

TERMS OF REFERENCE

Engagement of Consultant to Implement Phase III of the National Communication Campaign.

1. BACKGROUND:

The Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project is a 5-year initiative (2020-2025) of the Federal Government supported by the World Bank to improve secondary education opportunities for Adolescent girls between the ages of 10 to 20 years in selected States in the country.

This Project aims to improve secondary education opportunities in the country, especially the Northern part of Nigeria, by addressing the specific financial, infrastructural, as well as socio-cultural/norms and constraints that hinder parents/guardians from allowing their children/wards (especially girls) from accessing and completing secondary education.

AGILE plans to dissuade the orientation of parents, communities, religious and traditional rulers from those beliefs and norms that stop them from educating their female children/wards through vibrant Communication and Behavioral Change Campaigns at the Federal and State Levels, respectively.

It is in line with the foregoing that a communication firm was contracted to implement the communication campaign, as stipulated in the National communication framework.

Madubi was adopted as the brand identity for the national level campaign which is helping to raise public awareness and action on the key objectives of AGILE, most especially positive social norms that provide an enabling environment for girls' education.

1.1. PROJECT COMPONENTS:

The AGILE Project is implemented through three (3) major components:

Component 1: Creating Safe and Accessible Learning Spaces. This component's focus is addressing the constraints to girls' education.

Component 2: Fostering an enabling environment for girls. This Component's focus is galvanizing support for girls' education and empowerment among

families, communities, and schools by addressing the constraints to girls' participation in secondary education.

Component 3: Project Management and System Strengthening. This Component's focus is to support institutional capacity building at the Federal, State and Local levels to manage, implement, and provide oversight for the AGILE project.

2. **OBJECTIVES:**

The objective of the assignment is to engage the services of a reputable consulting firm working under the guidance of the National Project Coordinator to assist the project to implement Phase III of the National Communication Campaign taking cues from the Communication Framework.

3. **SCOPE OF WORK**

The Communication firm will be expected to work with the NPCU in implementing the Phase III campaign to propagate the benefits of educating the Girl-child, using various media, platforms, brands, personalities, etc. The selected Consultant will be required to perform tasks that include but not limited to the following:

A. Content Development

1. **Madubi Website Development:** Creation of content for regular upload on the Madubi campaign website and social media outlets: feature stories, interviews (success stories), documentaries, etc.

2. **National Media Dialogue:** Organize and conduct quarterly sensitization workshops for media personalities and social media influencers to get their support for the Madubi campaign/AGILE Project.

3. **High-Level Dialogue:** Organise annual high-level dialogue with relevant stakeholders to raise awareness on girl child education and receive their commitments.

4. **Television Drama Series:** Development, Production, and dissemination of a drama series on the benefits of girl child education in the country. The Drama series will be aired in Hausa, Igbo, and Yoruba on TV stations with National reach.

It will be converted into shorter formats for dissemination on AGILE Social media handles and commercial social media platforms.

5. **Radio Drama series:** Production of a radio drama series on the essence of girl child education in English and pidgin languages as well as the major national languages (Hausa, Igbo, and Yoruba). The series will be converted to podcasts for streaming on the Project's Social media handles and website.

6. **National Education Summits:** Organise and conduct annual National summits on Girl child education whereby open dialogues are held with relevant stakeholders on the importance of girl child education.

7. **Event Partnership:** Leverage commemorative events like the International Day of the Girl Child to lobby for policy dialogue regarding Girl child education in the country.

8. **Phone-in programmes:** Leverage existing education-related programmes on Radio and Television stations with large following whereby people can call in to air their views on Girl- Child education and empowerment.

9. **National Debate Competitions:** Organize and conduct annual national debate/quiz competitions on girls' education and empowerment.

10. **National Sports Competitions:** Organise annual sports competitions for AGILE benefitting schools.

11. Leverage relevant platforms to lobby government for more enabling policies on Girl child education and empowerment.

B. BRANDING

12. **Influencer engagement:** Engage 4 celebrity ambassadors to influence the Madubi brand; 10 tier 1 and 2 influencers and 20 Nano influencers to act as AGILE ambassadors.

13. **OOH Advertising:** Develop and deploy digital billboards in at least 20 locations; wall drapes, and static gantries in at least 10 locations; digital retail screens in at least 10 locations, Transit ads on buses, tricycles, and taxis in at least 10 locations.

C. MEDIA BUY-IN

14. **TV broadcast:** Procure 4 slots of 30mins broadcast time for National debate, 10 slots of 30secs slots for TV adverts, and 20 mins slots for the Madubi Drama series;

15. **Radio broadcast:** Procure 30secs jingle slots, 30secs ad slots for influencers (traditional and religious), and the theme song and 10-20mins for the radio drama series;

16. **Social Media campaign:** Implement social media ads that include, Facebook, Instagram, Twitter and YouTube, and Google ads and pop-ups.

17. Including any other activity that may arise during the course of the assignment.

4. CONSULTANTS REQUIRED QUALIFICATIONS:

The firm to be selected shall be a communication firm with expertise and experience in designing and implementing comprehensive communication and Behavioural Change Campaigns.

Other criteria required are that the firm:

- a. Must have valid registration (i.e. certificate of incorporation) and must have been established for no less than 5 years prior to the date of the EOI; and the firm
- b. Must have successfully delivered at least two similar assignments (with documentary evidence) within the last 5 years. Multilateral experience in similar field of assignment particularly in West African region. Similarity being: size, complexity, technology, operational context, and economic and social settings of the client country.

The firm is expected to have a team of professionals with diverse skills and experience. The successful firm is expected to include a Team Leader, and a team of professionals with skills and experience in different areas of specialization including media and communication, advocacy, ICT, and opinion research.

The firm's team should include staff with:

- Experience and a successful track record in implementing communication strategies;
- Experience in developing creative and engaging messages;

- Experience in media affairs, social media, advertising, public relations, digital campaigns, social marketing, and related activities;
- Proven expertise in the implementation of advocacy campaigns on public interest issues at an international level;
- Excellent knowledge and understanding of messaging strategies based on opinion research findings;
- Excellent writing and speaking skills in English;
- Ability to speak and write in the major dialects of the implementing states is an added bonus;
- Ability to draft timely professional and compelling messages;
- Experience in graphic design, including visual identity and logo design, and branding; knowledge of multimedia materials, including photos and video; Experience in producing high-quality print publications in a cost-effective and timely manner;
- Knowledge of multilingual website design.

5. **Duration:** The contract will be carried out for a period of two years starting from the signing of a contract award.

6. **Deliverables:**

The consulting firm will be required to submit the following reports for each year of the two years implementation of this assignment:

- **An Inception Report** shall be submitted within one (1) month of commencement of work detailing the methodology, workplan and initial observations on the activities during the implementation period of the assignment.
- **A draft Report** shall be submitted within three (3) months of commencement of the assignment including detailed work on Nos. 1- 6 activities mentioned above under the scope of work.
- **A Draft Final Report** shall be submitted within eight (8) months of commencement of the assignment including detailed work on Nos. 7- 11 activities mentioned above under the scope of work.
- **A Final Report** shall be submitted within twelve (12) months of commencement of the assignment including detailed work carried out on Nos. 12 -

17 activities mentioned above under the scope of work. The final report shall incorporate all comments made on the draft Report and draft final report acceptable to the project.

7. Payment schedule:

Payments of contract amount for each year will be made to the Consultants in the following manner:

- 20% of the contract amount shall be paid upon signing of contract and submission of an Inception Report.
- 35% of the contract amount shall be paid upon submission of Draft Report as described above under deliverables.
- 25% of the contract amount shall be paid upon submission of the Draft Final Report as described above under deliverables.
- 20% of the contract amount shall be paid upon submission of the Final Report as described above under deliverables.

Note: Payment shall be made in Naira, as scheduled above, following submission by the consultant invoices in duplicate to the coordinator as designated. Payments shall be made to the consultant's bank account.

8. Selection Method:

The Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) Method set out in the Procurement Regulations for IPF Borrowers dated July 2016 and revised November 2017, revised August 2018 and 2020, available on www.worldbank.org/procure

9. Copyright and Ownership:

All raw and finished materials shall be owned by the Adolescent Girls' Initiative for Learning and Empowerment (AGILE) Project. The Firm shall maintain confidentiality of all information obtained during the course of the assignment.