

Platforms for Dialogue

Public Relations: Request for Proposals

Terms of Reference

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1.0 Background

1.1 General Background

Platforms for Dialogue (P4D), a European Union-funded project in partnership with the Cabinet Division, is working to improve good governance and engage civil society organisations (CSOs) and citizens in government accountability mechanisms.

With our partners, Platforms for Dialogue is increasing awareness of citizen rights, promoting democratic ownership, and supporting government officials to improve accountability and responsiveness. Implemented by the British Council, the multi-year, 13-million Euro project is a unique initiative that is working directly with both citizens and CSOs as well as the government to address reforms.

The project is propelled by a number of lively Civil Society Organisations operating at the grassroots level. P4D's key intervention is capacity building for local civil society organisations and representatives of local government bodies.

At the local level, the project supports discussions on policy issues in 21 districts. At the national level, P4D supports government institutions to deliver on ambitions set out in the 7th Five Year Plan. The project focuses on social accountability tools, including the National Integrity Strategy, the Right to Information Act 2009, the Grievance Redress System, and the Citizens' Charter.

The objectives of P4D are:

Overall Objective:

Platforms for Dialogue is working with Civil Society Organisations and Government Officials to improve democratic ownership and improve accountability mechanisms.

Specific Objective:

To improve good governance and engage civil society organisations (CSOs) and citizens in government accountability mechanisms.

The P4D project seeks to achieve the above-mentioned objectives by delivering the following three overarching results:

Result Areas	Comments
Result Area 1: Improve CSOs' ability to influence government policy, hold government accountable, and ensure better	P4D is working with 63 partner CSOs across 21 districts in Bangladesh to improve capacity through workshops, trainings, and dialogue forums, implement local social action projects (SAPs), and promote key social accountability tools (SATs). P4D is also promoting civil society engagement and dialogue with public service providers at the local level to ensure good governance and accountability.

representation of citizens' interests.	
Result Area 2: Improve government accountability and responsiveness through enhanced capacity building for government officials and CSO engagement.	P4D is working with several public training institutions (BPATC, NIMC, NILG, BCSAA) to conduct research, design policy, and provide capacity building trainings and workshops for both government officials and civil society leaders. The key focus of these partnerships is to increase sensitisation of SATs for government officials at various levels of government and provide practical tools for them to improve their ability to provide public services with integrity and accountability. Furthermore, key activities involving journalists in the 21 project districts have been completed to improve public knowledge and understanding of the SATs and ensure they're accurately reported on by local media.
Result Area 3: Develop and introduce new tools and policy platforms to facilitate dialogue between the government of Bangladesh and its citizens.	P4D is in the process of designing and building dialogue forums in 12 project districts. This is the culminating phase of the P4D project, where we will bring civil society and government closer together to improve dialogue and enable both parties to participate in good governance practices.

1.2 Project Overview

P4D is working in partnership with the Cabinet Division and the European Union to enhance transparency and accountability in public governance in Bangladesh.

The project corresponds to the EU-Bangladesh 'Strengthening Democratic Governance' framework from the EU Multi-Annual Indicative Programme for 2014-2020.

P4D activities involve the engagement of government officials from all tiers and depend on crucial coordination efforts with the Cabinet Division. P4D is conceived on the premise that the Government of Bangladesh's policy commitments be more accountable and responsive to citizen rights and preferences in decision making and service delivery.

The specific stress P4D lays upon civil society organisations as a key apparatus to strengthen democratic ownership is also aligned with a range of legislations, plans, and functions of various executive, representative, and statutory bodies.

P4D is implemented and managed by the British Council.

2.0 Description of the Assignment

2.1 Global Objective

The overall objective of the Public Relations RFP is to contract a PR firm in Bangladesh to enhance outreach efforts of our awareness raising campaign, under result area 1. The project will run outreach campaigns over the coming year, and we are looking to have a greater reach in mainstream media including television, print, and radio. Note that this work will *not* include any Social Media outreach.

2.2 Specific Objectives

- To research how to best promote P4D media (videos, blog posts, project updates, infographics, and photo graphics) to reach a larger audience in our 21 project districts, and later nationwide. Design outreach plan based on research
- To manage key relationships and agreements for media placement on television, radio, and print media.
- To monitor media reach and engagement (where possible) and provide detailed reporting to the project.

2.3 Requested Services

1. Research-based Outreach Plan: Based on experience, evidence from past similar projects/clients, and research on outreach efforts in P4D target districts, the vendor is to present a comprehensive explanation of their outreach plan based on data.

The work is to be carried out in P4Ds 21 project district for the first half of the contract. The second half of the contract, the work will be centralised in 12 key districts and in Dhaka to ensure national coverage and reach.

- The initial phase of the project will include the following districts:
 - Bagerhat
 - Bandarban
 - Brahmanbaria
 - Feni
 - Gaibandha
 - Gopalganj
 - Jamalpur
 - Munshiganj
 - Natore
 - Netrokona
 - Nilphamari
 - Pabna
 - Panchagarh
 - Patuakhali

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- Jessore
 - Kishoreganj
 - Kushtia
 - Moulvibazar
 - Pirojpur
 - Rajshahi
 - Sunamaganj

- The second phase of the work will be carried out in the following 12 districts and Dhaka:

- Bagerhat
- Bandarban
- Brahmanbaria
- Jamalpur
- Kishoreganj
- Kushtia
- Natore
- Nilphamari
- Moulvibazar
- Munshiganj
- Panchagarh
- Patuakhali

The Research-based Outreach Plan will outline key media groups, best approach to reach key target groups (women, youth, minority groups), and expected results. Once the approach is presented to P4D, the vendor will consult with the P4D Communications Team to ensure key targets are set in order to promote effective outreach results.

2. Outreach Management

The vendor will be the liaison between P4D and key media groups in Bangladesh to ensure strategic placement of our ads (print, multi-media, etc.) and news items (articles, op-eds, and editorials on project activities and events). The vendor will be expected to manage relationships with media in our working districts, follow up to ensure timely delivery of content, and collect key metrics to analyse the impact of the outreach efforts.

The vendor will be expected to work with district level and national level media companies, including, but not limited to:

- Television networks
- Radio networks
- Local newspapers and periodicals
- National newspapers

3. Reporting

The vendor will be responsible for the collection of data from media partners to provide comprehensive analysis of our outreach efforts. The results from various campaigns should be conveyed through qualitative and quantitative metrics with data visualisation.

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- Data should be collected from all districts, beginning with the 21 districts for the first half of the contract, and reducing to the 12 and Dhaka for the second half of the contract.
 - Adequate reporting is required for each District for comparative analysis.

The services that will be required in order to conduct the scope of work are as follows:

Preparation:

- Collect research and design outreach strategy.
- Jointly finalise outreach strategy and set key targets with P4D Communications Team.
- Begin outreach efforts to key media organisations in Bangladesh.

Implementation:

- Undertake media outreach to ensure strategic placement of P4D content.
- Monitor and assure quality of the content placement and reach.
- Collect analytical metrics for data visualisation and reporting.

Data Analysis and Reporting:

- Prepare regular reporting with descriptive analysis and interpretation of findings from both quantitative and qualitative data, in support of the specific objectives of this assignment.

2.4 Required Outputs

- Evidence of research to maximise content reach.
- Design of an outreach strategy in consultation with P4D Communications Team. Agree on approach and set target indicators.
- Work plan for effective outreach for the duration of the awareness raising campaign.
- General monthly reports on outreach results.
- Quarterly reports with comprehensive quantitative and qualitative results, data visualisation, and key findings on where improvements can and will be made.
- Ongoing:
 - Evidence of successful media outreach (for example: printed and broadcasted news, articles, editorials, screenshots of shared contents on media outlets' social media pages, etc.)
 - Regular consultation with P4D Communications staff when needed or requested
 - Outreach to and follow up with media outlets
- Presentation of fully analysed results in Spring 2022 to P4D Communications and management team and submission of a draft final report.

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- Once the review period is complete, a final report of outreach efforts, results as seen over time, general findings, and campaign conclusions.
 - Final clean dataset in SPSS and Stata format and where applicable, any qualitative feedback from media sources, in order to comply with British Council records management and data management policies. See the British Council's global policies page on the website for more details.

3.0 Expert's Profile

3.1 Organisational Profile

The main requirements for the organisation that will be managing the research are as follows:

- Experience in successfully conducting outreach efforts for similar projects at a large scale in Bangladesh.
- Demonstrates successful implementation of media campaigns on justice, legal or governance issues in Bangladesh.
- Strong analytical facilities for quantitative and qualitative social science research.
- Ability to connect with liaise with reputed media organisations throughout Bangladesh.
- Demonstrated ability to effectively engage large portions of the population through media outreach efforts.

3.2 Personnel Profiles

Please provide the CVs of the team leader and key team members. The skills and experience required are as follows.

Team Leader (primary contact for P4D Communications Team)

- Minimum 10 years of PR and media experience.
- Graduate degree in relevant area.
- Experienced in designing mainstream media outreach campaigns on governance or social justice projects in Bangladesh.
- Experienced in developing and managing quality assurance systems.
- Strong analytical and report writing skills.
- Proven track record of relationship with top media outlets (electronic and print) of Bangladesh.

Team Member(s)

- Minimum 5 years of PR and media experience.
- Bachelor's degree in relevant area.
- Experienced in implementing mainstream media outreach campaigns and managing relationships with media outlets in Bangladesh, preferably on social justice issues.
- Experienced in collecting and analysing data from media sources on content performance.

Maximum CV length: 2 pages. Include brief profile summary in proposal and CV in annex.

4.0 Duration

4.1 Starting Period

Starting date for the assignment will be no later than 1 May 2021

4.2 Foreseen Finishing Period

The final deliverable for the assignment is to conclude by 15 May 2022.

4.3 Work Planning

The activities to be carried out and the timeline are as follows:

Activity	April	Q 1. May- July	Q 2. Aug- Oct	Q 3. Nov- Jan	Q 4. Feb- April	May	Deliverable
Contract Signed	x						
Research campaign design, outreach work plan developed, target metrics agreed on with P4D		x					Research campaign design, detailed work plan, and target metrics established
Media Outreach Efforts and Reporting. Ongoing Data Analysis, Recommendations for improvement, and Implementation of new tactics.		x	x	x	x		Monthly and quarterly reports delivered to P4D on ongoing outreach efforts. Evidence of effective media placement of P4D content and project coverage.
Data Analysis and Preparation of Draft Final Report					x		Draft report and presentation of findings to P4D team
Preparation and Delivery of Final Report						x	Final report and dataset submitted

5.0 Reporting

5.1 Content

1. Monthly and Quarterly Reporting

Between May 2021 and April 2022, a monthly summary of outreach efforts, media placement, metrics, and findings are to be submitted to P4D Communications Team. Any special observations are to be noted, with applicable recommendations for result improvements according to agreed target metrics.

2. Final Report

The final report will be a combined report of quantitative and qualitative findings. The contents of the report should be structured as follows:

- Executive Summary
- Methodology and outreach efforts completed
- Main results and findings
 - In-depth findings - Graphical presentation and interpretation of the descriptive analysis from the media campaign supported by analysis of findings from media sources. Where possible, findings are required to be disaggregated by socio-demographic group including ethnicity, religion, sex, age group, income range, level of education, sector (urban/rural/estate), and District/Province.
- Challenges and limitations on content promotion and measures used for mitigation
- Conclusions

5.2 Language

The report must be completed in English (British spelling).

5.3 Submission and Feedback

All reports must be submitted to the P4D Communications Team electronically. The draft report must be submitted before the debriefing to the P4D Communications Team.

The draft report will be reviewed and commented on by P4D. The final report is to be completed no more than two weeks after receiving comments from P4D. The final report is required to be submitted in electronic format together with the final clean dataset in SPSS and Stata format, in order to comply with British Council's records management and data management policies.

6.0 Proposal Outline

To ensure equitable evaluation of all proposals, please prepare the technical and financial proposal as outlined below. Page suggestions should be within 1 page of the recommended limit below.

6.1 Technical Proposal

- Understanding of the assignment: 2 pages
- Methodology and approach: 3 pages
- Tentative workplan: 2 pages
- Profile of the organisation and team (brief organisational profile, outline of key personnel's profile, track record of relationship with key media outlets): 4 pages
- Value addition: 1 page

Total page count not to exceed 17 pages.

6.2 Financial Proposal and Annexes

- Full organisational profile: 3 pages
- Profile of each key personnel, evidence of previous works, evidence of relationship with key media outlets): 2 pages per CV (max)
- Financial proposal: 2 pages
- Fees/remuneration of key personnel: 1 page
- Itemised cost breakdown: 1 page
- Reimbursable: 1 page
- Overhead etc: 1 page
- Preferred payment schedule: 1 page