



## **Terms of Reference (TORs) for Hiring of Individual Resource Person (Female) for Media related activities**

### **1. Agency Background:**

Islamic Relief (IR) is an independent humanitarian and development organization that has been serving humanity for over 32 years. With an active presence in over 40 countries across the globe, we strive to make the world a better and fairer place for the 10.9<sup>1</sup> per cent of the world population living on less than \$2.00 a day. Islamic Relief started working in Pakistan in 1992 through a child welfare and protection programme and was registered on 8th December, 1994 as a Company Limited by Guarantee under Section 42 of the Companies Ordinance, 1984 and Securities & Exchange Commission of Pakistan.

Islamic Relief Pakistan has reached out to assist 8,948,168 beneficiaries during emergencies, and as part of its development interventions in the sectors of; WASH, Food Security and Livelihood, Child Protection, Microfinance, Infrastructure Development, Shelter, Disaster Risk Reduction, General Health and Education. Climate Change adaptation and resilience building has been one of the core component of all program and interventions.

### **2. Research Background:**

Islamic Relief (IR) has maintained a long term presence in Pakistan by working with state and civil society actors for poverty reduction and building the resilience of the communities. Islamic Relief has prioritized climate change adaptation as a strategic focus area in its global and national strategy 2017-2021. IR launched “The Islamic Climate Change Declaration Toolkit” to mobilize communities ahead of COP21. Since 1992, Pakistan has been hit by severe droughts, series of unusually intense monsoons resulting in widespread floods: thousands were killed and millions displaced. Climate change has accentuated frequency and magnitude of these disaster incidences. Almost each part of the country is witnessing impact of climate change in form of seasonal variability, droughts, floods, sea intrusion and glacial lake outburst floods (GLOF). In last six years, the country has lost approximately 26 billion dollars to climate induced disasters. Duty bearers, which means national, provincial and district level governments, do not have the same level of commitment to undertake effective measures in terms of coherent policy, planning and budgeting to address causes and impacts of climate change.

On the other hand communities, who are bearing the brunt of climate change, have no voices in planning and decision making processes. Herein, the role of civil society, think tanks, academia and journalists as right holders come in to influence different tiers of government in the perspective of climate sensitive planning, budgeting and coherent policy formulation to secure the country from plunging into water scarcity, food insecurity and degradation of different eco zones. Currently, the government, provincial to national level, has put in place some nascent policy frameworks with respect to climate change. These frameworks lack strategic visioning when it comes to articulating the challenges in the realm of water, food and sustainability of eco-systems. Rising temperatures are also causing health problems among the population. Farmers, who are vulnerable segment of rights holders, are abandoning their lands and migrating to already overcrowded cities. If this trend continues, it will have devastating consequences for the economy. Resultantly, local

<sup>1</sup> <https://lifewater.org/blog/9-world-poverty-statistics-to-know-today/>



government that is supposed to put the policy commitment into practice at community level lacks capacity and budgets to materialize these commitments into actions. Climate change is disfiguring the social fabric and spoiling economy in rural areas. It will further generate more unplanned wave of urbanization which if it is not addressed at policy, planning and budgeting process at different levels of the government.

In this backdrop, a comprehensive campaign carrying component of civil society strengthening is being carried out, to bridge policy gaps, reinvigorate planning processes, rally for adequate budgeting and transform delivery paradigm of local governance from the perspective of climate change adaptation. The campaign is making every effort to bring the key civil society actors and networks, public representatives, community organizations, provincial departments (bureaucracy), students, academia, think tanks, technocrats, policy makers, media and bar council to influence different tiers of government across the country for relevant policy measures, effective planning and budgeting alongside improved functioning of the government at local level. Convergence and coherence of climate change policies combined with effective planning and service delivery entail an array of approaches/tools to bring key stakeholders on collective agenda.

By partnering with research think tanks, information and evidence generation was carried out for taking it up with policy makers. Discourse was generated through interactive dialogues at different tiers among policy makers, bureaucracy, media, academia, think tanks, youth, communities and civil society to evolve understanding and consensus. Representation of women, minorities, youth and persons with disability in all forums was ensured, to be convened for policy change, coherence and reform.

Media have greater role to build nationwide momentum and consensus. Bi-pronged approach of building capacities and seeking partnerships to transmit information on climate change induced impacts on economy, different eco zones, water, land, food and health has been adopted to use media for public good.

**Objective of the assignment:**

Islamic Relief Pakistan is seeking to hire the services of an experienced female media resource person to execute activities related to the project Voices Organized for Climate Change Advocacy and Lobbying (VOCAL)

**Main activities include:**

1. Arranging media field visit of agreed number of journalists who are well reputed and experienced in writing on Climate Change and the impact of our interventions of the project to coast community in Thatta or Sajawal.
2. Ensure airing/publishing of stories developed as part of activity 1.
3. Organize a one day media orientation workshop in SINDH as a follow up to activity 1.
4. Develop key print media notes for at least 2 leading newspapers and ensure its publication
5. Capture 3 video stories (1 minutes) of communities (1 female focused) impacted by climate change (linked with Media teams visit)

**The assignment is supposed to be completed by 28<sup>th</sup> August, 2020 (The total duration of the assignment is 14 days with the final draft of the assignment to be submitted by no later than 28th August, 2020).**



## Process & Timelines:

Deliverable(s)	Timeline
<b>Submission of Proposal</b>	<b>August 16<sup>th</sup>, 2020</b>
The selected resource person will be meeting with the Advocacy team of Islamic Relief Pakistan to discuss process flow and outcomes of the assignment (In person or Virtual)	<b>August 18<sup>th</sup>, 2020</b>
Development and Finalization of Plan	<b>August 18<sup>th</sup>, 2020</b>
Orientation to Journalists	<b>August 21, 2020</b>
Field Visit of Journalists to Coastal communities (Capturing Human Interest Stories of people specially females impacted by Climate Change impacts (e.g. Migration))	<b>August 24-25, 2020</b>
Develop key print media notes for at least 2 leading newspapers and ensure its publication	<b>Within August, 2020</b>
Capture 3 video stories	<b>August 24-25, 2020</b>
Submission of Assignment completion report	<b>August 28<sup>th</sup>, 2020</b>

### Requirement for Resource person:

- Should be Female
- At least 10 year experience in media management and relations
- Strong connection with the media and leading journalists of Pakistan
- A fully equipped team to manage the scope of work
- Good reputation in the media sector
- Principal amount will be paid after the completion of the project.
- No advance payments
- All the contents produced as part of the activities will be the property of IR and will not use any of collected contents

### Core Competencies:

- Ability to produce high quality outputs in a timely manner
- Strong organizational skills
- Ability to work independently, produce high quality outputs
- Sound judgment, strategic thinking and the ability to manage competing priorities
- Demonstrates integrity by modeling IRP's values and ethical standards
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism; and
- Fulfills all obligations to gender sensitivity. IRP has zero tolerance towards harassment, exploitation, abuse and sexual exploitation and abuse

### Contents Property/Copy Rights:

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to the client (IRP), which the Consultancy firm/Production House may come into contact with in the performance of its, duties under this contract shall remain the property of IRP who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of the Client in line with the national and International Copyright Laws applicable.



## 1. Terms & Conditions

### 1.1. General

- Quoted prices in financial proposal for the above services shall be inclusive of all kind of govt. taxes and duties as per prevailing Tax Laws of Govt. of Pakistan, Transportation, and Custom Clearance and port taxes (if any)
- All prices in financial proposal must be quoted in Pak rupees.
- Withholding tax & GST as per government prevailing rates shall be deducted at the time of payment.
- Payment shall be made in the form of cross cheque within 21 days after execution of order and subsequent submission of the invoice to the Islamic Relief (Pakistan).
- Islamic Relief reserves the right to reject any or all proposals without assigning any reason thereof.

### 1.2. Bid Submission Requirement

- Interested individuals/firms are hereby advised to submit a detailed proposal (financial & technical) including basic information of individual or firm i.e. qualification and expertise, relevant experience and availability.
- Proposals addressed to “**Supply Chain & Services Department**” should be sent electronically on [irp.procurement@irp.org.pk](mailto:irp.procurement@irp.org.pk) latest by **1700 hours** on or before **August 16, 2020**.

### 1.3. Validity of Bid

- Quotations/Bids shall remain valid for at least 60 days from the date of opening. If the last date falls on a holiday, the validity shall be extended to the next working day of the Company thereafter.

### 1.4 Queries:

If you have any query regarding the ToR, please write us on [irp.procurement@irp.org.pk](mailto:irp.procurement@irp.org.pk)

## 2. Complaints..... please to write us

If you see any violation of rights or any incident of corruption, please contact us at:

[complaints@irworldwide.org](mailto:complaints@irworldwide.org)

Islamic Relief has zero tolerance for corruption & bribery and is committed to listen and Address any violation of rights of aid workers, suppliers, contractors, our beneficiary and communities.