

TERMS OF REFERENCE

Project:	Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa
Assignment:	Development of inclusive IEC Materials for SDGs oriented Participatory Local Level Planning and Budgeting process, and adopted process methodology
Duration	1 October, 2023 to 31 August, 2024
Level of Efforts	25 working days spread over the period from October 2023 to August, 2024
Last date to apply:	18 September, 2023

A. ABOUT CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, local governance, transparency and access to information, budget watch, media development, electoral reforms, legislative strengthening, and democratic development.

B. ABOUT THE ASSIGNMENT

B. 1. BACKGROUND

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled as Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system towards improved services delivery to the citizens. PLG builds on the earlier gains of its two completed projects in Punjab and Khyber Pakhtunkhwa i.e., the Support to Local Governance Project and the FATA

Development Project by creating synergies on the already achieved results and the capacities built. The PLG will provide support mainly in three areas i.e., local revenue generation, participatory development planning, and digitalization for improved services delivery.

GIZ has partnered Center for Peace and Development Initiatives (CPDI) to assist the Government of Khyber Pakhtunkhwa (GoKP) in evolving a structure for and building capacities around participatory local development planning in the province. This initiative (project for CPDI) is termed as “Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa”.

The overall goal of the project is “To create awareness, build capacities, enable public participation and facilitate relevant stakeholders for SDG-oriented Tehsil-level development planning.” The strategic objectives of this project are to (i) to support the Tehsil Local Governments in KP in the formulation of 25 SDG-oriented tehsil-level annual plans that take into account the needs, suggestions and aspirations of the citizens; (ii) to build the capacity of selected TLGs regarding participatory local level planning and budgeting process; (iii) to increase the capacity of the provincial level for strengthening participatory planning and citizen engagement at local level; and (iv) to generate public awareness on local level planning and opportunities for citizens’ participation, especially for women and marginalized segments of society.

B. 2. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

CPDI intends to engage an Individual or a Firm for the development of the information, education, and communication (IEC) material which shall be used as aid for:

- Awareness among key stakeholders at provincial and local levels regarding the significance, mandate, and processes leading to the formulation of the tehsil development plans by the tehsil local governments;
- Orientation of the local level administration, local leadership, and communities who will have to perform different roles and will have different interests in the overall processes of the formulation of the SDGs oriented tehsil development plans; and
- Training, and capacity building of local level officials pertaining to the participatory and SDGs oriented local level development planning and budgeting process.

The IEC materials will be developed using the training and capacity building materials developed for participatory and SDG orientated tehsil development planning and budgeting processes. The IEC material shall be developed in a manner that facilitate the various users in developing understanding of the significance and usefulness of the process of the formulation of the tehsil development plans and especially around incorporating participatory approaches and the SDGs in the Tehsil Development Planning functions.

The IEC material may help to educate the target audiences on not only local level planning, but also on how the SDGs are relevant to the people of Pakistan as they cover issues that are directly relevant to citizens' daily lives, including vital challenges such as poverty, gender inequality, climate change and insecurity, as well as public goods like education, health, water, energy, air quality, housing and the conservation of natural resources and, subsequently, ensure a more effective participation in in developing and formulating of tehsil development plans/medium term development plans for target tehsils.

The IEC material must be developed from a gender and social inclusion perspective to ensure that it is gender sensitive and inclusive.

B. 3. SCOPE OF THE ASSIGNMENT

The purpose of this assignment is to engage an Individual or a Firm to develop inclusive Information, Education, and Communication (IEC) materials for the orientation and capacity building of stakeholders in Khyber Pakhtunkhwa province, specifically focusing on participatory development planning and the Sustainable Development Goals (SDGs). The Consultant/Firm will work in Peshawar and collaborate with relevant departments, organizations, and local leadership to ensure the materials meet the needs and requirements of various target audiences. Broadly, the scope will entail performing the following tasks:

- Review the training manuals and process methodology adopted for participatory and SDGs oriented development planning at the Tehsil level by TLGs in Khyber Pakhtunkhwa province.
- Undertake consultations with the P&D Department, LGE&RD Department, SDU, PLG Project, CPDI, and local level leadership and administration to understand the subject matter and requirements of various interest groups for whom awareness, orientation, and capacity building IEC materials is to be developed and used.
- Develop and design IEC materials in Urdu that are accessible, engaging, and suitable for various target audiences, including communities, provincial and local administration, and local leadership.
- Ensure that the IEC materials align with the principles of participatory development planning and the SDGs and adopted process methodology, and the mandate of Tehsil Local Governments under PLGA, 2013.
- Develop a comprehensive framework and structure for the IEC materials, including topics, subtopics, and an organized content structure that effectively presents information and facilitates understanding.
- Create visually appealing and easy-to-understand infographics, animated characters, presentations, brochures, charts and other relevant materials.
- Incorporate interactive elements into the materials to facilitate learning and engagement.

- Conduct pilot testing and gather feedback from relevant stakeholders to refine and improve the IEC materials.
- Provide guidelines on how the materials should be used and disseminated effectively.
- The IEC may inter alia include topics such as priority settings (for problems/issues), alternative selection, basic budgetary knowledge, social audit/audit of public services, SDGs and how to monitor them etc.

B.4 DELIVERABLE:

Following deliverables will be produced in final shape by the Consultant/Firm:

Deliverable	Level of Efforts (Day)
<i>Development of IEC materials including infographics, designed/animated character, presentations, brochures, charts, and other relevant formats.</i>	6
<i>Finalization of IEC materials based on stakeholders' feedback after pilot testing.</i>	2
<i>Development of three 2D animated short videos or puppets on subject matter, intended for dissemination through social media platforms. The animated videos should be delivered in high-definition and suitable for online sharing.</i>	10
<i>Development of detailed guidelines for the effective use of the IEC materials.</i>	1
<i>Script for 10 series of radio talks on SDGs, Participatory Development Planning, and budget including key messages.</i>	5
<i>Development of a strategy and implementation plan for the dissemination of IEC materials including level, quantum, costs, media etc.</i>	1
<i>Total</i>	25

It is essential for the Consultant /Firm to ensure that the IEC materials are inclusive, culturally sensitive, and aligned with the purpose of the assignment—to enhance understanding and awareness of participatory development planning and SDGs among stakeholders in Khyber Pakhtunkhwa province.

Note: The timelines for any deliverable could be changed as per project requirement.

C. PAYMENT

Payment to the Consultant/Firm will be made against the number of days of performance/efforts reflected by it in the time sheet along with evidence of activities and deliverables.

D. REPORTING STRUCTURE AND COORDINATION

The delivery of the services under this consultancy assignment will be managed in the following manner:

D.1. PROJECT MANAGER AND MANAGER COMMUNICATIONS

The services under this consultancy assignment will be supervised by the Project Manager and Manager Communications, CPDI. The Consultant/Firm will report to and will get directions during the currency of the provision of services from both the Project Manager and Manager Communications, CPDI.

D.2. LONG-TERM CONSULTANT

The Long-Term Consultant of CPDI will provide technical advice and support to the concerned Consultant/Firm for the preparation of the IEC material. The Long-Term Consultant will also be responsible for the review of the deliverables by the Consultant.

D.2. OTHER CONSULTANTS

During the currency of the work on this assignment, other consultants would be either working or would have completed work on other related assignments. The Consultant/Firm for this assignment will be required to liaise and coordinate with other consultants of the project for cross-reflections and alignment with each other's outputs.

D.3. PROVINCIAL COORDINATOR

The Consultant/Firm will undertake all activities under this assignment in close liaison and coordination with the Provincial Coordinator, CPDI. All operational level matters shall be discussed and resolved with the Provincial Coordinator.

E. REQUIRED QUALIFICATION AND EXPERIENCE

The Consultant/Firm should possess a combination of technical expertise, relevant work experience, and skills to successfully deliver the assignment for the preparation of IEC materials for awareness, orientation, and capacity building of various stakeholders for local level participatory development planning and budgeting processes. The Consultant or staff of the Firm should have following key qualification & experience criteria required for selection:

- Educational qualifications: At least a master's degree in a relevant field such as graphic and publicity design, mass communication, digital media and content management, social sciences, or a related field.
- Relevant work experience: Have a minimum of 5 years of work experience in IEC development, mass media management, communications, or related work areas.
- Experience of working with the public sector, especially the local government: The Consultant/Firms having experience of working with or for the public sector will be given preference. Experience of working with the local governments will be an added advantage. Further, having previous work experience with the local governments in Khyber Pakhtunkhwa will get preference.
- Target specific material: IEC material should be targeting audience specific.
- Language skills: Consultant/staff of the Firm should have excellent language skills. They should be able to articulate complex concepts in a clear and concise manner and utilize available mediums for best designing of the IEC materials.
- Proficiency in using the latest technology for IEC materials development and designing: The Consultant/Firm shall have strong proficiency in graphic design software, tools, and other latest technology to create visually appealing materials.
- Previous experience: Previous experience on similar assignments is mandatory. The Consultant/Firm should provide access to IEC materials developed by it during previous assignments which shall be used to evaluate its proposal and application for this assignment.

F. HOW TO APPLY

Interested individuals/firms can send their detailed **technical proposal** (70% weightage for evaluation), explaining the approach and methodology, CVs/Profile highlighting the relevant experience and qualification as well as the **financial proposal** (30% weightage for evaluation) mentioning the name of assignment in the subject line at: hr@cpdi-pakistan.org. The financial proposal should be inclusive of applicable taxes and work-related logistical costs (i.e., travel/lodging, incidentals, etc.), as required for assignment related activities and meetings at CPDI offices or with other stakeholders in the Islamabad, Peshawar, and target TLGs, as may be required. No such expense claims will be entertained/paid by CPDI.

*Late submissions will not be entertained.