**Terms of Reference (ToR)**

**Media engagement to enhance urban disaster preparedness**

**Background**

Dhaka Earthquake and Emergency Preparedness - Enhancing Resilience (DEEPER) project aims to enhance earthquake and emergency preparedness and reinforce de-centralised response capacities in Dhaka. Funded by European Commission Directorate-General for Humanitarian Affairs and Civil Protection - ECHO, this project is implemented in 18 wards of Dhaka South City Corporation (DSCC) to strengthen volunteer capacity, enhance disaster preparedness and improve emergency response of households, schools and health facilities of the targeted wards and increase risk awareness and preparedness of wider Dhaka population by a consortium of six organizations, namely, Bangladesh Red Crescent Society (BDRCS), German Red Cross (GRC), British Red Cross (BRC), International Federation of Red Cross and Red Crescent Societies (IFRC). Action Contre La Faim (ACF), Christian Aid Bangladesh (CA) and German Red Cross as the lead. The project started on 1st June 2019 and will end on 31st March 2021.

Based on organizational experiences and expertise, the activities of DEEPER have been accumulated under each of the above-mentioned organizations. For example, the Red Cross and Red Crescent movement is specialized in working with community-based volunteers in relationship with Government of Bangladesh (GoB) in the humanitarian field. ACF focuses on the psychosocial support and preparedness initiatives of the targeted population under DSCC. As the implementing partner of advocacy focused activities, CA works with different stakeholders including government, non-government and private organizations (NGOs) to achieve DEEPER results.

**Objectives of DEEPER project**

Principal objective:To contribute to reduced propensity and scale of secondary impact from earthquakes and major emergencies amongst the population of Dhaka City and to thereby support progress towards SDG goal 11 on sustainable cities and communities.

Specific objective:The 18 target wards in Dhaka City have increased preparedness to respond to major earthquakes and other emergencies and enhanced resilience through integration into advanced emergency systems.

Results:

Specifically, DEEPER is designed to achieve four results of

(1.) strengthened systems and volunteer capacities,

(2.) enhanced preparedness for response of target wards,

(3.) improved emergency preparedness of schools and health facilities, and

(4.) increased risk awareness and preparedness amongst the wider population of Dhaka

DEEPER and media engagement:

Acknowledging the importance of media in disseminating the message of urban disaster preparedness across the population of Bangladesh in the least amount of time, DEEPER plans to work with media partners to organize webinars and online seminars particularly targeting urban population. The project aspires to share its innovative approaches initiated to enhance disaster preparedness and emergency response and linking that with country’s disaster management vision.

Therefore, the objectives of media engagement are;

* To inform different stakeholders (i.e. government, non-government and private organizations, institutions, service providing organizations, community, volunteers) about urban disaster preparedness and emergency response
* Recast problems of increasing disaster risks, particularly in urban areas, such as addressing disaster risk is everybody’s business not only of a specific organization’s.

To achieve these objectives, CA plans to work with a media house to organize at least 6 webinars and online seminars to create awareness among different stakeholders or interest groups.

Responsibilities:

To hold the webinars and online seminars, CA will avail service of a media house. Though the hiring agency will be CA, the media house will work with all the consortium partners during the project timeline. The responsibilities of CA and the media house are described below:

CA

* CA will be the hiring agency.
* CA and the consortium partners will provide content, information and other necessary project related documents according to their implementing responsibilities required to hold the webinars and seminars.
* CA will be responsible to hold webinars and seminars on ‘increased risk awareness and preparedness amongst the wider population of Dhaka’ (Result 4).
* CA will be responsible to generate the final report on media engagement and DEEPER with the support of the media house.

The media house

* The focal point of the media house will closely work with the focal point of CA regarding hiring and organizing Result 4 focused webinars and seminars.
* The media house is expected to work with all the consortium partners – DEEPER has remaining three results and these are implemented by partners, i.e. BDRCS, BRC, GRC and ACF
* Organize in consultations with Christian Aid speakers for the online webinar
* Work with CA and consortium partners on the topics of the media articles and online seminar
* Ensure that online seminar and newspapers are shared widely and with ECHO and CA logos
* Communicate and ensure presence of relevant disaster management stakeholders in coordination with DEEPER consortium partners.
* Support CA to finalize the final report on media engagement and DEEPER

**Output**

* At least 6 webinars/online seminars
* At least 6 newspapers supplementary
* A final report with evidence of the activities

**Language:** Preferred supplementary in both English and Bengali newspapers.

**Branding:** Ensure branding (i.e. usage of logo, disclaimer) of DEEPER’s funding agency and consortium partners and other strategic partners.

**Work plan**

The timeline will be agreed with CA and consortium partners.

**Timeframe**

Tentative date of commencement: 1st December 2020

Duration of the assignment: 3 months (End of February 2021)

# **Mode of Payment:**

20% of the total amount will be paid at the time of signing contract, and 30% of the total amount will be paid at the time of submitting 1st draft. Rest 50% of the total amount will be paid at the time of final submission of report. Deduction of VAT and Tax shall be applicable as per government rules.

**Selection Criteria:**

The selection committee will evaluate both the technical and financial proposal of the Consulting agencies based on set out evaluation criteria. A cumulative weighted scoring method will be applied to evaluate the proposal. The award of the contract will be made to the Individual whose offer has been evaluated and determined as responsive/compliant/acceptable with reference to the ToR.

The following areas will serve as criteria for tech**n**ical proposal (100 marks) assessment:

* Previous experience regarding similar work (30 marks)
* Education background and relevance to project outcomes (40 marks)
* Time-bound rollout plan (20 marks)
* Financial proposal (10 marks)

**Expressions of Interest should include:**

* Cover letter (maximum one page)
* Technical Proposal (maximum 10 pages)
* Financial Proposal (maximum one-page)

Interested individuals/agencies with relevant and proven experience shall Submit **Technical** and **Financial Proposal** by **25 November 2020** through email at Bangladesh-jobs@christian-aid.org**.** Please mention **“Hiring Individual/ Firms Media Work for DEEPER project**" in the email subject line. Christian Aid reserves the right to accept or reject the offer in part or full without assigning any reason whatsoever.