**TERMS OF REFERENCE**

Information, Education, and Communication (IEC) Campaign

*The Intersection of Health, Safety, and the Environment*

**1.Summary:**

Vulnerable communities in northwest Syria, especially those living in IDP camps and temporary settlements, are the most vulnerable to the impacts of health threats associated with water scarcity, flooding, and Covid-19; and safety risks of unexploded ordinances.

According to the International Rescue Committee, "2021 saw the worst drought in Syria in more than 70 years." According to the Shelter Cluster, heavy rain in the winter months leads to widespread flooding, while in summer, drought causes frequent shortages of drinking water "leading to increases in health issues, and further severe implications for public health and sanitation." Food poisoning, polio, meningitis, leishmaniasis, diarrhea, and water-borne diseases are rampant due to rising temperatures, scarcity of water, contaminated water and sanitation systems.

The threat posed by unexploded ordnance (UXO) remains largely unacknowledged due to a lack of awareness and sensitization. A report by the Cluster Munition Monitor found that in 2021, as in previous years, Syria had the most recorded cluster munition remnants casualties. In the same report, Children made up two-thirds of all the victims of cluster munition remnants recorded. Awareness is key in averting and prevention of risks that can put many people’s lives in danger, especially children who are the most vulnerable to these risks.

**2.Purpose and Objectives:**

In light of the situation mentioned above, SARD is seeking to contract a media and communications company service provider to work in close collaboration with SARD to produce media materials with key messaging to be delivered through an awareness campaign to targeted communities in northwest Syria. Through media and promotional materials such as videos, social media posts, and hard copy IEC materials (complete set of expected materials listed below), the IEC *Intersection of Health, Safety, and the Environment* campaign's key messages will focus: 1) Covid-19 health risks and how to safeguard against these threats; 2) Risks posed by unexploded ordnances in their communities and how to protect themselves; 3) Water conservation and management for resilience against droughts, floods, and other climate change impacts in Syria.

The campaign will seek to promote and prevent individual, household, and community-level behaviors and knowledge to ultimately increase Syrians' quality of life, safety, and health.

The messaging will be shared and promoted to the target populations on online mediums such as, but not limited to, Telegram, Facebook, Instagram, YouTube, WhatsApp, and LinkedIn. Good quality and effective mass messaging through online mediums can reach a big part of the target population without needing in-person interaction, mitigating the risks of COVID-19 transmission and addressing transportation barriers and security risks.

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| **Theme** | **Key Objective** |
| #1 Covid-19 health risks and how to safeguard against these threats.  | Raise public awareness of continued COVID-19 health risks and provide concrete, practical tips on how to safeguard against.  |
| #2 Risks posed by unexploded ordnances in their communities and how to protect themselves.  | Raise public awareness, with a special focus on children, of the risks posed by unexploded ordnances in their communities, types of explosive devices, potential places where these dangerous devices are likely to be found, how to identify and report them. Key messages to be determined in collaboration with Mine Action.  |
| #3 Water conservation and management for resilience against droughts, floods, and other climate change impacts in Syria.  | Raise public understanding of practical tips and strategies to conserve and manage water in light of worsening water scarcity during the summer season and access water (flooding) during winter season in Syria. Key messages to be determined in collaboration with the appropriate Cluster. |

**3.Target audiences**

**Direct audiences/beneficiaries:** 3,200 HH in northwest Syria (receive hard copy materials).

**Indirect audiences/beneficiaries:**  Online audience in northwest Syria (to be determined in the proposed IEC strategy and IEC plan).

**4. Expected outputs and deliverables:** The contracted media and communications company service provider will provide the following outputs and deliverables:

● *Key Messages:* Define key messages for each of the themes, ensuring that these are concise, coherent, reflective of scientific consensus and effective in the local cultural and socio-economic context; and are consistent with cluster messaging.

● *Content:*

● A common visual identity to be used in all content of the IEC campaign and other communications tasks (e.g., standardized taglines, color scheme for all posters, video-content, social-media posts etc.). All content must receive SARD approval before disseminating.

● Note: Covid-19 themed materials **only need** to be disseminated as the materials have already been produced.

● In line with the strategy, IEC Deliverables will include the following for each theme:

■ 1 Video (2-5 min) with English subtitles per theme (a total of 3 videos)

■ At least 15 prepared social media posts for distribution on Facebook / Instagram. These should be concise messages along with visual content; (5 posts per theme).

■ 3,200 hard copy brochures total for themes #2 and #3

● *Outreach Strategy and Implementation*: Analyze available (media) channels (local popularity, audience type, cost etc.), recommend and implement strategy for dissemination of key messages to target audiences, taking into account cost-effectiveness.

● *Timeline and Implementation Plan*: The campaign duration will start on October 15, 2022, and conclude by January 31, 2023. Final report and invoice due by February 15, 2023.

● *Monitoring and Evaluation:* Based on the campaign objectives, the strategy should define a plan to evaluate the impact and success of the campaign.

**5. Proposals submission:**

● All Proposals are to be submitted to SARD through email: sard.tenders@sardngo.org

● Proposals should include IEC Outreach Strategy, Timeline and Implementation Plan, Monitoring and Evaluation Plan, and a detailed budget.

● Proposals should include work samples and demonstrate previous experience in social media analytics tools, video editing, and any prior IEC campaigns.

● The deadline to submit proposals is October 06 2022. Proposals submitted after the deadline will not be evaluated.

● Applicants' bank account must be in Turkey.

For inquiries, please e-mail: procurement@sardngo.org – The email inquiries subject line should start with: “Inquiries - IEC”

**6. Selection Criteria:** Proposals will be scored according to the criteria below:

● Total Price of the offer 30%

● IEC strategy and implementation plan 40%

● Experience and References 30%