INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: [11-1-2022]

Country: Egypt

Description of the assignment: National Media and Communications Consultant to support the project to advocate for Waai program issues adopted by the Ministry of Social Solidarity.

Project name: Strengthening the Institutional and Human Resources Capacities of the Ministry of Social Solidarity

Period of assignment/services (if applicable): 11 months

Proposal should be submitted at the following address Ministry of Social Solidarity - 19 Sheikh Al Maraghi Street - Agouza - Giza - Building 1, first floor, Mrs. Amira Bayoumi - Mobile No.01115509493 or by email to: sihc@moss.gov.eg no later than 25th of January 2022.

1. BACKGROUND

Egypt 2014 Constitution recognizes social protection and social justice as a right for citizens and dedicated one pillar of the national Sustainable Development Strategy (SDS) - Egypt Vision 2030 specifically to Social justice (fifth pillar), with specific reference to Sustainable Development Goals (SDGs) 1, 2, and 5. The Ministry of Social Solidarity (MoSS) is the mandated government body responsible for providing social safety networks for Egypt's most vulnerable citizens. MoSS's main vision goals aims in creating a social safety net for citizens by supporting and protecting poor families, caring for low-income people, raising their standard of living and improving the level of services provided to them, in addition to MoSS’ three main strategic policies: Social Protection, Social Care, and Social Development.

The overall objective of this project, which is funded by the British Government and the EU Delegation as part of its Covid-19 Response, is to support the Ministry of Social Solidarity’s social protection efforts during the pandemic. The suggested outputs are responsive to the priority areas of interventions identified by MOSS.
This will be achieved through working on two interlinked tiers of the COVID-19 outbreak’s response to reduce the implications on the vulnerable groups. The first tier is concerned with prevention of infection of new people to flatten the curve of mounting cases and the second tier will work on addressing the socioeconomic consequences of COVID-19.

The project will work on the below outputs:
Output 1: Develop and mainstream a comprehensive social protection awareness curriculum entitled ‘Waai’ focusing on women empowerment and family protection to expand and be mainstreamed in MoSS programmes, including Takaful and Karama Conditional Cash Transfer Programme or others targeting vulnerable groups.

Output 2: Enhance the structures of MoSS services through improved accountability and governance systems, quality checks of services, and enhancing reporting of MoSS departments levels and responsive mechanisms for social care and other services provided by MoSS.

Output 3: Supporting Monitoring and Evaluation (M&E) systems and line it with the National Center for Social and Criminological Research (NCSCR) under MoSS, in order to serve the agenda of the Ministry to implement studies supporting national projects implemented by MoSS.

Output 4: Enhanced awareness of Takaful and Karama beneficiaries on COVID-19 through supporting MoSS in adapting and expanding existing Waai programme advocacy and awareness tools.

Output 5: Enhanced institutional capacity of MoSS through digitalization of systems to better support beneficiaries respond to Covid-19.


Output 7: Support 168 Elderly Care Institutions and 7 Homeless Shelters for the Elderly managed by MoSS and dedicate information and support to PWD to decrease the risk of infection by Covid-19 to vulnerable groups.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The national media consultant will support the project to advocate waai program issues adopted by MoSS within a comprehensive framework for Social Protection for the most vulnerable groups targeted by conditional cash flow programs and the presidential Initiative of Hayaa Karima implemented by MoSS. The consultant will support the program to capacitate media personnel and MoSS media staff adopting social protection issues to enhance the awareness and knowledge access of vulnerable groups and furthermore, support the project’s communication strategy to strengthen a rights based public opinion that promotes social change of T&K families to move from social protection to production. The work and tasks of the consultant will fall under Output 1 pertaining to the social media and mass media activities on Waai issues.

Accordingly, the consultant is expected to perform the following set of tasks and responsibilities:
- Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
• Identify and develop the content of the communication and media campaigns implemented by the project.
• Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
• Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
• Provide monthly summary brief on deliverables of the project.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:
Bachelor degree in Mass Communication or any of the social sciences.

II. Years of experience:
Minimum of 5-7 years of experience in the area of communication (Journalism, or Communication behavior change).

III. Competencies:
• Previous work experience with international organizations, development programmes and the government.
• Preferable experience in the field of social issues health, education, child rights etc.
• Preferable experience with news agencies, renown papers or TV program development.
• Knowledge in working with governance issues.
• Strong skills in analysis, critical thinking, problem solving and reporting.
• Fluent in Arabic and English: speaking and writing.
• Strong teamwork and team building skills
• Excellent public speaking and presentation skills.
• Excellent communication and advocacy skills.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:
1. Proposal:
   (i) Explaining why they are the most suitable for the work
   (ii) Provide a brief methodology on how they will approach and conduct the work (if applicable)
2. Financial proposal
3. Personal CV including past experience in similar projects and at least 3 references
5. FINANCIAL PROPOSAL

- Payment Upon Deliverables/outputs contracts

Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this amount (including travel, per diems, and number of anticipated working days per deliverable).

Deliverables:

**Deliverable 1 – (9% of Payment)**
Youth Forum Capacity Development Camp with Project NGOs
1.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
1.2: Identify and develop the content of the communication and media campaigns implemented by the project.
1.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
1.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
1.5: Provide monthly summary brief on deliverables of the project.

**Deliverable 2 – (9% of Payment)**
Maternal Child Health and Positive Parenting Local & Social Media Campaign
2.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
2.2: Identify and develop the content of the communication and media campaigns implemented by the project.
2.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
2.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
2.5: Provide monthly summary brief on deliverables of the project.

**Deliverable 3 – (9% of Payment)**
Support Technical Revision to Ramadan Campaign on Waai Issues (Social Media, Radio, others etc.)
3.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
3.2: Identify and develop the content of the communication and media campaigns implemented by the project.
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3.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
3.5: Provide monthly summary brief on deliverables of the project.

Deliverable 4 – (9% of Payment)
Economic Empowerment A Vital Component for Inducing Social Change
4.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
4.2: Identify and develop the content of the communication and media campaigns implemented by the project.
4.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
4.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
4.5: Provide monthly summary brief on deliverables of the project.

Deliverable 5 – (9% of Payment)
Harmful Traditional Practices against young girls (FGM & Child Marriage)
5.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
5.2: Identify and develop the content of the communication and media campaigns implemented by the project.
5.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
5.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
5.5: Provide monthly summary brief on deliverables of the project.

Deliverable 6 – (9% of Payment)
Child Marriage – Trafficking of young girls – Deprivation of Education - Illiteracy
6.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
6.2: Identify and develop the content of the communication and media campaigns implemented by the project.
6.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
6.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns
on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
6.5: Provide monthly summary brief on deliverables of the project.

**Deliverable 7 – (9% of Payment)**
Child Marriage – Trafficking of young girls – Deprivation of Education - Illiteracy

7.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.

7.2: Identify and develop the content of the communication and media campaigns implemented by the project.

7.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.

7.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).

7.5: Provide monthly summary brief on deliverables of the project.

**Deliverable 8 – (9% of Payment)**
Education and combating illiteracy among Vulnerable Families (Education and child marriage conditionality applied on T&K beneficiaries)

8.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.

8.2: Identify and develop the content of the communication and media campaigns implemented by the project.

8.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.

8.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).

8.5: Provide monthly summary brief on deliverables of the project.

**Deliverable 9 – (9% of Payment)**
Promoting child rights among vulnerable groups and positive parenting and prevention of domestic violence among children

9.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.

9.2: Identify and develop the content of the communication and media campaigns implemented by the project.

9.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.

9.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).

9.5: Provide monthly summary brief on deliverables of the project.
Deliverable 10 – (9% of Payment)
Campaign on the 16 Days of Violence Against Women & Girls based on MoSS Vision Targeting Vulnerable Groups
10.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
10.2: Identify and develop the content of the communication and media campaigns implemented by the project.
10.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
10.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
10.5: Provide monthly summary brief on deliverables of the project.

Deliverable 11 – (10% of Payment)
Promoting rights of People with disabilities and their social inclusion via providing and accessing them to basic services required to enhance their community participation
11.1: Support communication team and media experts to implement thematic communication campaigns for the Waai component including the provision of media materials to different media channels and furthermore, document the success stories on waai issues from the ground to enhance public opinion on the relevant thematic issues of the Waai program.
11.2: Identify and develop the content of the communication and media campaigns implemented by the project.
11.3: Facilitate the logistics for media personnel in collaboration with the project NGOs to cover stories from the ground in the respective outreach events implemented by the project.
11.4: Support MoSS to identify and analyze their outreach to different groups according to the preferred targeted segments in addition to the assessment of the public opinion and their concerns on the thematic issues raised by Waai component of the project (rapid monthly content analysis on social protection issues).
11.5: Provide monthly summary brief on deliverables of the project.

6. EVALUATION

Cumulative analysis
When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:
a) responsive/compliant/acceptable, and
b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
* Technical Criteria weight; [70]
* Financial Criteria weight; [30]

Only candidates obtaining a minimum of 49 points would be considered for the Financial Evaluation

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<th>Criteria</th>
<th>Weight</th>
<th>Max. Point</th>
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<td>Technical</td>
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<td>• Fulfilling required qualifications</td>
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<td>Fulfilling Competencies</td>
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