Terms of Reference- Annex (F)

for

Communications and Visibility Consultancy

1. Who is the Danish Refugee Council?

Founded in 1956, the Danish Refugee Council (DRC) is a leading international NGO and one of the few with a specific expertise in forced displacement. Active in 40 countries with 9,000 employees and supported by 7,500 volunteers, DRC protects, advocates, and builds sustainable futures for refugees and other displacement affected people and communities. DRC works during displacement at all stages: In the acute crisis, in displacement, when settling and integrating in a new place, or upon return. DRC provides protection and life-saving humanitarian assistance; supports displaced persons in becoming self-reliant and included into hosting societies; and works with civil society and responsible authorities to promote protection of rights and peaceful coexistence.

The Danish Refugee Council (DRC Yemen office) has received a grant several donors for the implementation of the humanitarian aid operations.

2. Purpose of the Consultancy

The Danish Refugee Council based in **Yemen**, as the lead agency for the Cash Consortium of Yemen, seeks proposals from a consultant to support the implementation of a communications and visibility plan (CVP). The CVP was developed for the DG ECHO-funded Action currently implemented by the CCY. The implementation of the CVP will include the production and distribution of various multimedia content to highlight the impact of CCY's humanitarian efforts in Yemen. The purpose of this TOR is to solicit proposals from potential vendors to provide a range of services (listed in the Scope of Work) to support our organization's communications and visibility efforts.

3. Background

The Cash Consortium of Yemen (CCY) was set up in 2020 to improve the living conditions of socio-economically vulnerable conflict-affected people in Yemen by maximizing the effectiveness of cash assistance and supporting the transition to longer-term resilience programmes. CCY is led by the Danish Refugee Council and includes ACTED, Norwegian Refugee Council (NRC), the International Organization for Migration (IOM), Mercy Corps, and Solidarités International (SI),

CCY supports crisis-affected households with Multipurpose Cash Assistance (MPCA) to enable them meet critical basic needs, reduce the use of negative coping strategies and

develop linkages with longer-term programming. This needs-based programme is implemented across 13 governorates in Yemen where vulnerability is proven to be high, identified households are found to be eligible, and where there is an active presence of CCY partners.

CCY's ongoing cash assistance programme is based on the following three core pillars:

- Distributing MPCA to socio-economically vulnerable conflict-affected households to meet their critical basic needs and reduce the use of negative coping strategies. The CCY promotes MPCA as its proposed modality based on its demonstrated effectiveness in Yemen, as well as the fact that the targeted areas are characterized by functioning and accessible markets, populations facing acute, yet varied needs, and a strong preference among populations for flexibility that cash assistance provides for recipients.
- Utilizing and expand referral mechanisms to increase access to other types of tailored assistance and/or longer-term support.
- Improving the coordination of cash assistance, quality of implementation of cash assistance and Monitoring, Evaluation & Learning, as well as ensuring systematic and evidence-based cash and market programming.

4. Objective of the Consultancy

The consultant will be required to support CCY to develop communication products that:

- Inform and raise awareness around the objectives and activities promoted by the Action.
- Promote the outputs and results of the Action, highlighting its achievements, deliverables and best practices and lessons learnt identified throughout the project implementation.
- Provide appropriate, clear visibility for EU funding in supporting host communities, returnees and IDPs in Yemen.
- Raise awareness of the humanitarian crisis in Yemen and promote the use of cash as a prime modality to deliver aid.

5. Scope of Work and Methodology

The selected consultant is expected to implement the following :

- Social Media Posts: Support CCY partners to develop and post 20 high-quality social media posts (four per partner) with images and/or videos on platforms including Facebook, Instagram, and Twitter. Posts should highlight key project activities and include relevant tags.
- Humanitarian Interest Stories : Develop 10 humanitarian interest stories (2 per partner) with images, focusing on real-life experiences, resilience, and collective efforts to overcome challenges. These stories will be shared on partners' websites and/or social media.
- Short Videos: Produce five short videos (30 to 240 seconds) using storytelling to highlight the impact of the project on target beneficiaries/communities.
- Project Brochure: Design a project brochure to showcase the impact of CCY's activities, generate support, and share learning with relevant stakeholders.
- Photo-Story Compendium: Curate a collection of photographs of CCY's MPCA activities to raise awareness and advocate for policy changes and humanitarian aid.
- Media Pitches: Develop two media pitches to communicate the benefits and impact of CCY's multi-purpose cash assistance program to European media organizations.

- The consultant may suppport the development of other communication resources for the CCY including, but not limited to, a consortium communications plan, consortium branding strategy, programme factsheet, infographs, etc.

6. Deliverables

The Consultant will submit the following deliverables as mentioned below:

Phase	Expected deliverables	Indicative description tasks	Maximum expected timeframe
Phase 1 Planning	**Inception Report and Workplan**	An inception report and work plan with timelines for all deliverables outlined in the scope of work under section 5	**14 working days**
Phase 1 Review	**Presentation and Review**	Share drafts of all communication deliverables listed in the scope of work under section 5.	**On a rolling basis based on the work plan**
Phase 2 Submission	**Submissions**	Submission of the final draft of communication deliverables listed in the scope of work under section 5.	**Before 01 April 2024**
Phase 3 Reporting	**Final report**	Prepare and submit a final report of the consultancy. Final report should not exceed 5 pages.	**Before 30 April 2024**

The Consultant will provide the documentation ***by email, using Word, Excel, PowerPoint, PDF, as required.***

7. Duration, Timeline, and Payment

The total expected duration to complete the assignment will be no more than **four** months from the start date of the consultancy.

The consultant shall be prepared to complete the assignment no later than **30 April 2024**.

Payment Schedule

- 20% installment of the total amount after finalizing phase (1) and the submission of the inception report and workplan (phase 1).
- 30% installment of the total amount after finalizing phase (2) and the submission the final draft of communication deliverables listed in the scope of work under section 5 for communication deliverables (phase 2).
- Final installment of 50% of the total amount after the finalizing phase 3 and completing all required work and submitting the final report submission of the final report for the activity (phase 3).

8. Eligibility, Qualification, and Experience Required

- **Eligibility**:
  - The consultant can be situated either within Yemen or outside of Yemen. If a consultant is located outside of Yemen, having a partner within Yemen would offer an additional advantage.
  - The consultant has the authorisation to work in Yemen or has a partner with authorization that can work in Yemen.
- **Qualification**:
  - At least one team member has a bachelor's or master's degree in communications, public relations, journalism, marketing, advertising, or a related field.
- **Experience**:
  - At least one team member has minimum of **2** years of **experience** handling communications and visibility consultancies or in a communications and visibility role within humanitarian settings. Experience developing communications and visibility products for DG ECHO will be an added advantage.
- **Skills and knowledge**:
  - A solid understanding of **Yemen's cultural/economic** context
  - Excellent written and verbal communication skills are essential. Consultants need to effectively convey messages to various audiences through different channels.
  - Consultants should be able to develop strategic communication products and campaigns aligned with the CCY's goals and target audience.
  - Creativity is developing fresh and impactful communications content, and campaigns.
- **Language requirements**:
  - Written and spoken fluency in ***English language.***
  - Working knowledge of ***Arabic*** is an advantage.

Proposals will be evaluated based on the following criteria:

- Demonstrated experience providing communications and visibility services to humanitarian organizations.
- Quality and feasibility of the proposed approach to developing and implementing a comprehensive communications and visibility strategy.
- Quality and feasibility of the proposed approach to developing and implementing a social media strategy.
- Quality and feasibility of the proposed approach to developing and implementing a media pitches and media relations strategy.
- Quality and feasibility of the proposed approach to developing and implementing a communications content management strategy.
- Quality and feasibility of the proposed approach to developing and implementing a branding strategy.
- Quality and feasibility of the proposed approach to developing and implementing a crisis communications plan.
- Project timeline and ability to meet key milestones and deliverables.
- Budget and cost-effectiveness.

Technical criteria #	Technical criteria	Rating	TOTAL weighting to be awarded	RATING SCORES
1	**Bidder qualifications**	**1-10**	**55%**	
1.1	General capacity of the consultant - At least one team member has a bachelor's or master's degree in communications, public relations, journalism, marketing, advertising, or a related field.	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements 4=Slightly below requirement 1= Doesn't meet requirement	10%	1= No team member meets the requirement (0%) 4=One Team Members with Diploma Certificate (3%) 5=One Team Members with Bachelor's degree (5%) 7= One Team member with Master Degree (7%) 10=Two Team Member with Bachelors or Master degree (10%)
1.2	Proper understanding of DRC context and DG ECHO communications and visibility guidelines and requirements - solid understanding of Yemen's cultural/economic context - Consultants need to effectively convey messages to various audiences through different channels. Consultants should be able to develop strategic communication products and campaigns aligned with the CCY's goals and target audience. And Creativity is developing fresh and impactful communications content, and campaigns	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements 4=Slightly below requirement 1= Doesn't meet requirement	15%	1=No solid understanding of DRC context and DG ECHO guidelines and requirements with no capacity of developing strategic communication …….(0%) 4= solid understanding but with weak and not satisfied capacity and creativity of developing strategic communication products and campaigns……(5%) 5= Solid understanding with capacity and creativity of developing strategic communication ,products and campaigns-One practical project to Prove the capacity and creativity and the understanding of DRC and DG ECHO.. (7.5%) 7= Solid understanding with capacity and creativity of

				developing strategic communication ,products and campaigns-Two Practical projects to Prove the capacity and creativity and understanding of DRC and ECHO….(10%) 10=Solid understanding of DRC and DG ECHO …including practical experience in Yemen with two or more projects to prove capacity and creativity of developing strategic communication ….(15%)
1.3	At least one team member has minimum of 2 years of experience handling communications and visibility consultancies or in a communications and visibility role within humanitarian settings. Experience developing communications and visibility products for DG ECHO will be an added advantage.	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements 4=Slightly below requirement 1= Doesn't meet requirement	10%	1= One team member with zero years experience (0%) 4=One team member with one year experience (2.5%) 5= One Team member with 2 years experience (5%) 7=One Team member with 3 years experience (7%) 10= One team member with more than 3 year experience (10%)
1.4	Relevant sector experience doing similar communication and visibility activities -Demonstrated experience providing communications and visibility services to humanitarian organizations. **please provide evidence of existing or previous similar work accepted contracts at least 2 contracts with humanitarian organizations.**	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements 4=Slightly below requirement 1= Doesn't meet requirement	20%	1=No Contract-(0%) 4=One Contract(5%) 5=Two Contract (10%) 7=Three Contract(15%) 10= Four Contract or More(20%)

2	**Proposed services (documented by the technical proposal)**		**45%**	
2.1	Content of the proposal suitable for the requirements	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements 4=Slightly below requirement 1= Doesn't meet requirement	15%	1=content of proposal doesn't meet the requirements 4=content of the proposal suitable for only some requirements of the proposal contents required indicated in the TOR (5%) 5=Content of the proposal suitable for the requirements with satisfied quality of presenting the proposed contents (7.5%) 7= content of the proposal suitable for all requirements with strong quality and feasibility supported by practical and previous projects for all requirements(10%) 10= content of the proposal suitable for all requirements with strong quality and feasibility supported by practical and previous projects for all requirements including provision of past accepted projects for similar work with proving creativity and capacity to implement the required work indicated in the TOR(15%)
2.2	Proposed methodology for developing the communication and visibility products	10=Significantly above requirement 7=Slightly above requirement 5= Meet Requirements	30%	1=No suitable proposed methodogy for the requirements(0%_

		4=Slightly below requirement 1= Doesn't meet requirement		4=Proposed methology not satisfying meeting the requirements(5%) 5=Proposed methodology satisfied the requirements (15%) 7=Proposed methodology meets all requirements with better addition to improve the requirements (20%) 10=Proposed methodology exceeds the stipulated requirements for better professional improvement deliverable(30%)
Bidder must submit all required documents supporting each criteria and shall respond to all technical criteria above.				

9. Technical Supervision

The selected consultant will work under the supervision of:

- **Grants Management Specialist, Theophilus Amenger, theophilus.amenger@drc.ngo**
- **Chief of Party, Elsy Ghanameh, elsy.ghanameh@drc.ngo**

10. Location and Support

The consultancy will cover the governorates in Yemen where the Cash Consortium of Yemen operates.

If travel is required, the consultancy firm will be responsible for its travel arrangements, accommodation and insurance.

The consultancy firm will utilise its own computers, mobile telephones, and graphics design tools, as required.

11. Travel

Travel will not be required for this assignment. The consultancy firm can work remotely under the technical supervision of focal persons listed in section 10. As indicated that the consultancy could be remote with the option to work with any local partner of choice. However, if travel is required it will be the sole responsibility of the consultant.

12. Submission process

>Refer to the RFP document name of the document. <

13. Evaluation of bids

Proposals will be evaluated based on the following criteria:

- Demonstrated experience providing communications and visibility services to humanitarian organizations.
- Quality and feasibility of the proposed approach to developing and implementing a comprehensive communications and visibility strategy.
- Quality and feasibility of the proposed approach to developing and implementing a social media strategy.
- Quality and feasibility of the proposed approach to developing and implementing a media pitches and media relations strategy.
- Quality and feasibility of the proposed approach to developing and implementing a communications content management strategy.
- Quality and feasibility of the proposed approach to developing and implementing a branding strategy.
- Quality and feasibility of the proposed approach to developing and implementing a crisis communications plan.
- Project timeline and ability to meet key milestones and deliverables.
- Budget and cost-effectiveness.