

CALL FOR EXPRESSION OF INTEREST (EOI)

Title: Design of a Communication and Visibility Plan

Type of Contract: Individual Consultant

Duration: On call

Deadline: March 2, 2022 at 23:59

BACKGROUND:

Ghana over the last 13 years have experienced steady growth that has been strongly bolstered by the discovery of offshore oil reserves, which is resulting in an average of 7 per cent growth, until COVID-19. Inequalities however remain a challenge in all social and economic sectors, with many research studies and reports giving indication to a worrying widening inequality gap in Ghana. The vulnerable groups in the population are those who end up bearing the rough brunt of this phenomenon. Many have argued that Government and the local government sector agencies must be intentional in the implementation of policies, programmes and projects to address the needs of the poor and vulnerable in the population. One such policy proposition is to ensure national planning and budgeting processes that primarily manifest in the preparation of the District Medium term development plans (DMTDP) are intentionally addressing the needs of vulnerable.

The Ghana CSOs Platform on SDGs seeks to build capacity of citizens and civil society organisations to use local level data including Citizen-Generated Data (CGD) and the District Development Data Platform (DDDP) to promote gender responsive planning and budgeting. This is a collaborative action with Ghana Statistical Services and GIZ, with the overall purpose being to provide space for Civil Society actors to coordinate efforts, jointly advocate for change, share information, learn best practices and monitor progress in achieving the localised global goals as reflected in the DMTDP. The exercise will also seek to promote accountability mechanism in 21 MMDAs.

OBJECTIVE OF THE ASSIGNMENT

The Platform is seeking the services of a communication expert;

- To train civil society organisations on how to communicate to achieve visibility among their constituents as far as the CGD and the DDDP are concerned.
- To train CSOs on how to create data stories for easier understanding by citizens.

TASKS:

The Consultant shall:

- **Design a communication and visibility plan for the District Development Data Platform and the Citizen-Generated Data app:** The plan will detail how the CGD and DDDP can be made popular among citizenry and that citizens use them for accountability purposes.
- **Conduct 2 training session for CSOs and select media personnel on the communication plan:** Stakeholders will be trained on how to operationalize the identified strategies in the Communication and Visibility Plan.

DELIVERABLES:

The Consultant undertakes to;

- Develop a Communication and Visibility Plan
- Submit the Plan to the Secretariat within the specified/agreed timeframe.
- Review and finalise feedback on draft Communication and Visibility Plan.
- Facilitate two training sessions (Accra & Tamale) for CSOs and media actors.
- Propose messages for a weekly social media campaign on the two data platforms

No	Activities	Calendar Days	Deliverables
1	Inception meeting (CSO's Platform, GIZ and Consultant)	1	Inception report. with agreements reached
2.	Deskwork and Interviews related to the assignment	5	-
3.	Prepare & Submit a Communication and Visibility Plan on CGD and DDDP	10	Report with Comms Plan
4.	Develop and deliver training materials for the Plan	3	Training Presentation
5.	Facilitate Communication and Visibility Training for MMDA & CSOs in two sessions, one day each per zone.	4	Training events executed
6.	Assignment report	6	Assignment report
7.	Debrief with CSOs Platform	1	Debrief Report
	Total Calendar Days	30	

TIMING/CONSULTANCY DURATION

It is envisaged that this assignment will be undertaken within a period of 30 calendar Days from the signing of contract. Itemised timelines for the respective deliverables shall be discussed and agreed with the successful applicant.

SUBMISSION OF PROPOSAL

Interested individuals are requested to provide a financial and technical proposal or quotation based on the above tasks and deliverables. It should include the followings.

- a) Cover letter stating your suitability to deliver the tasks in the EOI.
- b) CV and Technical Proposal
- c) Financial Proposal with breakdown of costs.

Submission shall be via email, csoplatformsdg@gmail.com titled: CONSULTANCY: Design of a Communication and Visibility Plan + *Name of Consultant* and shall be received not later than March 2, 2022 at 23:59

ADMINISTRATION

All communication on this Expression of Interest - correspondence and clarification - should be directed to the Coordinator through email csoplatformsdg@gmail.com.