



Terms of Reference for creative firm to lead the design of new content for communication materials under the Ninth GoU/UNFPA CPD

Background

UNFPA and its partners are implementing the 9th Government of Uganda/UNFPA country programme, 2021-2025. The Country Programme is to be delivered within the context of the third National Development Plan (NDPIII) and the UNFPA Global Strategic Plan.

As part of its Communication and Advocacy Strategy (2021-2025) in support of the 9th Country Programme, UNFPA will continue to implement the Live Your Dream campaign, with updated messages to reflect the current context around sexual and reproductive health and rights.

In addition, UNFPA will specifically develop messaging to support implementation of the Advancing Sexual and Reproductive Health and Rights (ANSWER) programme to improve SRHR/GBV outcomes in the most affected sub-regions of West Nile Region (WNR) and Acholi.

Live Your Dream is UNFPA's signature campaign, meant to inspire action towards a better life for young people and women and promote the well-being of the entire family. The campaign has as its main beneficiaries young people aged (10-24) and is based on four pillars:

1. LIVE YOUR DREAM by *Letting Girls be Girls*: addresses Gender Based Violence, access to Family Planning and prevention of teenage pregnancies
2. LIVE YOUR DREAM by *Choosing Books before Babies*: speaks to keeping girls in school, getting proper education about Sexual and Reproductive Health and Rights (SRHR) and avoiding teenage pregnancies and HIV
3. LIVE YOUR DREAM – *With You(th)*: reflects UNFPA's position as lead youth agency, unleashing young people's potential, empowering for innovation and social change. With You(th) also showcases our work in humanitarian settings where we bring host communities and refugee populations together to build resilience by promoting Sexual and Reproductive Health and Rights.
4. LIVE YOUR DREAM by bringing generations together (*Generation for Generation - G4G*), is about sharing the wisdom of the elderly with the energies of the youth, tapping on the insights of academia with the diversity of views of decision-makers in order to improve policies that affect Uganda's future.

Creative design process

UNFPA seeks to engage the services of a creative firm to refresh and update campaign messaging making it relevant to the needs of the beneficiaries, and reflecting the current context including the challenges brought on by COVID-19.

The firm will also support development of messages for young people with disabilities and refugees to support implementation of the ANSWER programme.

Specifically, the creative firm will:

1. Review existing literature, reports and material related to the LYD campaign and the ANSWER programme.
2. Develop a creative brief detailing their conceptualisation of the creative process, including but not limited to:
 - Understanding of the Live Your Dream campaign philosophy;
 - Key target audiences and beneficiaries for the Live Your Dream campaign and ANSWER Programme;
 - Suggestions of innovative broad message themes, message formats and communication channels;
 - Suggestions of a monitoring and evaluation plan.
3. Organise a series of reflection processes with UNFPA, partners and representatives of target audiences and beneficiaries to develop fresh campaign messages.
4. Work with UNFPA and Implementing Partners to pre-test the messages.
5. Compile the various pieces (creative brief, campaign core messages) into a campaign design document.
6. Develop and produce final creative materials in various formats for the various channels.

Key deliverables:

- i. An inception report demonstrating understanding of the assignment and giving a detailed rationale, strategy and creative execution of campaign, and schedule.
- ii. Campaign Design Document containing broad themes, sub themes and core messages
- iii. Final productions of audio-visual content, content for social media and artwork for print materials on DVD and via google link.

Duration:

The assignment will be undertaken over the course of four months.

Qualifications and experience:

The assignment will be conducted by a multi-disciplinary team with expertise in facilitating creative design processes to generate innovative ideas that capture attention and create emotional connections.

The team members will possess:

- A bachelor's degree
- At least 5 years' experience in creative arts, communication for development, social marketing, advertising or related field

- Demonstrated previous experience of having undertaken similar assignments. The team will submit links to samples of similar assignments conducted
- Previous experience with the UN is a plus.

Content:

- All work associated with the collection of information and all messaging should meet ethical and high quality broadcast definitions. UNFPA will provide technical support to ensure quality and timely delivery of results.
- All content developed under this process remains the property of UNFPA.

Bid submission:

Interested firms should submit a concept detailing their understanding of the assignment, methodology proposed, time frame, budget and qualifications of all team members. Sealed bids should be addressed to: **procurement.ug@unfpa.org**, not later than **August 31 2021 at 04.00 p.m.** Kampala time.