

TERMS OF REFERENCE FOR THE ENGAGEMENT OF A COMMUNICATION FIRM/CONSULTANT FOR THE PRODUCTION OF A WEEKLY AGILE PROJECT TELEVISION PROGRAMME SERIES AND A QUARTERLY MAGAZINE SERIES.

1.0. Introduction/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.

The implementing States are Adamawa, Bauchi, Borno, Ekiti, Gombe, Jigawa, Kaduna, Katsina, Kano, Kebbi, Kogi, Kwara, Nasarawa, Niger, Plateau, Sokoto, Yobe, and Zamfara.

1.1. PROJECT COMPONENTS

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

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

1.2. The **Project Development Objective, (PDO)**, is to improve secondary education opportunities among adolescent girls in the participating states by addressing the specific socio-cultural/religious norms and other constraints that hinder parents/guardians from allowing their female children/wards from accessing and completing secondary education.

The AGILE project aims to improve the enrolment and subsequent completion rates of adolescent girls' secondary education by addressing the specific socio-cultural/religious norms and biases that hinder parents/guardians from allowing their female children/wards from accessing and completing secondary education through vibrant Communication and Behavioural Change Campaigns at the Federal and State Levels, respectively.

For these communication strategies to be effective and successful, there is a need for the media to be effectively utilized in executing different publicity strategies at the State and Federal levels.

It is the view of the above that the AGILE Project plans to have a weekly television programme series to publicise its developmental projects and activities to target audiences at the Federal and State levels, with the objective of showcasing the progress and achievements of the project towards achieving its objectives.

2. Objectives:

The objectives of this assignment is engage the services of reputable multi-media communication firm/consultant who will work with the National Project Coordinator to develop a weekly television programme and a quarterly magazine (hard copies and digital versions) to capture and publicize the Project's activities.

3. Scope of Work of the Assignment:

The consultant will be expected to work with the guidance of the NPCU, source, develop, and produce content for the weekly AGILE TV programme and quarterly magazine. Contents will be sourced from activities conducted under the AGILE project at the National and State levels.

The consultant will also be expected to select TV stations with National reach to broadcast the series, monitor the frequency of the coverage, and subsequent impact on the target public(s).

The weekly Television programme will run on a quarterly basis with 13 episodes per quarter, making it a total of 52 episodes per year. Thus, the consultant will be expected to produce 104 episodes of the television series for the two-year contract period.

The consultant will also be expected to produce 2000 copies of the magazine on a quarterly basis, totalling 8,000 copies for the two-year contract period.

The consultant will be expected to develop and execute the following:

- i.** Develop a content schedule to include scripts and a production plan for each of the 13 episodes
- ii.** Produce high-quality pictures/videos of project sites, beneficiaries, constructions, etc.;
- iii.** Conduct interviews of key stakeholders: government functionaries, parents, students, traditional rulers, religious rulers, community heads, teachers, etc., at the Federal and State levels;
- iv.** Develop contents that align with the Project's objectives and slogan;
- v.** Produce documentaries and articles on the Project's activities/achievements;
- vi.** Produce contents on AGILE project-related activities/programmes: advocacy visits, school debates; sports & quiz competitions, summits, workshops, etc.
- vii.** Conduct interviews with the Projects' beneficiaries: Scholarships, Conditional Cash Transfers, (CCT), Life Skills, Digital Skills, etc.
- viii.** Conduct interviews with high-level Government officials at the Federal and state levels that include; The Hon. Ministers of Education, Governors, Commissioners for Education of AGILE participating states, National Project Coordinator, State Project Coordinators, and the Project's Task Team Leader, and other relevant stakeholders.
- ix.** Showcase AGILE National Project campaigns that include high-level RTL advocacy and seminars, pop-up events, workshops, and road walks at the State levels.
- x.** Other activities the NPCU may want included in the productions.

4. Consultants' Required Qualifications:

The firm is expected to have expertise and experience in information management, designing and implementing publicity strategies, and journalism. The firm to be selected:

- a. Must have valid registration (i.e. certificate of incorporation) and must have at least 5 -10 years of work experience in the broadcast industry, especially television;
- b. Must have successfully delivered at least two similar assignments (with documentary evidence) within the last 5 years.

The firm is expected to have a team of professionals with a diverse set of 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 in media and communication.

The firm's team should include staff with: intervene

- Experience in developing creative and engaging messages;
- Experience in media affairs, advertising, public relations, social marketing, and related activities;
- Proven expertise in the implementation of advocacy campaigns;
- Excellent knowledge and understanding of messaging strategies;
- Excellent writing and speaking skills in English Language ;
- The ability to speak and write in the major dialects of the implementing states is a bonus;
- Ability to draft timely, professional, and compelling messages;
- Expertise and experience in photojournalism;
- Good photographic skills.

5. Duration of the Assignment:

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 period:

- **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.
- **Draft Report** shall be submitted within three (3) months of commencement of the assignment including detailed work on Nos. 1- 5 and related activities mentioned above under the scope of work.

- **Draft Final Report** shall be submitted within eight (8) months of commencement of the assignment including detailed work on Nos. 7-10 and related activities mentioned above under the scope of work. The report shall be presented to NPC team for their comments.
- **Final Report** shall be submitted within twelve (12) months of commencement of the assignment including detailed work carried out on Nos. 10 -12 and related 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 of the two years will be made to the Consultants in the following manner:

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 assignment.