key findings from the field.  The report will be submitted for Phase Zero target districts initially and will be revalidated for other target districts before they are launched. PSPA will notify this in writing. | **5 weeks** |
| **3.** | **Branding and visibility guidelines** to ensure coherence and standardization across PIC and IEC materials | **4 weeks** |
| **4.** | **PHCIP communications and visibility**: Office stationery, business cards, A4 folders, Note Pads and giveaways (Bags, Water Bottles, P-Caps, etc.); PHCIP Fact Sheet, FAQs Leaflet | **4 weeks** |
| **5.** | **Standardized event management materials and exhibits**, including back drop, roll-up standees with key messages on each component (as agreed and advised by technical teams and PHCIP Communications Expert), banners | **5 weeks** |
| **6.** | **Design, develop, maintain and update a PHCIP web page**, linking it to the websites of PSPA, PHFMC, SED, PSHD | **8 weeks** |
| **7.** | **Development of content for PR and media coverage**, including Press Releases, Op-Eds, Editorials (which are to be released by PSPA) | **Ongoing as per needs identified** |
| **8.** | Design and develop **Public Information Campaign (s)** on key components for relevant delivery channels (Mainstream Print, Electronic, Radio/FM) including audio-visual content creation, social media and ICT campaign (SMS, IVR etc.) and earned media | **16 weeks**  **Ongoing follow up afterwards** |
| **9.** | **Propose alternative and indigenous modes of communication** to ensure relevance of PIC at the local level such as street theater, use of megaphones on mobile vans, etc. | **18 weeks** |
| **10.** | **Develop illustrated IEC materials** for each component –  3-4 fold and A4 leaflets, posters, FAQs, Fact Sheet, Flash Cards, Training Kits, etc.  Adapt existing materials for H&N CCT | **8 weeks (submit drafts)**  **12 weeks (finalize first set of materials)**  **Ongoing follow-up afterwards** |
| **11.** | **Short form videos and short documentaries** to capture results, testimonials, beneficiary stories and impact | **12 weeks (draft concepts and scripts)** |
| **12.** | **Training Toolkits** (1 each) for Economic Inclusion and Early Childhood Education | **Timeline subject to guidance from technical leads** |
| **13.** | Maintain project **photo gallery** | **Ongoing basis** |
| **14.** | Furnish periodic/quarterly progress reports on deliverables and progress to the Project Directorate as per prescribed formats | **End of each quarter** |

1. **Tasks to be Performed:**

Task 1. Comprehensiveness of the proposal – Please outline your approach to this project. Please make sure that you follow the structure of this ToR and tailor your offer to the requirements. General company profiles will not be accepted. We will look at the strategy and development of how you prepare media plan on monthly basis tasks to support Ministry of Federal Education and Professional Training objectives on National Media Campaign for Covid-19 crisis and dissemination of e-learning.

Task -II. Creativity and quality of the proposed National Campaign for Covid-19 RRREP – Please include a few samples of creative pieces, sample media plan, sample campaign management report to establish compliance with these criteria.

Task -III. Creativity and quality of the proposed strategic partnerships, including a draft plan to engage with strategic partners and to organize nationwide campaign in an innovative manner.

Reporting – You must indicate your proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators according to reporting requirement.

1. **Work Plan along with M&E**

* A comprehensive M&E framework will be agreed upon upfront between the PSU and the CCF that will enable efficient monitoring of qualitative and quantitative aspects of required deliverables on a regular basis. This will also allow fine-tuning and course-correction as needed. It will include (i) monitoring of the progress against deliverables; (ii) third party evaluations by the operational review firm through spot checks on the effectiveness of the communications materials and PIC for various activities . Develop an implementation work plan that describes all stages of the campaign development and implementation and has a rationalization of message dissemination with accessibility of people
* The plan should also include the costing details for implementation in at least two scenarios: 1) if low funding available and 2) adequate funding available.
* Maintain a robust analytics framework that measures campaign outputs.

1. **Risk Assessment & Mitigation Strategy**

The CCF will be required to incorporate risk assessment and mitigation strategies in their proposals as well as in the initial diagnostic report for year 1 target districts, which shall be based on the following:

1. Identification of the potential risks especially in view of the COVID-19 situation, at the stage of the design and delivery of PIC and IEC materials. Based on this, offer insights to ensure integration of a COVID-adaptive approach for the PHCIP’s individual components in compliance with WHO Guidelines.
2. Put in place policies and procedures to ensure risk mitigation measures are agreed and successfully implemented.
3. **No Objection Certificate**

Obtaining NOC from Provincial Government, Local Administration and relevant Local Security Agencies for supporting roll-out of project activities and events in target districts. Pertaining to this, PSU will facilitate the Communications Firm in terms of carrying out official correspondence with the concerned authorities. It may be noted that having no foreign links/personnel is the requirement of all Security Agencies. Hiring of those consultancy firms who have proper registration and security clearance in Pakistan is a major consideration for PSU.

**Exclusions:**

**i)** The actual publication into newspapers etc. shall be paid directly by PSU outside the contract

ii) Printing shall be done through a printing contract being procured by PSU and thus printing shall not be included in the contract.

1. **GUIDELINES TO PREPARE PROPOSAL**

The specific guidelines related to the preparing the proposals are as follows:

TASK 1. Comprehensiveness of the proposal – Please outline your approach to this project. Please make sure that you follow the structure of this ToR and tailor your offer to the requirements. General company profiles will not be accepted. We will look at the strategy and development of how you prepare media plan on monthly basis tasks to support Ministry of Federal Education and Professional Training objectives on National Media Campaign for Covid-19 crisis and dissemination of e-learning.

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TASK-III. Creativity and quality of the proposed strategic partnerships, including a draft plan to engage with strategic partners and to organize nationwide campaign in an innovative manner.

Reporting – You must indicate your proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators according to reporting requirement.

# **Team Composition & Qualification Criteria[[1]](#footnote-1)**

**The consultant agency must have the following qualifications and experience:**

* Demonstrated post-registration experience of 10 years in developing and implementing Public Information Campaigns for development sector projects to support community outreach and mobilization
* Prior experience of working on development issues and design and implementation of communications, beneficiary outreach/community mobilization campaigns for multi-sectoral development projects,
* Availability of appropriate skills and staff, in areas covered under these ToRs
* Proven capacity to produce a series of strong visual-based IEC print and electronic material for beneficiaries and information-based material for stakeholders, including innovative use of ICTs such as SMS and real-time IVR communication through mobile phones
* Experience of handling social media campaigns,
* Expertise in media management, media linkages and PR
* Experience of website design, development and maintenance
* Availability of appropriate skills and staff, which may include content development, design and delivery of communication material and public information campaigns for a diverse audience
* In-house capacity in creative concept development, art direction, multimedia. digital design and latest audio-visual equipment

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CCF shall provide a list of the technical staff capacity particularly deployed for the Project Communications with the available in-house audio-visual facilities in their technical proposal. Preference should be given to a team of professional communications specialists with relevant experience in communications design, art direction, creative concept and content development, illustrations and interactive digital arts design and communication. Knowledge of development communications with design and development of IEC materials for social mobilization and community outreach interventions in health, social protection, economic inclusion and education is highly desirable

1. ***Team Composition Qualification /Experience & reporting Requirements for the Key Experts***

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| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Area of Expertise Relevant to the Assignment** | **Designation for this Assignment** | **Qualification Experience** | **Assigned Tasks or Deliverables** | **Location** | **No. of Positions** |
| 1 | Media Expert Team | Team Leader | Masters in Mass communication, journalism or a related field, with at least 07 years of relevant experience & In-depth knowledge and experience of handling local media is essential. Proficiency in local languages preferred, | Team Lead to successfully run the campaign and completed the contract as per national agenda of action plan | National | 02 |
| 2 | Advocacy Expert for Team | Advocacy /Communication Specialist | At least 5 years of experience of engagement with high level stakeholders, preferably with government counterparts in an advocacy role. Previous experience in donor funded project essential. Knowledge of education campaign sectors will be preferred. | Participation/coordination  technical level Compilation of inputs to consistent and convincing documents  Inputs in development of tools | National | 1 |
| 6 | EXPERT | CREATIVE & EDUCATION CONTENT WRITING | Masters in creative writing, journalism, communications, or a related field. At least 3-5 years of experience in developing education materials, preferably in a donor funded project | REPORT WRITING |  | 1 |
| 7 | EXPERT | GRAPHIC DESIGNER | Bachelors in graphic designing, or a related field. At least 3-5 years of experience in designing education materials, preferably in a donor funded project | CAPMAIGN MANAGEMENT TOOLS PANAFLEX /BANNERS /HOLDING |  | 1 |

**Selection Process**

Procurement will be Based on Consultants Qualification (CQS) method in accordance with paragraph 7.11 of World Bank’s “Procurement Regulations for IPF Borrowers -” July 2016 (Revised November 2017 & August 2018) (“Procurement Regulations”),

**Reporting Arrangements**

The engaged media firm(s) will work closely and under direct supervision Technical Advisor group/Committee of MoFEPT. The media firm(s) will provide monthly reporting. Two comprehensive summaries, along with suggestions for a future strategy in any similar crisis situation will also be provided by the firm/group.

1. The specific nomination of team members or CVs are not required at shortlisting stage [↑](#footnote-ref-1)