**TERMS OF REFERENCE**

**Project title:** Civil Registry System Reform Project in Tajikistan- Phase II

**Donor:** Swiss Agency for Development and Cooperation (SDC)

**Description of Assignment: Civil registration awareness: media and telecommunication**

**Duration**: July – November 2024 (5 months)

**Geographical area**: Nationwide and district levels

1. **Background information**

Civil registration (CR) plays a pivotal role in documenting life events and granting certificates crucial for the exercise of fundamental human rights. One of Tajikistan’s main development challenges is the lack of an efficient and modernized Civil Registry System (CRS).

In response, UNDP Tajikistan's Civil Registry System Reform Project supports the Ministry of Justice (MoJ) in improving human rights protection by strengthening civil registration services and increasing accessibility to the system.

Effective communication is integral to this project, aiming to augment the MoJ's efforts in disseminating information and fostering positive behavioral change. This endeavor aligns with the vision of the President of Tajikistan for 2024 as the year of legal education, aiming to enhance the public’s understanding of CR procedures through media and telecommunication tools.

Previously the project undertook various communication and outreach efforts, including the launch of a Mobile CR office, SMS campaigns, the launch of the [website](https://rahsh-adliya.tj/ru/home/) with a fee calculator, and engagement of state stakeholders in outreach activities during 2022-2023. The last SMS campaigns reached 467,096 individuals in 6 districts in 2023.

This year, the project aims to target more districts and establish a holistic approach between mentioned interventions, bolstering public awareness about the Mobile CR office [[1]](#footnote-1)and other calls for action at both local and national levels. The assignment will be implemented by the contractor, which will coordinate with the cellular company, media agency in the communication efforts.

The civil registration campaign will unfold in two tiers: in the targeted districts and at the national level. In the targeted districts with low registration rates, the dissemination of SMS information, informative and posters, and other prompting action will be applied. At the national level, the campaign will include broadcasting existing videos, producing radio programs, podcasts, and an Instagram campaign involving public figures, creation of a video on Mobile CR offices, along with articles on CR procedures with visuals for web and social media and organization of capacity building workshop on social media literacy for the CR staff.

The initiative’s informed awareness-raising campaigns aim at improving people's understanding of the importance of registration of vital events and the consequences of delayed or unregistered vital events.

**Objectives**

1. Enhance awareness among the Tajik population, especially among vulnerable groups (women, PwD), regarding civil registration processes, and the importance of obtaining vital event certificates for exercising human rights.
2. Enhanced awareness of the population on the reform results and the changes happening in civil registration with a particular focus on the benefits of the modernized civil registration system provided to people.
3. Leverage various media and telecommunication channels, including SMS campaigns, social media platforms, television, radio, and news agencies, to disseminate information about civil registration.
4. Contribute to the 2024 agenda, legal education, by fostering an understanding of civil registration processes and their significance through media and telecommunication mechanisms.
5. Conduct capacity-building workshops, particularly in social media management, to empower civil registry office staff and improve their ability to engage with the public effectively.
6. **Scope of work**

**Schematic process**

**Target group:**

* 4 000 000 people receive SMS texts.
* 2 000 000 people reached through media channels (TV, radio, social media, news agencies).
* About 68 CR staff for the workshop

**The organization will be responsible for implementing the following tasks:**

1. **Planning**
2. **Telecommunication at the sub-national levels in specific target areas**
3. **Media campaign at the national level**
4. **Workshops**

**More information on each task:**

1. **PLANNING**
2. Develop a detailed methodology with an action plan.
3. Present methodology to the UNDP and MoJ, and confirm the most updated list of the target districts.
4. Design and print 2 roll-ups.
5. **TELECOMMUNICATION AT THE DISTRICT LEVEL/ SUB-NATIONAL LEVEL**

**Preliminary identified target districts, based on the report generated by MOJ on the lower registration rates:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Regions** | **GBAO** | **DRS** | **Sugd** | **Khatlon** |
| **Districts** | MurghobRoshtqal'aIshkoshimRushon | 1. Sangvor
2. Lahsh
3. Rogun
4. Tojikobod
5. Nurobod
6. Varzob
 | 1. Istiklol
2. Kuhistoni Mastchoh
3. Shahriston
4. Guliston
 | 1. Baljuvon
2. Nosiri Khusrav
3. Shamsiddin Shohin
4. Levakant
5. Nurek
6. Khovaling
 |

* + - 1. **Targeted SMS Campaigns:**
* Identify a cellular company with better coverage in target districts and Dushanbe and carry out targeted SMS-texting to the local population. A total of 4 000 000 people shall receive SMS texts with important information about registration in 20 district areas.[[2]](#footnote-2)
* SMS campaigns will be in targeted districts, agreed with MoJ and UNDP, with calls for action.
* Develop and implement SMS campaigns targeting specific demographics identified as key beneficiaries.
* Tailor messages to address the unique needs and interests of each demographic group of the selected target district.
* Collect feedback and gather data to assess the effectiveness of the SMS campaigns.
* Coordinate with the CR Main Department on the schedule of Mobile CR office visits to the regions with the purpose of providing prompt information to the population. The selected organization will be responsible for informing the residents of specific target districts about the upcoming Mobile civil registration vehicles to districts with dates, time, locations, and a call for action.
	+ - 1. **Brochures:**
* Develop informative brochures on stages of birth registration and fees.
* Print 10,000 and distribute in primary health care facilities such as Polyclinics, Maternity hospitals, Rural Health Centers (RHC), and jamoats.
1. **MEDIA CAMPAIGN AT THE NATIONAL LEVEL**
2. **Broadcasting of Videos:**
* Broadcast the existing 5 videos, [[3]](#footnote-3)previously developed and agreed with MoJ, through television and social media. The duration of all videos varies between 2-4 minutes.
* Broadcast videos at least 30 times each during the term of the contract. In total, 150 broadcasting during the duration of the contract.
* Coordinate with national TV channels for the scheduled broadcasting of these videos.
1. **Radio Programs:**
* Plan and produce five (5) radio programs in the news and information format each broadcasted in prime time at least 20 times during the term of the contract.
1. **Podcasts:**
* Invite experts to share their experiences and discuss the CR issues and reforms, the role of legal education among the youth, and challenges for women in accessing public services.
* Produce 2 podcasts, posted on Youtube, boosted and disseminated through a media agency.
1. **Bloggers:**
* Facilitate the participation of at least six (6) respected public figures on Instagram in the awareness campaign to reach greater outreach:
* The public figure should be perceived as credible and trustworthy, their public image should align with the values of UNDP. Consider diversity in terms of gender, age and background.
* At least six (6) posts/reels in total increasing public awareness of the population, especially youth, in the context of CR.
* At least ten (10) stories on their Instagram pages
1. **Video on Mobile CR office**
* Create a 2-minute video about the work of the [Mobile CR office](https://www.undp.org/tajikistan/stories/free-birth-registration-doorsteps-make-sure-no-child-remains-invisible)s:
* It should be a human-based story focused on the individual who received the services.
* In Tajik with subtitles in Russian and English
* Draft a story in liaising with the project’s communication analyst.
1. **Articles through media/news agency**
* Engage the news agency, develop at least ten (10) human-based and informative stories on CR procedures, and challenges for further posting on the webpages and social media pages, especially Instagram and Facebook:
* Encourage CR staff and community members to share their experiences in stories.
* Create visually appealing posts with high-quality images and videos showcasing outcomes.
* Incorporate infographics into the articles to convey messages visually.
* Incorporate the existing five (5) videos and one (1) produced within this contract into the articles.
* Articles to be posted both in Tajik and Russian.

**MEDIA ACTIVITIES SUMMARIZED:**

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| **TOPIC** | **INFORMATION SOURCE** |  |
| **Social media and web**  | **Newspaper** | **Radio** | **Podcast**  | **Bloggers**  | **Broadcasting the existing videos on national TV** |
| **Video** | **Infographic** | **Article**  | **Short news format**  | **30-40 minutes long**  | **Posts/****reels on Instagram** |  |
| Birth registration  | 1 (existing video) |  | 3 | 1 | 1 | 2 | 2 |
| Death registration  |  |  | 1 | 1 |  |  |  |
| Marriage registration  | 1 (existing video) |  | 3 | 1 | 1 | 2 | 1 |
| Establishment of paternity  |  |  | 1 |  |  | 1 | 1 |
| Change of name/surname/patronymic  |  |  | 1 |  |  | 1 | 1 |
| CR Mobile Zags   | 1 (develop) | 1 | 1 | 2 |  |  |  |
| **Total** | **3** | **1** | **10** | **5\*** | **2** | **6** | **5\*\*** |

**Each media product should be boosted to reach a wider public.**

**\* Each broadcasted in prime time at least 20 times**

**\*\*5 videos, but the number of broadcasts per video shall be at least 30 times (150 in total).**

1. **WORKSHOPS ON SOCIAL MEDIA LITERACY COMPONENT FOR CR STAFF**

**1. Social Media Capacity Building Workshop:**

Organize a 1-day capacity-building workshop in four regions specifically designed for the staff responsible for managing CR office social media pages or delegated from each CR office with no pages.[[4]](#footnote-4)

* Collaborate with experts in social media management or hire trainers with experience in utilizing social networking pages for community engagement.
* Draft an agenda in Russian and Tajik and if requested in English languages.
* Rent a space for a workshop with conferencing equipment and basic amenities for a specified number of participants in each region:
* Enough spaces
* Projector
* Screen
* Microphones
* Internet connection
* Water bottles
* Air conditioning
* Organize the catering of coffee breaks and lunch for all participants.
* The workshop should cover the following topics:
* Standardization of CR pages
* Case studies
* Basic Social Media Principles
* Gender-inclusive presence
* Facebook Page Management
* Community Engagement Strategies
* Content Development
* Privacy and Security
* Include interactive sessions where staff can practice creating posts, responding to comments, and managing various aspects of a Facebook page.
* Encourage open discussions to address specific challenges or questions the staff may have regarding social media management.
* Provide resource materials, guidelines, and templates that staff can refer to after the workshop for continued learning and application.
* Gather feedback from participants to identify areas for improvement and future training needs. Incorporate into the report.

**Visibility**

The selected organization should follow UNDP and SDC visibility guidelines, ensure that each activity within this assignment adheres to the following:

* Utilize your social pages.
* Include the photos, stories and feedback in the reports.
* Tag UNDP and SDC
* Use relevant hashtags
* Ensure good quality photos and videos in action.
* Each media and telecommunication material should acknowledge the partners in a text, where applicable the logos.

During the workshop:

* 2 roll-ups with branding in English and Tajik to be present.
* Photo and video coverage of each workshop. Provide high-quality photos and raw, ready videos of people in action.[[5]](#footnote-5)
1. **Reporting**
2. Produce biweekly tweets and FB posts with high-quality photos inaction of the results of the activities on your social pages: at least 20 posts on Facebook, 20 tweets.
3. Elaborate the **interim** and **final reports** with the following chapters:
	* + - Introduction with the defined problem and goals
			- Methodology
			- Stages of work
			- Results: Impact of outreach and engagement activities
			- Assessment of the effectiveness of content delivery methods
			- Monitoring and Evaluation with Key Performance Indicators:
	* Reach and Engagement
	* Media Dissemination
	* Public figures Partnerships
	* Workshops
	* Overall Campaign Impact
	* Cost-effectiveness
		+ - Provide recommendations for future media campaigns based on the campaign's successes and challenges.
			- Conclusion
			- Attachments (e.g., presentations, handout materials, feedback forms, statistics, developed designs, photos, posts, videos, list of participants)
4. Create a cloud space where all attachments are held and insert the links in the report.

**Common rules for selected organizations or a consortium:**

* 1. The organization should ensure that all materials, selected trainers and staff are gender-sensitive. This includes, but is not limited to:

• Targeting both men and women in all outreach and engagement activities.

• Using gender-inclusive language in all materials.

• Being aware of and sensitive to gender-related issues, such as child marriage and early pregnancy.

• Ensuring that all activities are safe and accessible for women and girls.

* 1. The organization will be responsible for leasing and cooperating with responsible government entities, media agencies, cellular company. All interventions should be preliminary discussed with UNDP and the Ministry of Justice.
	2. **All materials sent to UNDP for review and approval shall be translated into English.**

Products that aim to increase public awareness at the district level should be communicated in Tajik language, all messages that will be delivered to the public through a media/news agency subcontractor should be communicated both in Tajik and Russian.

1. **Deliverables and Timeframe**

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| --- | --- | --- |
| **#** | **DELIVERABLES** |  **DEADLINE** |
| **1.** | 1. Methodology, including the name of the media/information agency, cellular company for SMS, messages, public figures, and any other partners. The work plan with a clear timeline (Gantt chart)
2. Presentation of the workplan to UNDP, MoJ and the Main Department of CR
3. 2 million people received an SMS in targeted areas on behalf of the Ministry of Justice
4. Selection of the experts for the workshop
5. Draft an agenda for the workshop.
6. Organize the workshop in four regions: GBAO, DRS, Khatlon and Sugd
7. 10,000 brochures are developed and distributed.
8. 2 podcasts developed and shared through media agencies, boosted.
9. 5 videos were broadcasted 30 times each during the contract.
10. Interim report is submitted in Russian, English
 | August  2024 |
| **2.** | 1. 5 programs aired on the radio at least 20 times during the contract.
2. Collaboration with 6 public figures: 6 posts/reels and 10 stories on their pages
3. 2 million people received an SMS in targeted areas on behalf of the Ministry of Justice
4. Feedback from the population in the target districts on the SMS campaign
5. One 2-minute video developed and circulated on the Mobile CR office, boosted.
6. Workshop on social media management organized in regions with specified facilities and agenda.
7. 10 articles are developed, posted, and boosted by the media agency.
8. 20 Facebook posts and 20 tweets on the organization’s social pages
9. Final report is submitted in Russian, English
 | November 2024 |

1. **Required qualifications for company/organization**

Interested bidders should meet the following requirements:

1. At least 5 years of experience in leading information campaigns and capacity-building activities (list of similar projects implemented should be attached to the portfolio of the company. At least two recommendation letters to be attached)
2. 2 years of work experience with international organizations and government institutions
3. Availability of at least 3 key qualified experts/staff**\*** with proven administrative and programmatic competencies for the delivery of services meeting the requirements of the present ToR (CVs shall be attached):
	1. **Project Manager:** Availability of a qualified specialist with at least 5 years of demonstrated experience in working with the government in the field of public awareness and capacity building, team management during capacity building activities. The specialist shall be fluent in oral and written Russian and Tajik. English is a strong advantage;
	2. **Communication specialist:** Availability of a qualified specialist with at least 3 years of demonstrated experience in the field of communication, journalism, SMM or PR. The specialist shall be fluent in oral and written Russian and Tajik;
	3. **Project Assistant:** Availability of a qualified specialist with at least 3 years of demonstrated experience in supporting the writing of reports including collecting data, coordinating logistics. The specialist shall be fluent in oral and written Russian and Tajik;

*\* In addition to key experts the organization should allocate an adequate number of support staff, e.g., trainer, facilitator, moderator, translator, designer, photographer,, etc.* ***The bidder can propose less or more staff, however only the minimum number of staff required by this ToR, 3, will be evaluated****,***Technical Proposal**

The technical proposal should include the following key information:

1. **Experience:** A list of past and present major works of similar nature carried out, to be submitted preferably with contact numbers and addresses of the clients.
2. **Two recommendation letters** provided no later than 2020.
3. **Methodology:** A detailed concept and methodological approach should be provided for carrying out the assignment. The proposal should clarify the contractor’s understanding and interpretation of the Terms of Reference and provide a clear description of how the contractor intends to organize and execute the services. **It should also include a risk assessment and an implementation plan. The proposal should include the name of the media/information agency, public figures, any other partners in the regions/ districts involved in the implementation of the assignment.**
4. **Personnel**: The applicant shall include all experts and professionals including, describing the proposed personnel and their job functions and responsibilities/ roles related to this assignment. Detailed Curriculum Vitae (CVs) should be included for the key proposed personnel, giving names, addresses, education, professional experience and experience from similar assignments.
5. **Timeframe**

The services under this sub-project shall be provided by the Contractor for 5months and shall be fully completed no later than **30 November 2024**. Any changes in the timeframe of the implementation of this sub-project will be negotiated between UNDP and the selected company. Only after preliminary agreement between the parties and receipt of a written agreement, a change will take effect.

1. **Reporting:**

Contractor is responsible for providing interim and final performance reports. The programme and financial statements shall comply with the requirements set out in the Contract signed by the Contractor and UNDP.

The organization should provide UNDP with all photographs and other visual materials collected during the project. Printed and electronic versions of reports should be transmitted to UNDP. The electronic version of the report must be saved in MS Word format. All reports must be printed (if required) in Times New Roman font, size 12, on page size A4. The title page of any document should contain the project title, the name of the author/s the logos of UNDP Tajikistan and the donor agencies.

1. **Payments**

The total cost of services includes all costs associated with the execution of this technical assignment, for example, such as transportation costs, expenses related to the organization and provision of advice and training, trainer’s fees, and all other relevant costs related to the implementation of this sub-project and in accordance with the budget submitted. The contractor shall be responsible for the payment of any taxes arising from the signing of the Contract between the Contractor and UNDP. However, the Contractor will not be charged with any increase in value, or any additional payments, for any reason.

Payments to local organizations/companies will be made by UNDP in the national currency (Tajik somoni) under the Contract and transferred to the bank account of the Contractor. The exchange rate would correspond to the official rate applied by UNDP on the day of payment.

1. Mobile CR office – the Ministry of Justice in Tajikistan is using minivan vehicles to reach out to the remote regions of Tajikistan for the provision of legal aid and civil registry services to the population living far from the civil registry offices. [↑](#footnote-ref-1)
2. **Frequency, content and timing of SMS will be determined by MoJ and UNDP** [↑](#footnote-ref-2)
3. Five videos were previously prepared by the project in partnership with the Ministry of Justice in 2023 and need further dissemination. [↑](#footnote-ref-3)
4. In total, 68 CR offices across the republic. 1 staff per office to attend the training. [↑](#footnote-ref-4)
5. A still photograph that shows someone or something in motion. [↑](#footnote-ref-5)