

Request for Proposal (RFQ)

1.	Title of Service	Technical Assistance as Creative Consultant for Women Leadership and Prevention of Child Marriage Collective Action
2.	RFQ Ref. Number	MAMPU RFQ-2020-013 / 17 June 2020
3.	Latest Submission	24 June 2020
4.	Background	Please refer to the attached Terms of Reference (TOR)
5.	Objective of the Assignment	<ul style="list-style-type: none"> a. To develop and implement the creative production of two MAMPU crosscutting agenda according to the principles of: gender responsive, inclusive, and transformative. b. To enable MAMPU and its partners to amplify its visibility in regard to both agenda. c. To connect and disseminate the work commenced under both agenda to the broader community and related stakeholders.
6.	Consultation Details and Scope of Work	<ul style="list-style-type: none"> • In consultation with MAMPU team, the Consultant will develop and support the implementation of creative communications and campaign strategy for both agenda: <ul style="list-style-type: none"> i. MAMPU women leadership <ul style="list-style-type: none"> <u>Main targeted women demography</u> - Age: >30 years old - Minimum education - Digital late adopters - A part of women groups - Middle-lower class - Working blue-collared jobs & also housewives - Predominantly live in suburban areas ii. Prevention of child marriage agenda. <ul style="list-style-type: none"> <u>Main targeted youth demography</u> - Age: 15-24 years old - Techno savvy/ digital native - High school to early college - Live in urban and suburban areas - Middle-lower class • Under the guidance and direct supervision of the MAMPU crosscutting cluster Thematic Coordinator and in cooperation with the crosscutting hub communication officer, the consultant will perform the following tasks throughout the 13 weeks of assignment: <ol style="list-style-type: none"> 1. Develop a creative communication strategy to ensure the targeted demographics are aware of, understand, support and promote women leadership and prevention of child marriage to their fellow peer groups and/or their similar demography.

		<p>2. Create communication/campaign/advocacy tools to the targeted demographics which includes and not limited to</p> <ul style="list-style-type: none"> - Conduct at least 8 digital events (webinars, sharing sessions, talk show or festivals) - Develop easy to understand at least 10 sets of communication, information and education products (motion graphic, info graphic and written project brief) from existing modules from MAMPU partners. - Profile approximately 25 grass-roots champions in both campaigns which done through short videos, high quality photos and written stories. <p>3. Identify strategic communication channels to ensure the communication/ campaign/ advocacy tools touch the targeted demographics and/or their similar demography.</p> <p>All the aforementioned tasks should enhance visibility of the MAMPU crosscutting cluster programme deliverables and results through new and creative ways.</p> <p><i>Note: Bidder is allowed to make any necessary adjustments to the activity and indicative work duration that is considered better suited to respond to the TOR without changing the duration of survey period as well as the objectives and deliverables of this assignment.</i></p>
7.	Location	The activity will be conducted in Jakarta, Indonesia. No Travelling will be required.
8.	Indicative Deliverables and Timelines	<ul style="list-style-type: none"> • All activities (preparation, implementation and reporting) will be commenced in early 2020 and should be ended by end of September 2020. • The following deliverables are expected from the consultant: <ul style="list-style-type: none"> i. Two (2) creative digital-based production for communication and campaign of MAMPU women leadership and prevention of child marriage agenda ii. Media outreach to amplify MAMPU partners' visibility in regard to both agenda
9.	Required Qualification of the Service Provider	<ul style="list-style-type: none"> • Considerable experience, and demonstrated experience in the work of creative facilitations on social issues • Experience working with community groups, NGOs, government officials, and in diverse cultural environments • Demonstrated experience working in the area of development, design, creative consultancy, innovation and critical thinking; • Demonstrated knowledge and understanding of the Indonesian context, especially in relation to popular culture in Indonesia, as it relates to gender equality and women's empowerment

		<ul style="list-style-type: none"> • Strong communication skills (written and spoken) and interpersonal skills; • University degree in a relevant discipline;
10.	Evaluation Methodology	<p>MAMPU will conduct an assessment of both Technical and Financial Proposals. The Proposals will be evaluated against the Selection Criteria listed below:</p> <ol style="list-style-type: none"> a. The Technical Proposal which outlines the scope / breadth in response to the TOR with proposed approach and methodology to address the questions, objectives, timeline and deliverables mentioned in the TOR. b. The relevant expertise, qualifications and experience of the consultant / respective team members to perform the services to a satisfactory standard c. The Proposed budget –
11.	Quote Format	<p>The quote must provide the following information:</p> <ol style="list-style-type: none"> a. <u>Technical Proposal</u> A brief proposal outlining: <ul style="list-style-type: none"> • A proposal addressing research objectives and scope of work detailed above which explains the technical approach, methodology, work plan, and content coverage to be delivered; • A brief methodology on how the organisation will approach the services including roles and responsibilities of respective team members. • Up to date CVs that illustrate relevant knowledge, skills, and experiences of team members. • The proposal should be based on this ToR, but adapted as the applicant sees fit. b. <u>Price Proposal</u> <ul style="list-style-type: none"> • Consultants daily rate • Activity costs
12.	Quote Due Date and Time	<ul style="list-style-type: none"> • Proposal should be submitted to MAMPU by email to mnurwaskito@mampu.or.id by 24 June 2020 at the latest. • Please put: “Response to MAMPU RFQ-2020-013” as the subject line of the email.
13.	Instructing Officer	<p>Any questions or requests for clarification should be submitted by email to:</p> <p>Name : MT. Arsi Nurwaskito Email Address: mnurwaskito@mampu.or.id</p>
14.	Ownership	All materials developed under this contract exclusively belong to MAMPU.
15.	Terms and Conditions:	This request for quotation is issued by MAMPU under the terms and conditions of the MAMPU Services Standing Offer. MAMPU reserves the right to: seek Quotes from any organisation; accept or reject any Quote;

		terminate, extend or vary its selection process for the Services; seek information or negotiate with any organisation that has not been invited to submit a Quote; terminate negotiations at any time and commence negotiations with any other organisation; evaluate bids as MAMPU sees appropriate; and negotiate with any one or more organisations.
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**MAMPU is a child-safe organization. We have strong recruitment procedures to make sure the safest and most suitable work with the children in our programs*

*** MAMPU also encourage people with disabilities and from other diverse backgrounds to apply. We do not discriminated based on disability.*

Terms of Reference

TECHNICAL ASSISTANCE as Creative Consultant For Women Leadership and Prevention of Child Marriage Collective Action, July – September 2020

Background

The Australia – Indonesia Partnership for Gender Equality and Women's Empowerment, hereafter: MAMPU, is an Australian Government (DFAT) and Government of Indonesia (BAPPENAS) partnership working to improve the access of poor women to essential services and other government programs in order to achieve gender equality and women's empowerment and support the achievement of Government of Indonesia Sustainable Development Goals (SDGs) targets.

The MAMPU Program supports network and inclusive coalitions of women's empowerment and gender equality organisations (the MAMPU partners), and parliamentarians to influence government policies, regulations and services, and in selected private sector arenas. Ultimately, this work aims to improve the access of poor women in Indonesia to critical services and programs.

The program works through a number of national civil society partners who receive grants to implement projects around the following five thematic areas identified as entry points to achieving the program's larger goal:

- Improving women's access to government social protection programs;
- Increasing women's access to jobs and removing workplace discrimination;
- Improving conditions for women's overseas labor migration;
- Strengthening women's leadership for better maternal and reproductive health;
- Strengthening women's leadership to reduce violence against women.

An integral dimension of the MAMPU programme to achieve its goal is through collective action. With its collective action, MAMPU supports the strengthening of women and youth's voice and influence at various levels. The collective action endeavors to provide space and the increase of active participation in decision making, specifically in policy decisions, that contributes to improving women's access to services and prevention of harmful doings.

The collective action at both agenda: women leadership and prevention of child marriage, have an already strong foundation of women and youth champions with their best practices in advocating the two agenda. It has resulted in formalization, commitment, and signings of programs, schemes, and even systems at targeted entities. MAMPU endeavors to socialize the profiles of these women and youth leaders, and the best practices of these activities along with its learnings and achievements. These modalities will be valuable to be accessed by specific audiences to bring about and advocate more

positive change and a way to profile the work to connect and strengthen the current activities. And with the MAMPU programme ending this year, documentation and dissemination of these practices and learnings needs to be amplified. The targeted audiences of the expected communication and knowledge production of learning and networking events and best practices products ranges from individuals, community groups, and local government.

Considering that creative production of content creation to popular media is not a MAMPU core specialty, therefore MAMPU requires a strategic creative communication consultant that can facilitate and assist MAMPU to document and support the creative thinking and packaging of both agenda, to be developed as a MAMPU product that can be shared to others as shared learning experiences, as potential practices to be adopted and adapted. Therefore, MAMPU requires technical assistance from a creative consultant in supporting the communication strategy to capture the profile of two agenda: actors and activities throughout the implementation of the collective action processes.

Objective of the Assignment :

- To develop and implement the creative production of two MAMPU crosscutting agenda according to the principles of: gender responsive, inclusive, and transformative.
- To enable MAMPU and its partners to amplify its visibility in regard to both agenda.
- To connect and disseminate the work commenced under both agenda to the broader community and related stakeholders.

The assignment will be running from 06th July 2020 until 30th September 2020 in Jakarta and selected locations from the MAMPU SDGs programme areas.

Scope of the Assignment :

In consultation with the MAMPU team, the consultant will develop and support the implementation of creative communications and campaign strategy for both agenda: women leadership and prevention of child marriage

Prevention of child marriage

Main targeted youth demography

Age: 15-24 years old

Techno savvy/ digital native

High school to early college

Live in urban and suburban areas

Middle-lower class

Women leadership

Main targeted women demography

Age: >30 years old

Minimum education

Digital late adopters

A part of women groups

Middle-lower class

Working blue-collared jobs & also housewives

Predominantly live in suburban areas

Under the guidance and direct supervision of the MAMPU crosscutting cluster Thematic Coordinator and in cooperation with the crosscutting hub communication officer, the consultant will perform the following tasks **throughout the 13 weeks of assignment:**

1. Develop a creative communication strategy to ensure the targeted demographics are aware of, understand, support and promote women leadership and prevention of child marriage to their fellow peer groups and/or their similar demography.
2. Create communication/campaign/advocacy tools to the targeted demographics which includes and not limited to
 - Conduct at least **8 digital events** (webinars, sharing sessions, talk show or festivals)
 - Develop easy to understand at least **10 sets of communication, information and education products** (motion graphic, info graphic and written project brief) from existing modules from MAMPU partners.
 - Profile approximately **25 grass-roots champions** in both campaigns which done through **short videos, high quality photos and written stories.**
3. Identify strategic communication channels to ensure the communication/ campaign/ advocacy tools touch the targeted demographics and/or their similar demography.

All the aforementioned tasks should enhance visibility of the MAMPU crosscutting cluster programme deliverables and results through new and creative ways.

Required Expertise of the Service Provider

- Considerable experience, and demonstrated knowledge and skills of consultant's team member in the work of creative facilitations on social issues.
- Experience in working with community groups, NGOs, government officials, and in diverse cultural environments.
- Demonstrated experience working in the area of development, design, creative consultancy, innovation and critical thinking.
- Demonstrated knowledge and understanding of the Indonesian context, especially in relation to popular culture in Indonesia, as it relates to gender equality and women's empowerment
- Strong communication skills (written and spoken) and interpersonal skills.
- University degree in a relevant discipline.