



TERMS OF REFERENCE

Consultancy Company to Support the “**Italian Egyptian Debt for Development Swap Programme Phase 2 (IEDS2)**” Communication and Visibility Activities.

Location: Cairo, Egypt
Duration: 1st October to 31st December 2009
Start Date: 1st October, 2009
Reporting to: TSU Director

I. JUSTIFICATION

During the past eight years, communication and advocacy as a key element of the Programme embraced a combination of efforts aimed at enhancing partnership, advocacy and external relations, with emphasis on programme related issues. With the recent review of the current Programme and the renewed efforts for the implementation of the Second Phase, communication and visibility are emerging as very integral aspects of programme delivery. Consequently a considerable amount of effort will be exerted in provision of services in terms of advocacy, and media relations. It is therefore necessary that a Communication Company be hired to fill the gaps for the successful implementation of both aspects of communication within the new Programme considering the Program publications already produced (Program Annual Reports, Final Programme Report for the first phase and the Partner for development Study) and the Program’s web-page (http://www.utlcairo.org/english/progetti/progetti/16_debtswap_main.html).

What are our communication objectives?

- To inform the society on our Programme and supported Projects;
- To attract attention to the topics of the Programme and the supported Projects;
- To form a favorable attitude towards the Programme and the supported Project;
- To receive public support, to overcome obstacles while implementing the Programme;
- To show achievements and success;
- To tell of further plans.

Programme Brief

“Debt Swap” is shorthand for a transaction in which the government or an organization of a creditor country retires a fraction of a developing country’s external debt, in exchange for a commitment by the debtor government to invest local currency in designated initiatives Italy and Egypt signed the first “Debt-for-Development Swap” agreement in Rome on February 19, 2001 with the aim of converting eligible Official Development Assistance (ODA) bilateral debt owed by the Arab Republic of Egypt to the Italian Republic into financial resources to implement development projects in Egypt. The total amount of debt subject to swap operations under the first Agreement was approximately \$ 149 million within a period of five years (July 2001 – July 2006).The second Agreement was signed on June 3, 2007 with the aim of converting eligible

Official Development Assistance bilateral debt owed by the Arab Republic of Egypt to the Italian Republic into financial resources to implement development projects in Egypt. The total amount of debt subject to swap operations under the second Agreement is \$ 100 million within a period of five years (2007 – 2012).

The Program implementation is supervised by the Programme's Management Committee headed by the Italian Embassy in Egypt, and the Egyptian Ministry of International Cooperation and supported by the Technical Support Unit (TSU).

In order to ensure appropriate visibility to the Debt Swap Programme, Phase I & II, we require the services of a specialized Company to identify and plan the activities related to the visibility for the whole duration of the Programme: Study the external current perceptions of the programme, prepare a Plan of Action for the Visibility of the DS Programme, revise and improve as necessary the Programmes' Visibility Guidelines, design and produce the required material (i.e. brochures, leaflets, posters, publications etc.) and organize specific projects events (i.e. Project launches etc.) and the Closing Event for the First Phase of the Ds Programme.

The Company would therefore work in collaboration with the Technical Support Unit (TSU) of the IEDS2 Programme to promote the work being done under the programme ensuring its maximum visibility, with emphasis on advocacy, external and media relations.

II. PURPOSE OF CONSULTANCY

The overall objective of the consultancy is to provide support to the TSU in advancing the development and execution of communication strategies aimed at creating awareness on the Programme to ensure that related advocacy and communication activities are implemented, giving greater visibility both locally; and internationally through printing material in the Italian language targeting general Italian public and the Italian Ministry of Foreign Affairs.

III. SCOPE OF WORK

Under the guidance of the TSU, the company will assist in increasing the visibility of the achieved results and mandate of the IEDS Programme through the improvement of the existing web page, the perception of the local press, radio, television, magazines, featured programmes. The Company should as well emphasize the good results of the cooperation between the Italian Cooperation and the Egyptian Ministry of International Cooperation. In Details, the Company should develop the following:

DS Program

- Report the impact of the current Programme perception
- Develop the Program's Communication Strategy
- Develop & implement a Visibility plan for the Debt Swap Phase II
- Improve as necessary the Programmes' Visibility Guidelines
- Plan & Implement Closure Events for DS Phase I (to be organized by the end of November 2009)
- Design the Program's Logo
- Improve the Programme Web-Page
- Produce Information, Educational, and Communication (IEC) materials with specific reference outlining the program's impact on the lives of people within the involved communities.

DS Funded Projects (13 approved Project)

- Develop a Visibility plan for the DS funded Projects

- Plan & Implement one launching event for the 13 projects already approved.
- Produce Information, Educational, and Communication (IEC) materials with specific reference outlining the projects' impact on the lives of people within the involved communities.

III. EXPECTED DELIVERABLES

The expected outputs will vary each month depending on current monthly priorities, However monthly progress reports will highlight activities completed based on above scope of work including specific activities as outlined below:

Time Frame	Deliverables
1 st to 31 st October	<p>Submit a Report on the current Programme perception</p> <p>Develop the Program's Communication Strategy</p> <p>Develop the DS II Visibility Plan</p> <p>Revise and submit for TSU approval the DS Visibility Guidelines</p> <p>Develop the Programmes' Logo</p> <p>Submit a Plan for the improvement of the Website</p> <p>Develop and submit a Progress Report to TSU</p>
1 st to 30 th November	<p>Organize a Press Conference for the two events</p> <p>Organize the Closing Event for the First Phase of the Programme ensuring high level participation and appropriate Media Coverage</p> <p>Organize the Launching Event for the Approved Projects of the Second Phase of the Programme ensuring high level participation and appropriate Media Coverage</p> <p>Design and produce Publications, Pamphlets, Banners and Invitations</p> <p>Produce and publish a newspaper supplement</p> <p>Develop and submit a Progress Report to TSU</p>
1 st to 31 st December	<p>Develop a Visibility Plan for the approved Projects</p> <p>Design and produce Visibility material (notebooks, calendars, pamphlets). The quantity will be decided in a latter stage.</p> <p>Develop a Documentary on the Programme in a high resolution DVD Format</p> <p>Submit the Final Report with future recommendations</p>

V. METHODOLOGY

It is recommended that the company would use an IEC methodology that considers the target groups for delivering the message effectively and efficiently. The Company should produce materials and contents of high quality and that are true and factual representation of the Program's and Projects' activities. Furthermore the Company has to ensure that each article and/or publication be accompanied by high resolution pictures bringing to life the situations or issues being highlighted. The Company will be required to adhere to the Principles for Ethical Reporting especially when reporting on issues involving children and sick people among others. All material must be submitted directly to TSU before publication in order to have the clearance from the involved parties.

VI. DESIRED BACKGROUND AND EXPERTISE

- Well established company in the required field with experience no less than 5 years with similar jobs with donors' entities.
- Using innovative communication techniques and tools in conducting its work.
- Very good knowledge of current developments and practices in communication including digital media, indigenous media, community organization and participation. Knowledge of the Egyptian Development agenda and understanding of cultural and socio-economic conditions in Egypt.
- Ability to express clearly and concisely ideas and concepts.

VII. CONDITIONS

- Short term contract (3 Months)
- The Company will work in its offices and will be provided by the TSU with materials related to the work

VIII. APPLICATION

Please send or deliver your application in a sealed envelope to the Italian Egyptian Debt For Development Swap Programme 1081 Corniche El Nile St., Belmont Building 17th Floor, Garden City, Cairo by 09 September 2009 (Closing time will be at 15:30) Containing:

- Full presentation of the company experience and work samples.
- Your proposed methodology to develop the impact report, communication strategy and visibility plan with cost estimation.
- Cost estimation for organizing the closure event considering a number of 100 participant
- Cost estimation for organizing the launching event considering a number of 100 participant
- Cost estimation for material to be produced (i.e. Documentary on DVD format, Publications, Pamphlets, Banners, Invitations, Notebooks, calendars and any other relevant item).
- Any other material and/or information relevant for the evaluation of the Company expertise.