Consultancy Contract – Attachment I

**ToR**

**CARE International in Cambodia**

Review & Develompment of Campaign Materials\_Communication for Education and Improved School Governance (C4E & Governance) Project

**Overview**

CARE is an international development organisation fighting global poverty with a special focus on working with women and girls to bring sustainable changes to their communities. CARE aims to tackle the underlying causes of poverty and social injustice and to bring lasting change to the lives of poor and vulnerable people. Founded in 1945, today CARE works in over 90 countries around the globe. CARE has been working with Cambodians since 1973, with an office in Phnom Penh since 1991.

Today, CARE focuses on empowering particularly marginalised and vulnerable women in Cambodia, including urban women who are marginalised by occupation, rural women who are denied multiple rights, and women and girls from ethnic minorities.

**Project Description:**

The Communication for Education and Improved School Governance (C4E&Governance) project, which was implemented in Ratanak Kiri and Mondul Kiri from October 2017 to December 2018, has empowered communities in 14 districts in both provinces to demand for relevant, inclusive and equitable quality education through engagement strategy and materials developed in a language they can understand, reaching 313 schools and 54,175 (25,708 women) direct and indirect beneficiaries.

Recognizing the importance of community involvement in education, the Ministry of Education, Youth, and Sport (MoEYS) has taken steps to prioritize community participation in school management as a means of strengthening the quality and efficiency of primary education, including reaching out-of-school children.

Findings from the C4E&Governance endline survey show positive changes in a number of areas, including improvements in parental attitudes and behaviours relating to children’s attendance, improvements in parental interaction with School Support Committees and better understanding of SSCs’ roles and responsibilities, and improved outreach to parents through information dissemination campaigns. The impact of these communication channels goes beyond the target schools and districts reaching more parents and communities when 68.5% (89 of 130) of households interviewed in the control group indicated that they had received the messages through sound recordings, especially radio broadcast and loudspeakers; while other campaign strategy such as social media (i.e. YouTube and Facebook) reaching the wider public.

Despite these positive changes, challenges remain. The main challenges are related to the poverty of many of the remote indigenous communities and the poor infrastructure in the remote parts of the north-eastern provinces of Cambodia, leading to poor outreach of the government’s services.

Therefore, the C4E&Governance project continues with refresher training for selected POEs officials, DTMT1 core trainers and SSC members in Ratanak Kiri and Mondul Kiri, building on the successes and lessons learnt from the past implementation; meanwhile expanding the project to a new province, Kratie. Findings from the endline survey indicates positive improvement in the perceived effectiveness of DTMTs even though the improvement is somewhat marginal.

The project will leverage the capacity built and materials developed in the previous phases to develop and execute a communication campaign to strengthen demand for inclusive quality education in the three target provinces. The proposed program will focus on the role of DTMTs and SSCs to promote strengthened demand for inclusive quality education among community members, including their role in ensuring its quality. There is already a wealth of communication materials produced through the School Governance and relevant projects, including policy briefs, postcards and social media posts, mainly aimed at program stakeholders. These existing materials will be used as the basis for the campaign as much as possible to be cost effective.

**Goal:** By 2023, enhanced community capacity to demand for, and ensure accountability of, inclusive quality basic education, particularly in target districts

**Purpose of Consultancy**

To review and develop an engagement strategy to:

* Promote the value of inclusive quality education among parents, caregivers and community members, including their role in supporting their children’s school environment and learning
* Promote membership of school support committees
* Strengthen communication between SSCs and district level authorities, and oversee production of all media & materials for CARE and government staff to achieve this.
1. **Activities**

Engagement strategy development

* Review of existing CARE strategies, relevant research and action plans on demand for quality education and the existing IEC materials produced through the School Governance project, including policy briefs, postcards and social media posts from CARE and other organisations.
* Define engagement approach to reach desired audiences, including consideration of the differences when working with numerous ethnic minority groups.
* Conduct review meeting with MoEYS/PED/DIT, UNICEF and CARE to agree on educational messaging, ICE materials and media content to be produced, which need to be endorsed and approved by MoEYS at a later stage.
* Define key messages, success metrics, and develop a TOR for the actual development and implementation of these products.
* Outline any training requirements for sharing with MoEYS, DTMT1s and SSCs

Development of media and materials

* Produce all approved briefs (which may include, but are not limited to, video, audio, print materials or social media content)
* Organise all materials into simple packages for each identified target audience to use
* Obtain informed consent for all personal stories and images featured.
1. **Outputs & Outcomes**

**Outputs**

Engagement strategy

* Detailed report/presentation on key findings, recommended messaging and engagement approach
* Summary presentation on engagement approach and messaging suitable for sharing with the Ministry of Education Youth and Sport
* Completed design briefs for all required elements, including training manuals (in consultation with CARE staff)
* Detailed instructions for CARE Cambodia staff on how to implement
* Detailed instructions for MoEYS/DTMT1 staff on how to implement
* Detailed instructions for SSCs on how to implement

Media & materials

* High quality draft versions of all agreed materials in English and Khmer for submission to Ministry for approval
* High quality final versions of all agreed materials in English and Khmer, packaged in a way that is attractive and easy for each target audience to use
* Ensure the materials/ message is easy to understand
* Original design files for any print and online materials produced
* Transcripts from any video interviews
1. **Schedule or Itinerary**

Commencement Date: July 2019

Completion Date: September 2019

| **Campaign Stage** | **Timing** | **Outputs and Meetings** |
| --- | --- | --- |
| Stage One | xx Jul 2019 | * Inception meeting with CARE Team & UNICEF focal point
* Short desk research and review of existing materials
* Provide discussions guides and materials, including test messaging
* Consultation with communicity, schools, and PoE to test the messages and materials
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| Stage Two | Xx Aug 2019 | * Design of Engagement Strategy, to include existing materials where possible.
* Detailed report and presentation on key findings, recommended, messaging and engagement approach
* Review meeting with CARE to agree messaging, materials and media to be produced
* Review meeting with UNICEF, PED/MoEYS & CARE team to confirm strategy
* Summary presentation on confirmed engagement approach and messaging suitable for sharing with the Ministry of Education, Youth and Sport
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| Stage Three | Xx Sept 2019 | * Produce all production and design briefs for approved materials; teams are briefed and production commences
* Write, develop and produce simple training/delivery instructions to enable implementation by CARE Cambodia staff, MoEYS/DTMT1 staff and SMC
* Meetings with CARE team to review and feed back on materials and media throughout production
* Review meeting with CARE and UNICEF
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| Stage Four | Xx Sept 2019 | * High quality draft versions of all materials in English and Khmer for submission to Ministry for approval
* High quality final versions and print files of all agreed materials in English and Khmer, ready for print production, and to be packaged in a way that is attractive and easy for each target audience to use
* Original design files for any print and online materials produced; English transcripts from any video interviews
 |
|  | Total 20 days |  |

1. **Budget**

**T1 Project Number:** KHM230

**FC or T3 Code:** KH39532

1. **Fee for Service**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | **Item Cost** |  | **Quantity**  | **Unit** | **Duration** | **Overall Cost** | **Currency** |
|  |  |  |  |  |  |  |  |
| **Total** |  |  |  |  |  |  |  |

**Additional Expenses to be met by CARE**

Additional expenses will be paid on a reimbursement basis, subject to receipt of invoice and should be supported by receipts and supporting documentation, including the basis for any exchange rate used. Additional expenses are limited to the amounts shown below unless otherwise approved in writing by CARE

**Per diems**

Note: If per diems are to be paid then it should indicate timing for payment i.e. could include an advance payment where for a significant deployment

**Incidentals**

Define inclusion, i.e. foreign currency conversion fees or not

**Travel/Transportation**

Flights are on economy basis only

1. **Method of Payment**

The consultant will work in a mentoring way to ensure maximum capacity building of the staff they are working with. Frequent meetings will also be held with the main focal points for this consultancy: the Deputy Country Director program.

The Consultant will be paid fees on the following basis:

|  |  |
| --- | --- |
| Output & Date | Fee payable |
| On signing of contract and submission of work plan | Instalment 1: 20% of the consultant Fee  |
| On submission of completion of Stage 1 and Stage 2 in the schedule II | Instalment 2: 30% of the consultant Fee  |
| On submission of completion of Stage 3 and submit the draft of IEC materials | Instalment 3: 30% of the consultant Fee  |
| Final Product Approved by CARE The final payment must be after CARE is satisfied with deliverables. | Final payment: the remaining 20% of the consultant Fee  |

“The payment will be only made on submission of invoice with VAT identified, and the output to be paid clearly identified with attached demonstrates. CARE will make payment base on the receipt and acceptance of the above in accordance with CARE quality standards.”

Bank transfer fees and foreign currency conversion fees will be the responsibility of the Consultant.

1. **Report Content Format & Style**

The reports and evaluation are in English and are in accordance with CARE report templates.

The final evaluation report will be written in plain English to facilitate understanding, as well as a 2 page summary in Khmer and subsequent dissemination to project stakeholders. Reviews of activities should be brief, clear and cogent summaries. They should focus on balanced analysis of any issues facing the project and suggest ways in which problems may be overcome. The report will incorporate supporting documentation and photographic documentation where appropriate.

The report will be no more than 50 pages, plus appendices. Relevant statistical data on project implementation and performance should be included in the appendices. Appendices should be limited to those, which are essential for explaining the text.

Draft Template

* Front cover
* Table of contents
* Acronyms
* Executive Summary
* Introduction - Basic project data, map(s), background, purpose and methodologies used
* Findings against objectives as well as evaluation questions.
* Recommendations and the cost of proposed recommendations
* Conclusion
* Bibliography
* Appendices

The documentation will use the correct acronyms and up to date academic terminology in CARE Cambodia. The documents will be written in a way that is responsive to the sensitive nature of project.

1. **Desired qualifications and key competencies**
* Demonstrated experience developing communications campaign strategies and materials to reach a range of stakeholders in Cambodia.
* Demonstrated ability to produce high quality written content in both English and Khmer.
* Demonstrated experience developing communications strategies to reach a range of stakeholders in Cambodia.
* Experience working with NGOs, particularly in the Cambodian context, and experience working with vulnerable populations with sensitivity.

The principal consultant and all members of the consultancy team must be screened according to CARE international child protection and protection of sexual exploitation, harassment and abuse policy and sign the code of conduct and undertake orientation and safety and security briefing prior to any field work being undertaken.

1. **Work arrangement and resources**

The Consultant is required to:

* Work from his/her home base. Accommodation and meal costs while at this base are the consultant’s responsibility
* Be available to travel to the project sites as required.
* Travel costs and arrangements outside of the Consultant’s base will be in accordance with CARE's travel policies, practices, and per diem rates.
* Provide his/her own laptop computer, equipment and supplies

Prepared by: Reviewed by: Approved by:

Name: …………… Name: ……………… Name: ……………

Title: …………… Title: Title: ……………

Signature:……… Signature:………… Signature:………

Date:…………… Date:…………… Date:……………