

TERMS OF REFERENCE



CONSULTANCY: REQUEST FOR PROPOSAL FOR DESIGNING OF
COMMUNICATION PRODUCTS FOR 16 DAYS OF ACTIVISM

Posted date	November 16, 2023	Last date to apply	November 22 , 2023
Country	Pakistan	Location	Islamabad
Type of Services	Consultancy (contractual)	Category	Communication (advocacy)
Position	1	Tentative commencement date of services	November 23, 2023
Level of Efforts	20 days	Tentative duration	November 23, 2023 to December 12, 2023.

Proposals / applications to be submitted at: hr@cpdi-pakistan.org

ABOUT CPDI

The 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 promoting peace and tolerance, police reforms, right to information, strong local governments, climate change and mitigation, transparency in governance, democratic values, rule of law, accountable governance in the country and public health initiatives.

ABOUT THE ASSIGNMENT

1. BACKGROUND

Citizen Engagement Program (CEP) aims to strengthen citizen engagement in governance to advance peace, social cohesion and effective disaster management by responding directly to USAID's objectives: "effectiveness of citizen-led interventions strengthened", and "government responsiveness to citizens' concerns improved" for more peaceful and resilient communities in the target districts of South Punjab and North Sindh.

The 16 Days of Activism against Gender-Based Violence is an international civil society led campaign that takes place each year. It commences on November 25, the International Day for the Elimination of Violence against Women, and ends on December 10, Human Rights Day,

indicating that violence against women is the most pervasive breach of human rights worldwide. It was originated by activists at the inaugural Women's Global Leadership Institute in 1991. It is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls (VAWG). In 2023, the UNiTE! campaign theme is Invest to Prevent Violence Against Women & Girls and will focus on the importance of financing different prevention strategies to stop violence from occurring in the first place. It will leverage key global normative and advocacy platforms to build momentum and galvanize collective efforts to prevent violence against women <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>

Echoing the 2023 theme of the 16 Days of activism, i.e. UNiTE! Invest to prevent violence against women and girls”, CEP proposes to hold the following activities with Call to action: **“Ending violence against women begins with RESPECT and a collective CITIZEN ENGAGEMENT commitment to act today”**.

2. KEY TASKS

- 16 social media posts
- Design 2 backdrops
- Design 6-8 standees
- Develop 50 seconds 8 audio public service messages (Urdu & Sindhi)
- Design folder x2
- Design an invite.
- Design a Certificate of appreciation

3. REQUIRED QUALIFICATION AND EXPERIENCE

We are looking to hire a communication firm that has experience of designing social media promotional products for USAID and/or USAID funded projects and in particular of campaigns related to activism or social causes. They must have a deep understanding of the purpose behind the 16 days of activism and is aligned with the goals and values of the movement. The firm must have the competency to produce original contents with attention-grabbing visuals and compelling copy. The firm should be able to meet strict deadlines and handle a high volume of social media posts efficiently. Time-sensitive campaigns like the 16 days of activism require posts to be released on specific dates, so it is important to ensure the firm has demonstrated abilities in managing such projects.

4. HOW TO APPLY:

Firms are required to share complete portfolios with campaigns/products developed on social issues, at least 3 social media posts on the 16 days of activism, proposed samples of play back voices, one example of a public service message (70% weightage). The selected firm will give all raw data files to CPDI. The Firms should submit a *financial*

proposal (30% weightage for evaluation) mentioning the name of assignment in subject 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. No expense claims will be entertained/paid by CPDI.

*Late submissions will not be entertained.