

**Terms of Reference (ToR): Communication Firm Assignment**

**Civic Education and Outreach Program for the National ID System**

**Background:**

The National Identification and Registration Authority (NIRA) is a Government Agency in Somalia, first established in 2020, with the aim of creating and maintaining the national identification system. NIRA is, inter alia, responsible for registering citizens and residents and for providing them with secure and verifiable credentials, including a unique identification number and a national identity card. It also serves as a trusted provider of identity verification and authentication services, promoting the use of the foundational identification system. With the establishment of NIRA Somalia, the government is committed to providing a reliable and efficient identification system that will enable individuals to access services and participate in the development of the country.

The National ID system plays a critical role in promoting accurate identification, effective governance, and efficient service delivery. To ensure the successful implementation and acceptance of the National ID system, a comprehensive civic education and outreach program is required. This program aims to raise awareness, educate the public, and foster trust and understanding among citizens and residents regarding the identification and registrations ecosystem, and its benefits.

The principles and policies that inform the ID system’s implementation and communication strategy include the Principles on Identification for Sustainable Development[[1]](#footnote-1) and the FGS’ Digital ID Policy. The FGS seeks to ensure that enrollment and use of the digital ID system will be free from discrimination, accessible to all, including women and members of vulnerable groups, that barriers to access and usage of the ID will be minimized, and that registrants’ rights, privacy, and data will be adequately protected.

**Objectives**:

The overall objective of the civic education and outreach program for the National ID system is to:

* Foster Inclusive Civic Participation: Encourage civic participation, ensuring inclusivity by considering diverse perspectives, aspirations, and needs of all the Somali population. This objective aims to foster a sense of ownership and shared responsibility.
* Disseminate Accurate and Relevant Information: Communicate accurate and pertinent information tailored to each target audience, equipping them with the necessary knowledge and understanding for the forthcoming implementation phase.
* Educate Citizens and Residents: Provide comprehensive education to citizens and residents, promoting an understanding of the purpose, benefits, and processes of the Somali National ID system.
* Raise Awareness on Identification, Data Protection, and Privacy: Increase awareness among Somali communities regarding the importance of accurate identification, data protection, and privacy rights.
* Address Misconceptions and Concerns: Proactively address misconceptions and concerns surrounding the National ID system to provide accurate information and alleviate doubts or misinformation.
* Promote Public Participation: Encourage and facilitate public participation and engagement in the enrollment process of the National ID system.
* Build Trust and Confidence: Establish and enhance trust and confidence among the population in the National ID system through transparent information sharing and effective communication.

**Scope of Work:**

Under the guidance of NIRA Public Relations Department Director, the assignment of the Civic Education and Outreach Program will include but not limited to the following:

* Develop a comprehensive civic education and outreach strategy and implementation plan for the National ID system, in consultation with relevant stakeholders.
* Design and produce educational materials, including brochures, leaflets, posters, and audiovisual content, explaining the National ID system, its benefits, enrollment process, and data protection measures.
* Conduct community-level information sessions, workshops, and awareness campaigns to disseminate information about the National ID system. These activities should target diverse audiences, including marginalized communities, vulnerable populations, and remote areas.
* Collaborate with local authorities, community leaders, civil society organizations, and other relevant stakeholders to facilitate the delivery of civic education and outreach activities.
* Develop and implement targeted communication campaigns, utilizing various channels such as radio, television, social media, and community gatherings.
* Coordinate with relevant government agencies and departments to ensure consistent messaging and information sharing regarding the National ID system.
* Collect feedback from the public, address concerns, and provide accurate information to address any misconceptions or queries related to the National ID system. This feedback mechanism should be accessible and responsive to the needs and inquiries of citizens and residents.
* Monitor and evaluate the effectiveness and impact of the civic education and outreach program, and provide regular reports to the relevant authorities.

**Deliverables:**

* NIRA civic education and outreach strategy and implementation plan.
* Design, Print and disseminate educational materials, including brochures, leaflets, posters, and audiovisual content, in multiple languages (see ‘Detailed Deliverables’ list below).
* Conduct community-level information sessions, workshops, and awareness campaigns and prepare reports on key outcomes.
* Collaborate with local authorities, community leaders, and civil society organizations and document the key outcomes of these engagements.
* Produce communication campaigns and materials, including radio and television spots, social media content, and community engagement initiatives.
* Feedback collection reports and analysis, summarizing the concerns, misconceptions, and inquiries received from the public and providing appropriate responses and clarification
* Monitoring and evaluation reports on the effectiveness and impact of the civic education and outreach program.
* Engage with Community influencers including religious leaders, Social Media users, activities to advocate the identification system

**Detailed Deliverables:**

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| **S/N** | **Deliverables** | **Channel** |
|  | Civic Education and Outreach Strategy and Implementation Plan | N/A (Report for Internal Use; delivered to NIRA) |
|  | Public Service Announcements (PSAs):   * Broadcast short, informational videos on 5 local TVs explaining the importance, process, and benefits of the Digital Identification System. * Production of 12 PSAs for TV monthly. * Each PSA will have a duration of 45-60 seconds. * Broadcast details to be confirmed (TBC), with airing schedules to follow. | 5 TV Stations |
|  | Conduct Social Media Campaign:   * The Authority will use platforms like Facebook, Twitter, and YouTube, which are popular in Somalia, to share information, success stories, and interactive content about the Digital Identification System. * Online dissemination of one product (i.e. posters, messages, animation/tyrpography videos) per week.   The timeline progression is as follows:   * I social media product daily; 7 products per week; 30 products a month; and 360 products a year.   The primary channels of communication:   * Websites and prominent Social Media networks such as Facebook, Twitter, Instagram, LinkedIn, and YouTube.   Online Dissemination  Social Media Monitoring:   * Monthly Comprehensive Social Media Analysis Report on National ID related posts and tweets; as well as tracking social media performance of NIRA accounts. | Social Media |
|  | Hold Community Radio Segments:   * The Authority PR Department and Experts will hold regular segments on community radio stations, where they will address key issues including Data Protection, Inclusivity.   Monthly Production Schedule:   * Four public service announcements (PSAs), each lasting 45 to 60 seconds. * New series of episodes with one episode per month, totaling 12 episodes over the year. | Local Radios |
|  | Print Media:   * The Authority will collaborate with Local Websites and Magazines to run features, op-eds, and articles about the new system, its significance, and its benefits. * This includes a monthly 4-page magazine and 30-pages annual report during the campaign process | 4 – Print/Online Media |
|  | Visibility Materials:   * NIRA will strategically place billboards in high-traffic areas across Banaadir region and districts, with visuals emphasizing the modernity and utility of the Digital Identification System.   Billboard Campaign:   * Placement across Mogadishu and five regions in Somalia. * A total of 10 billboards (digital and analog) per execution in every month for all five regions of Somalia. * Billboards will be strategically placed across all five regions and Mogadishu.   Leaflet and Booklets Campaign:   * Distribution across Mogadishu and throughout Somalia. * A total of 500 leaflets and, 200 booklets. * Distribution locations to be confirmed (TBC). | Printed Visibility Materials |
|  | Engaging Religious and Community Leaders:   * NIRA will organize four annual community events, engagements including social gatherings and sessions with influential community figures to ensure they understand and support the initiative, and can advocate for it during community gatherings and sermons. * Live individual TV interview per month, 55-minute a session * Bringing approximately 100 individuals from the various segments of the community including Women, Youth, Elders, Professionals, Businesspeople, Religious Leaders, Mix of Promotional Campaigns and Influential Leaders   **Key influencers:**   * President/Prime Minister, Speaker of Parliament * Minister Jama/Deputy Minister, Women organizations, Religious Leaders, Civil Society Members, Traditional Elders, Members of Parliament, Youth Leaders, Business Leaders and Diaspora Members. | Town-hall Meetings/TVs |
|  | Documentary:   * Produce a 15-minute documentary exploring NIRA's mission and its progress in establishing the Somali national ID, underscoring its social and economic importance. It shall include interviews with NIRA executives, insights from industry experts, and contributions from staff and field analysts to provide a comprehensive view of the initiative's impact on Somalia. | Social Media, TVs |
|  | Influencer Partnerships:   * Collaborate with one Somali celebrity per month including, athletes, and social media influencers to promote the Somalia National Identification system and increase its credibility among the youth and Women. The influencer will be recorded as he/she registers for the Somali ID and will be asked to urge the Somali public to get theirs IDs. | TVs, social media |
|  | Regular Progress Updates:   * NIRA will Share quarterly and Print Annual Report progress reports through media channels, showcasing milestones achieved, challenges faced, and solutions implemented. * Monthly four-page NIRA Newsletter and 30 pages magazine/ report annually. | Prominent Newsletters/Websites& Magazines including NIRA Website |

**Payment Schedule:**

1. Initial Payment: Upon submission and approval of the final communication and civic engagement strategy with a detailed work plan: 15% of the total fee.
2. First Quarter Payment: Following the completion and verification of the first quarter deliverables, including the first three months of PSAs, social media content, community radio segments, and the first comprehensive social media analysis report: 20% of the total fee.
3. Second Quarter Payment: After the successful delivery of second quarter deliverables, which consist of the continuing PSAs, social media campaigns, community radio segments, and the next social media analysis report, along with the mid-term NIRA newsletter: 20% of the total fee.
4. Third Quarter Payment: On completion of the third quarter deliverables, including the maintenance of ongoing campaigns, billboard placements, leaflet and booklet distributions, and preparation of any quarterly progress reports: 20% of the total fee.
5. Fourth Quarter Payment: Following the delivery of the final quarter deliverables such as the remaining PSAs, the last set of social media campaigns, and community engagements, and the finalization of the documentary: 20% of the total fee.
6. Final Payment: Upon the delivery of the last community event, influencer partnerships, the full years’ worth of campaign materials, and the annual 30-page report: 5% of the total fee. The final payment will be released after a 30-day review period to ensure all work meets the project specifications.

**Timeline and Reporting:**

The civic education and outreach program will have an estimated duration of 12 Months. The selected firm will report to **NIRA** ***Public Relation Department*** and provide regular progress reports, as agreed upon during the contract negotiation phase.

**Communication Firm Qualifications:**

* Demonstrated experience in designing and implementing civic education and outreach programs, preferably government programs or similar large-scale programs
* Excellent communication and presentation skills.
* Experience in working with diverse communities and stakeholders, including marginalized groups.
* Knowledge of the local context and cultural sensitivities.
* Capacity to produce high-quality educational materials and multimedia content.
* Ability to monitor, evaluate, and report on program activities and outcomes.
* Have Federal Government Registration Certificate

**Team Composition:**

The consulting firm shall propose a core team comprising of at minimum a team leader and 3 communications personnel, plus any additional support staff deemed necessary to deliver the assignment. Team members should be based in Somalia and closely familiar with Somalia’s media landscape as well as its socio-cultural and political context. Team members should be fluent in Somali and English.

The consulting firm must provide a staffing plan with names, roles, and CVs for the core project team as part of the proposal.

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| * **Key Positions** | | * **Professional Experience** | | * **Qualifications** | | * **Other demonstrated knowledge/experience** | |
| * (1) Team Leader | | * Minimum 7 years’ experience in the field of media relations, journalisms, or/and communication. * Direct experience working on at least at least 5 similar prior assignments related to strategic communications for large public sector, private sector, or non-governmental organizations, with experience as a Team Leader for at least 2 and experience working with a large public sector entity for at least 1. | | * Master’s Degree (or a combination of Bachelor’s Degree and additional professional qualifications) in a relevant subject such as communication, journalism, media studies, publishing and public relations. | | * Proven ability to engage effectively with different stakeholders, including government officials, industry players, civil society, etc. * Experience collecting and documenting feedback from diverse stakeholders and communities. | |
| (1) Communication Specialist | | * Minimum 5 years’ experience in the field of media relations, journalisms, or/and communication. * Supported 3 similar prior assignments related to large-scale communications/ outreach campaigns * Experience designing developing communication and outreach instruments for public sector entities in Somalia or in similar contexts. | | * Bachelor’s Degree in in a relevant subject such as communication, journalism, media studies, publishing and public relations. | | * Proven ability to engage effectively with different stakeholders, including government officials, industry players, civil society, etc. | |
| 1. Communication specialist with Videographer/Photographer | | * Minimum 5 years’ professional experience in videography and/or photography, with a robust portfolio of past work. * Participation in at least three prior assignments on large-scale videography or multimedia campaigns, preferably within the public sector. * Proficient in developing visual storytelling and multimedia content for communication strategies, tailored to diverse audiences in contexts similar to Somalia. | | * Bachelor’s Degree in Film, Media Production, Visual Arts, or a related field. | | * Demonstrated ability to collaborate effectively with various stakeholders, including government entities, non-profits, and community organizations, to capture compelling narratives. | |
| 1. Communication Specialist with expertise in Graphic Design | | * Minimum of 4 years’ professional experience in graphic design, with a comprehensive portfolio showcasing a range of projects. * Direct involvement in at least two substantial graphic design assignments, preferably encompassing branding, marketing, and large-scale communication campaigns. * Expertise in creating visual content and design elements for public sector entities or comparable organizations, tailored to resonate within the context of Somalia or similar environments. | | * Bachelor’s Degree in Graphic Design, Visual Communications, or a related field. | | * Strong collaborative skills, with a history of successful interactions with various stakeholders including government agencies, private sector clients, and civil society organizations, to deliver impactful design solutions. | |

1. World Bank. 2018. Principles on Identification for Sustainable Development: Toward the Digital Age. Available from: <http://documents.worldbank.org/curated/en/213581486378184357/Principles-on-identification-for-sustainable-development-toward-the-digital-age>. [↑](#footnote-ref-1)