

CALL FOR PROPOSAL

TERMS OF REFERENCE

Development and Implementation of the Strategic Communication Plan Risk Analysis Project in the Greater Metro Manila Area

I. Project Background

In November 2010, the Philippine Government led by the Office of Civil Defense (OCD) and the rest of agencies under the Collective Strengthening of Community Awareness on Natural Disasters (CSCAND) - composed of the Mines and Geosciences Bureau (MGB), National Mapping and Resource Information Authority (NAMRIA), Philippine Atmospheric Geophysical and Astronomical Services Administration (PAGASA), and Philippine Institute for Volcanology and Seismology (PHIVOLCS) entered into a partnership agreement with the Australian Agency for International Development (AusAID) and Geoscience Australia (GA) to implement the project “Enhancing Risk Analysis Capacities for **Flood**, Tropical Cyclone **Severe Wind** and **Earthquake** hazards for Greater Metro Manila Area” or **RAP**. The project, one of four components of the BRACE Program¹, is a three-year initiative aimed at providing and enhancing Philippine capacities and skills on risk analysis on said hazards that could significantly affect Greater Metro Manila Area. The project is also geared to contribute to making Metro Manila population better prepared and protected from these hazards by providing decision makers the information to plan for the reduction of flood, severe wind and earthquake risks in vulnerable communities. It will analyse the risks from these hazards through the development of fundamental datasets and information on hazard, exposure and vulnerability which are the main elements of disaster risk assessment.

The RAP has six major anticipated outcomes at the end of the project and these are:

1. Base datasets fundamental to natural hazard risk analysis, such as high-resolution digital elevation models, are available in GMMA for the analysis of natural hazard risk;
2. Technical specialists have an improved understanding and capability to produce exposure databases, and exposure information is available in the GMMA for the analysis of natural hazard risk;
3. Scientists within PAGASA and MGB are able to better assess the risk and impacts from flood in the Pasig-Marikina River Basin and have an improved understanding of these risks;
4. Scientists within PAGASA are able to better assess the risk and impacts of tropical cyclone severe wind and have an improved understanding of these risks in the Greater Metro Manila Area;
5. Scientists within PHIVOLCS have an improved understanding of earthquake risk in the Greater Metro Manila Area; and
6. Local Government Units (LGUs) in GMMA and its constituents are better informed about its risk from flood, tropical cyclone severe wind and earthquakes.

II. Scope of Work

The primary objectives of this terms of reference (TOR) is to assist the implementing agencies of RAP, in particular OCD and other CSCAND agencies, in the:

¹ Building the Resilience and Awareness of Metro Manila Communities Against Natural Disasters and Climate Change Impacts – funded and implemented by AusAID in Metro Manila and pilot-tested in Taguig City, and has four components, namely: (1) risk analysis (RAP); (2) community-based DRM; (3) risk-sensitive land use planning; and (4) safer settlements.

1. preparation of a Strategic Communication Plan for RAP that would ensure the achievement of Outcome 6 of the project, namely “LGUs in GMMA and its constituents are better informed about its risk from flood, tropical cyclone severe wind and earthquakes;”
2. development of prototype IEC materials (camera-ready) highlighting and simplifying the results of outcomes 1 to 5 and effectively communicating these results to various key stakeholders of the project; and
3. facilitation and coordination of the implementation of the Strategic Communication Plan.

The Strategic Communication Plan has a two-fold objective: (1) awareness raising and (2) advocacy.

It is meant to raise awareness and advocate the use of hazard and risk information in development and land use planning, investment programming and decision-making among critical stakeholders who can initiate the necessary changes to reduce and mitigate, if not totally eliminate, the risks associated with these hazards towards making their respective communities resilient to impacts of natural disasters. The targeted individuals are decision makers in local governments, other LGU officials especially in key local operating units, local councils which generate local policies, barangay officials, private sector executives, heads of civil society groups and academic institutions in GMMA.

The work that will be undertaken in this engagement must link with the communications and advocacy activities of the BRACE Program, and build on the results of the risk analysis for flood, tropical cyclone severe wind and earthquake and from similar past information, education and communication (IEC) initiatives such as from the READY² and Resilience³ Projects of CSCAND.

The focus of the Strategic Communications Plan must be anchored against facilitating a conducive environment in mainstreaming disaster risk reduction (DRR) strategies in development planning and decision-making processes where capacities are strengthened amongst policy and decision makers in the local levels with sufficient understanding, knowledge, appreciation and awareness on disaster risk reduction and management through training and effective communications and advocacy campaigning.

All the activities in this TOR will be undertaken in consultation and collaboration with CSCAND, particularly the communication specialists of member-agencies. Specifically, the following activities are to be undertaken:

Activity 1. Preparation of Inception Report

- a. Consult CSCAND and other stakeholders (e.g., Metro Manila Development Authority, local government units, academic and research institutions, training institutions, GOP technical agencies, among others) to generate their views on effective communications and advocacy tools that could be employed for the

² Multi-Hazard Mapping and Assessment for Effective Community-Based Disaster Risk Management – funded by AusAID and implemented by CSCAND and the United Nations Development Programme (UNDP) from 2007-2011 and covered 27 provinces in the eastern seaboard which were identified by CSCAND as highly vulnerable to multiple hazards.

³ Building Community Resilience and Strengthening Local Government Capacities for Recovery and Disaster Risk Management implemented – funded by the Canadian International Development Agency and implemented by CSCAND and UNDP from 2010-2012 and covered the cities of Pasig and Marikina in Metro Manila and the municipality of Cainta in Rizal.

different stakeholders. Representatives could also be invited to the inception workshop.

- b. Conduct an inception workshop (preferably middle of February 2013) among key players of RAP (CSCAND agencies, AusAID and GA). The consultant firm must be able to present during the workshop the strategies and methodologies including annotated outline of expected outputs and seek concurrence among RAP key players.
- c. Prepare and finalize the Inception Report in consultation with key partners.

Activity 2. Development of the Strategic Communication Plan

- a. Conduct a baseline data-gathering/situational analysis using the most appropriate, feasible, effective research methods. Project proposals must articulate the research design the consultant firm/team intends to employ in the conduct of this project.
- b. Draft the framework and action plan for the development of the Strategic Communication Plan;
- c. Develop the Strategic Communication Plan with key partners and representative stakeholders taking note of the different target audiences;
- d. Validate/consult/pre-test the draft Strategic Communication Plan with key partners and representative stakeholders;
- d. Finalize the Strategic Communication Plan in consultation with key partners.

Activity 3. Development of prototype DRR IEC materials

- a. Conduct an inventory and assessment of relevant DRR IEC materials - audio, video and print (annotated photo documentation, concept story boards and prototype versions – and the messaging used in these materials.
- b. Propose and develop prototypes of the most appropriate, feasible and effective DRR IEC materials based on outputs from Activity 2a and Activity 3a. Messaging for these IEC materials should be based on the Strategic Communication Plan and results of the analysis in Activity 3a.
- c. Pre-test and revise as appropriate the proposed DRR IEC prototype materials to various sample target stakeholders.
- d. Finalize and produce camera-ready samples of the DRR IEC materials for publication/printing of necessary copies.

Activity 4. Facilitation and coordination of the implementation of communication and advocacy activities

This will be implemented for different target stakeholders based on the Strategic Communication Plan, which could involve but not limited to the following activities:

- a. Design program/agenda for different communications and advocacy activities and stakeholders (e.g., national conference for all stakeholders, technical sessions with academic and research organizations, training session with training institutions; and town hall seminars with local government units and communities, among others);
- b. Facilitate and coordinate the communication and advocacy activities with CSCAND agencies among the target audience.
- c. Document activities and produce reports.
- d. Provide recommendations, based on the implementation of the Strategic Communication Plan, on moving forward the communications and advocacy activities for consideration in other and future projects (e.g., next phase of RAP).

III. Expected Outputs

In electronic and printed formats:

Output 1. An Inception Report

Contains the necessary strategies, activities, resources and timelines to implement the scope of work and deliver the expected outputs, including the proceedings of the workshop.

Output 2. A Strategic Communication Plan for GMMA RAP

- a. The Strategic Communication Plan should provide the guiding framework in addressing the DRR communications and advocacy gaps and constraints within the context of development planning, programming and implementation amongst policy and decision makers and a prioritized menu of recommended actions to overcome the identified gaps and constraints and achieve the objectives outlined above. The proposed Strategic Communication Plan should be able to link with the communication and advocacy activities of the BRACE Program and build on previous and existing communication initiatives. It should be able to distinctly articulate its added value in terms of raising awareness and moving decision-makers into action.
- b. The Strategic Communication Plan should at the minimum contain the following:
 - *Executive Summary*
 - *Situation Analysis*
 - *Stakeholder Analysis*
 - *Objectives*
 - *Messaging (general and stakeholder-specific)*
 - *Implementation Plan (which includes the communication channels and IEC tools, calendar, responsible parties, activities, timeline and budget)*
 - *Monitoring and Evaluation Plan and Reporting.*

Output 3. Finalized and packaged DRR IEC prototype materials⁴ such as the following depending on the recommendations of the Strategic Communication Plan:

- a. One (1) audio/video plug (30 seconds);
- b. Print prototype sample materials per target audience whenever necessary including talking points, frequently asked questions, powerpoint presentations, if necessary;
- c. Video documentary/ies or feature story/ies (1.5- 2 hours) with story board.

Output 4. Completion Report

A report on activities, accomplishments and outputs of the project vis-à-vis the budgetary and time allocated. At the minimum, it would contain the following headings:

- *Executive Summary*
- *Approaches, Methodologies, Activities Employed*
- *Summary of Physical Accomplishments vis-à-vis Financial Disbursements*
- *Recommendations on moving forward the communications and advocacy activities for consideration in other and future projects.*
- *Others*
 - *Monthly progress report, proceedings of workshops, meetings and consultations*
 - *Database and archive of data and information collected, validated and analyzed*

⁴ Brochures, flyers, posters, display boards, slides, flip charts, desktop or poster calendars, comics, etc.

Output 5. Other Reports

- a. Monthly progress report
- b. Proceedings of workshops, conferences, sessions
- c. Highlights of meetings and consultations

IV. Competence Requirements

The consultant team/strategic communications firm shall be composed of experts who meet the following criteria:

1. Proven track record in strategic communications planning, design and implementation, advocacy and campaigning and communications research, particularly for development projects;
2. Progressive relevant experience/track record in multimedia design, planning, information materials development and social research methods and relevant networks established with key partners;
3. A multidisciplinary team of strategic communications and advocacy specialists with proper grounding and familiarity with Philippine government institutions and processes and adequate working knowledge in development planning, programming and implementation; and
4. Familiarity with disaster risk reduction and climate change adaptation education, training and advocacy.

The firm will assign a dedicated Communications Specialist who will serve as the focal person for the firm and will coordinate with key partners (CSCAND, AusAID and GA) and other stakeholders in the implementation of the scope of work and delivery of outputs.

V. Management/Institutional Arrangement

The consultant firm/institution contracted will directly report to OCD-PMO thru the RAP Project Coordinator and OCD-PMO Manager. Final outputs will be endorsed by OCD-PMO to the Component Executive Board for approval.

VI. Duration of Engagement

The delivery of the expected outputs identified in this engagement shall cover a period of six (6) months.

VII. Selection Process

Consultant firms interested to participate for the above project undertaking will be asked to submit **four (4) copies** of the following on or before **30 January 2013** to the **Project Management Office (PMO) of the Office of Civil Defense (OCD), 3rd Floor, OCD Bldg., Camp Gen. Emilio Aguinaldo Compound, Quezon City**:

1. Company profile and portfolio;
2. CVs/profiles of team members;
3. A financial proposal outlining the general concept for the Preparation of the RAP Strategic Communication Plan and the rationalized price quotation for the conduct of such project. The proposal should contain a cost breakdown per activity.

Shortlisted firms will be asked to make a presentation before a panel of reviewers on **30 January 2013**.

Final selection will be made based on the following criteria:

1. Track record of the firm;
2. Proposal content; and
3. Cost.

Selected consultant firm/contractor will be notified immediately of their selection while others which also participated will be notified accordingly.

VIII. Payment Terms

The selected consultant firm/contractor will be paid in accordance with the agreed proposed total budget and will be charged against the Risk Analysis Project Component 6 fund allocation. The payment terms are shown below:

| Tranches | Description | Indicative Deadline |
|----------|---|---------------------|
| 10% | Upon signing of the contract | 15 February 2013 |
| 20% | Submission and acceptance of Inception Report (section III Output 1) | 28 February 2013 |
| 20% | Submission and acceptance of the Strategic Communications Plan (section III Output 2) | 15 April 2013 |
| 30% | Submission and acceptance of the finalized DRR/CCA IEC materials (section III Output 3) | 15 June 2013 |
| 20% | Submission and acceptance of the Completion Report (section III Output 4) | 30 August 2013 |

IX. PMO Contact Details:

For further information/clarification, you may contact **Mr. Morito G. Francisco**, Risk Analysis Project Coordinator, at tel. no. +632 912-0138 or e-mail at mfrancisco.rapcoordinator@gmail.com. The Project Management Office is located at the 3rd Floor, Office of Civil Defence, Camp General Emilio Aguinaldo, Quezon City.