

The Hashemite Kingdom of Jordan
Ministry of Planning and International Cooperation
National Aid Fund

REQUEST FOR EXPRESSIONS OF INTEREST
Selection of Communication, Media and Public Relations Firm

Jordan Emergency Cash Transfer COVID-19 Response Project (P173974)

Loan No: IBRD-91390

Assignment Title: Selection of Communication, Media and Public Relations Firm

Reference No.: JO-NAF-376990-CS-CQS

Implementing Agency: National Aid Fund (NAF)

The Hashemite Kingdom of Jordan has received financing from the World Bank toward the cost of the Jordan Emergency Cash Transfer COVID-19 Response Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) as stated in the TOR, include assessing the public (including target population’s) opinion regarding the cash program, contributing to enhancement and the implementation of NAF’s communication strategy activities.

The detailed Terms of Reference (TOR) for the assignment can be found at the following websites: <https://www.mop.gov.jo/> or <http://www.naf.gov.jo/>

The duration of the assignment implementation shall be six months, starting upon signature of the contract.

The *Ministry of Planning and International Cooperation (MoPIC)* and *National Aid Fund (NAF)* now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as required in the TOR. The EOI package should include:

Overview of organization, description of similar assignments, summaries of firm’s capabilities, availability of appropriate skills among key staff (short biographies of key staff – one paragraph), availability of resources

Note: Key Experts will not be evaluated at the shortlisting stage, CVs are not requested

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Consultants' Qualifications-Based Selection (CQS) method set out in the Procurement Regulations.

For any details or questions, please contact this email address:

deema.izwayyed@NAF.GOV.JO

Expressions of interest must be delivered in hard copies (Arabic and English) to the address below in person by *9th of November, 2023*, 12:00 pm

Attn: **Mrs. Sawsan Abu Al-Ghanam**

Procurement and Contracting Manager

Ministry of Planning and International Cooperation

Office #129

The Ministry of Planning and International Cooperation

National Aid Fund

Unified Cash Transfer Program

Terms of Reference - Communications Firm

A. Background

In 2019, the Government of Jordan (GOJ) initiated reforms to increase the effectiveness of social safety nets (SSNs). A new National Social Protection Strategy (NSPS) was launched in 2019. As part of that, a new flagship cash transfer program, Takaful (later re-branded as the Unified Cash Transfer), was introduced to expand coverage and improve the cost-effectiveness of cash transfers for the poor.

This new cash program is implemented by the National Aid Fund. The National Aid Fund (NAF) was established in 1986 under Law No. 36 of 1986 with the aim of securing protection and care for poor and vulnerable households, enhancing their welfare status by providing monthly and emergency financial support, and referring some beneficiaries to the labor market. The General Administration of the Fund oversees the provision of all services provided by the Fund through 42 (forty-two) main branches and 30 sub-branches located in all governorates in Jordan.

In 2022, The UCT reached 120,000 households, in addition to 100,000 households under NAF's old cash program. The UCT also introduced an improved targeting method to identify poor households, digitize payments to beneficiaries, and automate the cash cycle. The introduction of digitized payments (through banks and e-wallets) has minimized errors, improved access to payments, and increased financial inclusion.

In 2022 the targeting formula of the UCT was further improved and used to recertify all the beneficiaries of the old program. Households and to migrate about half of the NAF CT beneficiaries. The NAF CT program will be discontinued in a few years and its funding be used to expand Takaful.

Using the revised targeting formula approved by the NAF Board of Directors in February 2022, it was determined that around 40% of the total 100,000 old caseload would be eligible for migration to the new program, 20% might be eligible for new programs that target households with intersecting vulnerabilities, and the remaining 40% are ineligible for NAF CT and should gradually exit the NAF CT.

While NAF expects to formally finalize the migration plan by August 2023, NAF's management has decided to approach the migration in phases, with the final phase being an exit and communications strategy for the ineligible old caseload. Migration of beneficiaries will be pursued in tranches, based on the socio-economic profile of the beneficiaries. The first tranche of migration will include approximately 10-12k old caseload beneficiaries. NAF is committed for a timetable of end of -2024 for completing the migration. Handling old caseload beneficiaries who do not qualify for migration is socially and politically sensitive, so a cautious approach is being pursued.

To facilitate the economic inclusion of the UCT beneficiaries—and thus reduce poverty and UCT dependency, the Ministry of Labor and NAF launched the Economic Empowerment Program. The program uses the interoperability between the UCT system and the national employment platform 'Sajjil' to give selected UCT beneficiaries preferential access to employment support programs, such as the ongoing National Employment Program (NEP), but the coverage is still very limited. To maximize cost-

effectiveness, selected Takaful beneficiaries include 18- to 40-year-olds in households that are close the poverty line, with at least basic education and who are unemployed or informally employed. As UCT beneficiaries' access job opportunities and household per capita income exceeds the UCT eligibility thresholds, households then exit the UCT caseload, and their slots are then taken by households in the UCT waiting list. NEP was launched in April 2022 with a quota of 7 percent for NAF beneficiaries. As of March 2023, there are 4,083 NAF beneficiaries registered in Sajjil (8 percent of the total registered individuals), of which 1,454 have been placed in jobs (8 percent of total hires under the NEP). Increasing the coverage of economic inclusion support among UCT beneficiaries is key priority going forward.

To support the Government of Jordan's effort in migrating all poor population under the UCT umbrella, exclude ineligible households, and encourage households to enroll in economic empowerment activities, the Ministry of Planning and International Cooperation and the National Aid Fund are seeking to hire a specialized communications and public relations firm.

B. Scope and Objective

The firm will support the National Aid Fund to assess the public opinion regarding the unified cash transfers program, assess the long-term viability, trust, and acceptance of the cash agenda and inform the development of the national communication strategy under the guidance of the National Aid Fund (NAF). The firm will also support in building the capacity of the National Aid Fund (NAF) Communications Team in HQ and field offices and will provide tailored technical support for the implementation of the communication and outreach activities. Finally, the firm is expected to directly produce communication materials, in line with NAF's needs and the updated communication strategy. The firm needs to ensure that communication and outreach measures are designed to reach the hard-to-reach communities.

C. Specific Duties and Key Deliverables

1. Assess the public -including target population's- opinion regarding the cash program
 - The Consultant Firm is expected to undertake research that includes a Focus Group Discussions (FGDs), desk research (social media platforms and mass-media review), and interviews to collect necessary data to understand the public sentiment and perception.
 - The research phase of this assignment is intended to expand the Government's understanding of the public levels of knowledge and attitudes about UCT and identify the challenges and possible hurdles that could impede the successful implementation of a correlated communication strategy. The research phase is also intended to inform the messaging used in the communication strategy.
 - A power point presentation of the research findings and a summary document will be expected in the first phase of work, in Arabic and English. The presentation should demonstrate clearly how the research findings will be used to design the key messages of the national communication strategy.

2. Contribute to enhancement of NAF's communication strategy and the implementation of the activities in the strategy. This will include producing all of the creative communication and community outreach materials in multimedia formats (videos, radio, TV, animations, social media, print materials, speeches, Talking Points, op-eds, billboards) based on the final approved communication strategy.

3. The Consultant Firm will support a coordinated approach on all communication activities across all stakeholders involved in the UCT. Activities will be planned and implemented to raise public awareness and understanding of issues related to the UCT with a special focus on migration from old program to the new unified program, economic empowerment and exit policies. Under NAF's guidance, the firm will:
 - Produce printed and electronic materials such as audio-visual products, web-based tools and products, social-media, publications, etc...
 - Organize and execute at least four outreach events and meetings in Middle, such as celebrations, social protection open day, seminars, workshops, roundtable discussions, town halls, etc.;
 - Help organize press briefings, prepare press releases, talking points, updated Fact Sheets, FAQs;
 - Monitor and analyze media coverage on different levels based on the social media calendar that the vendor is to create and execute.
 - Help build internal communication systems and capacity in NAF Headquarter and branches;
 - Revise the social media plan of the National Aid Fund and create digital content for the website and social media;
 - Ensure maximum media coverage of activities and events with appropriate media relations.
 - Travel to various locations (Center, North and South) for assessments and to capture three success stories and milestones events for content development and dissemination through various platforms.
 - Develop a 'Crisis Communication Plan' to prepare for / and respond to situations of negative media reporting, social media viral, and misinformation.

4. The Consultant Firm will work under the guidance of NAF, PMU and World Bank and provide capacity building of NAF spokespeople & Communications teams to implement and manage national communication campaigns. Training will take place at 4 locations, NAF's Branches located in (Center, North and South) and at NAF's headquarter as well, Training sessions will be attended by 10-20 trainees in each location, total number of training sessions is expected to be a minimum of 8 sessions

D. REPORTING REQUIREMENTS

The firm will work closely with the National Aid Fund Head of Media & Communications and the Head of the Cash Project Management Unit. The firm will submit the final deliverable to National Aid Fund.

E. ACTION PLAN AND PAYMENT SCHEDULE

Payment will be disbursed against acceptance of set deliverables in this ToR:

Deliverable	Payment schedules %	Time Frame
Deliverable 1 (inception report, including a power point presentation)	10% of the total contract value will be disbursed against this deliverable	2 weeks from contract signature
Deliverable 2 (public opinion assessment, results and recommendations + Input to communication strategy in line with the findings of the assessment)	25 % of the total contract value will be disbursed against upon acceptance of this deliverable	1.5 months
Deliverable 3 (development of communication materials as agreed with NAF and as per section C of TOR)	45% of the total contract value will be disbursed against upon acceptance of this deliverable	2.5 months
Deliverable 4 (a minimum of eight training sessions for NAF HQ and field focal points)	20% of the total contract value will be disbursed against this deliverable	1.5 months

F. COPYRIGHT

The Government of Jordan -represented by the Ministry of Planning and International Cooperation and the National Aid Fund- maintains copyright of all materials designed and/or produced within the framework of this consultancy. The contractor should sign a non-disclosure agreement (NDA) if requested by the client.

G. DURATION

The duration of the assignment shall be six months, starting upon signature of the contract.

H. CONTRACT TYPE: Lump-sum contract.

I. TEAM COMPOSITION AND QUALIFICATION REQUIREMENTS FOR KEY EXPERTS

The firm should be familiar with the country's socio-political context. It should put together a qualified expert/s with local presence and experience in Jordan.

Overall, all team members should have:

- Extensive experience and a successful track record in the field of information and communication and a familiarity with development issues;
- Extensive experience in the field of communication – such as strategic communication, media, social media, advertising, public relations, political campaigns, digital campaigns, social marketing, and related activities;
- Proven expertise in the design and implementation of advocacy campaigns on public interest issues at local and international level;
- Excellent knowledge and understanding of methodology both in quantitative and qualitative research techniques.
- Ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, etc.);
- Excellent writing and presentation skills in English and Arabic; demonstrated interpersonal and diplomatic skills, as well as the ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-stakeholder team environment.
- The ability to draft professional public communication materials quickly. Proven experience in at least one similar assignment in the last three years in a similar capacity. Written samples in the two languages (En+Ar) may be required.
- Experience in graphic design, including visual identity and logo design, and branding; knowledge of multimedia materials, including photos and video; Experience in producing high-quality print publications in a cost-effective and timely manner.
- Education: Relevant degrees in communications, public relations, journalism, or media.
- Relevant work experience: Extensive experience in conducting similar types of tasks; previous working experience in Jordan is a must.
- The team should include member/s who are familiar with the governmental work and have previous experience working with governments in the region, preferably in Jordan.
- The team should include at least one member with knowledge on poverty reduction, social protection, or social development.
- Team members with familiarity with the socio-political context in Jordan and re well acquaintance with international best practices in the domain of the communications.
- The Technical Team members will include:
 - Writer/Content Developer
 - Photographer/Videographer
 - Graphic Designer
 - Social Media Officer
 - Program Monitoring and Evaluation Officer

Interested firms should propose the expert/s that they consider adequate, in line with the prementioned qualifications. The team should include expert/s with 5+ years of relevant experience.