

## **PROCUREMENT REQUEST AND TERMS OF REFERENCE – CONSULTING SERVICES DIGITAL ADVOCACY CAMPAIGNS TRAINING**

### **1. Introduction**

#### **1.1 Introduction**

Diakonia is an international Faith Based development organization rooted in two churches in Sweden, the Swedish Alliance Mission and the Uniting Church in Sweden. The organization currently works through local offices in 24 countries in Africa, Latin America, Middle East and Asia by supporting local partners. Diakonia's vision is a Just, Equal and Sustainable world. Our mission and goal are to change unfair political, economic, social and cultural structures that cause poverty, oppression, inequality and violence.

The basis for all our work is the will of people to change and improve the world. Our efforts are aimed at people whose lives are compromised by poverty, oppression and/or violence in various ways. Our strategy for change is to raise the awareness of individuals of their rights and empower vulnerable groups in society to come together and organize themselves to work for sustainable change. As a result, Diakonia organizes its strategies into the levels of knowledge/awareness, organizing, action and influence. Diakonia wants to give a voice to the poor and seeks to empower the rights holders to be the agents of change and owners of the process of demanding their rights.

We work in strong partnership with local organizations, based on common values, open dialogue and trust. With few exceptions, Diakonia does not implement projects but strengthens and empowers civil-society organizations to change their own reality. The concept of "good donor ship" is key to our work, characterized by partners' ownership, support to partners' own agendas and strategies and long-term predictable funding.

In each country the partners form a country program. Diakonia promotes cross fertilizations, encourages synergy and coordination within the partner group in a country program. In each country we identify central obstacles and problems within our thematic areas, as well as forces for change in civil society. We search to find our specific niches, and with whom to build strategic alliances for greater impact.

Diakonia focuses on 6 thematic/intervention areas namely Human Rights, Democracy, Gender Equality, Social & Economic Justice, Conflict and Justice and Emergency Response and Disaster Resilience.

## **1.2 Program Background**

Ending Gender-Based Violence and Discrimination Towards Gender Justice and Inclusion Program 2021-2025 is the current country program for Diakonia Egypt, the program is connected to Diakonia Egypt country strategy 2021-2025, and is part of Diakonia's global Civil Society program.

The program focuses on several strategies to strengthen the national organizational capacity to end gender-based violence; enhance community awareness of the cost of gender-based violence; advance women's capacity to contribute to the local decision-making process through effective political participation and develop knowledge and learning regarding combating gender-based violence. Where the program targets feminist organizations, NGOs, Community Development associations (CDAs), and Disabled People Organizations (DPOs) towards ending gender-based violence and discrimination.

Diakonia promotes democracy, human rights and gender equality in Egypt. Together with our current five partners (located at Cairo and Assiut) we focus on three groups who are particularly marginalized: gender-based violence survivors; women, particularly potential political candidates; people living with disabilities and youth. The country programme works also with broader segments of local communities, national authorities and young women and men as actors in eliminating gender-based violence and discrimination. Diakonia has significant expertise not only in Egypt but in the entire region in these areas. The program empowers civil society organizations at the local level to combat gender-based violence and discrimination; to advance women's political participation on the local level; and to advance people with disabilities (PWDs) attainment of their sexual and reproductive rights. We strive to improve the quality of life for persons with disabilities and enhance their possibilities to integrate in society. We facilitate networking among partners and support organizational capacity building among our partners and our own staff.

Currently, Diakonia Egypt country office is implementing its five years strategy for 2021-2025. This strategy plays a key role for what Diakonia, and its partners are focusing on during the strategy period, the results and impacts of the implementing partner's work is monitored continuously by Diakonia.

Diakonia's country program main goal is to enhance the capacities of the CSOs to adopt strategies and mechanisms that eliminate GBVD and enable them to play an active role in advancing gender equality.

Diakonia's Country Office in Egypt is in the process of establishing new partnerships within the context of the new strategy and program 2021-2025. This assignment is part of the new strategy process.

## **1.3 Scope of the Assignment**

In order to successfully complete this assignment, the awarded consultant/s must:

- Desk Review for Diakonia's Global Strategy; MENA Regional Strategy; and Egypt Country Strategy and Program.
- Develop a digital advocacy training manual.

- The manual includes a training program that accommodates various preferences and settings. It can be completed online or offline, individually or in groups, and can be accessed remotely or in person. It will also include supporting materials that are essential for the successful delivery of the training program, such as instructional guides, practice exercises, and assessment tools.
- Conduct an onsite training to Diakonia partner organizations on digital advocacy, how to prepare and effectively implement digital advocacy campaigns.
- With completing the training programme, participants will have a clear understanding of advocacy, recognise the difference between awareness-raising and advocacy, and have worked through multiple steps to develop an advocacy strategy with clearly defined activities and approaches.

#### **1.4 Objective of the Procurement**

The overall objective for this assignment to strength Diakonia's Egypt partners with the effective and meaningful advocacy skills and knowledge to allow the partner organizations to implement effective advocacy campaigns in their projects.

## **2. Terms of Reference**

### **2.1 Deliverables**

- Develop advocacy training manual in English and Arabic (Curricula, Presentation, Pre and Post-tests to evaluate the participants level of knowledge...)
- Implement digital advocacy workshop.
- Support in designing number of campaigns as a model to Diakonia Egypt partners to reflect the knowledge and skills they gained from the assignment.
- A comprehensive final report covering the assignment.

### **2.2 Qualification of the Consultant and Team Composition**

The Consultant should have the following qualifications:

- Good understanding of international development cooperation, particularly preconditions for civil society development.
- Advanced degree in social sciences, development, sociology, business administration or other relevant/related fields.
- A proven track record with conducting similar tasks.
- Strong working knowledge of the NGO sector in Egypt.
- Minimum 10 years professional expertise in Advocacy, international development co-operation, gender-equality, women's rights advocacy, and feminism.
- Team members proposed to be involved in this consultancy should have relevant experience for the consultancy assignment.
- Extensive experience working with donors.
- Demonstrated analytical and excellent report writing skills in English language.
- Excellent communication and presentation skills.

### 2.3 Time schedule

Trainers / Consultants are expected to be available from September 2023 through December 2023. Kindly note that these are projected dates and are subject for rescheduling based on specific dates for each training.

#	Tasks	Maximum Level of effort/ numbers of days
1	Desk review	Two days
2	Consultation workshop preparations	One day
3	Designing training toolkit	Two days
4	Workshop implementation	Seven days
5	Final report	One day
	<b>Total</b>	Thirteen days

The numbers of days here are estimated numbers

### 2.4 Terms of Payment

Payment will be made and received in USD via bank transfer.

### 2.5 Contract Type

Consultancy Contract

## 3. Content of Tender

- Letter explaining similar experience.
- Sample report/actual work of similar assignments completed.
- A description of the approach, methodology and modalities for implementing the assignment, with gender mainstreaming, following the Terms of Reference.
- Action plan to meet the deliverables.
- Cost Proposal with breakdown of cost. All costs shall include VAT. Technical and Financial proposals should be sent in 2 separate files/attachments.
- CV of consultant.
- Signed Diakonia Code of Conduct for Suppliers (Appendix 2).
- Signed "Eligibility Confirmation" (Appendix 3).

## **4 Tender Submission**

### **4.1 Tender Delivery**

Any questions about this RFP must be e-mailed by (August 31, 2023) to the email address [ghada.hammam@diakonia.se](mailto:ghada.hammam@diakonia.se) and CC [samar.faysal@diakonia.se](mailto:samar.faysal@diakonia.se) , must be in English, and must reference to the subject heading.

The proposal shall be sent by e-mail to Mrs. Ghada Hammam, Egypt Country Representative [ghada.hammam@diakonia.se](mailto:ghada.hammam@diakonia.se), and CC Samar Faysal [samar.faysal@diakonia.se](mailto:samar.faysal@diakonia.se).

### **4.2 Submission Deadline**

The submission deadline is **11 September 2023. 5:00 PM (Stockholm Local Time)**. National & International service providers are welcome to apply. Tenders that are submitted after the deadline will not be considered.

Selected service provider(s) will be notified within two weeks after closing date.

### **4.3 Tender Validity**

Your tender shall be valid for 90 days after the submission deadline. This needs to be expressed in the tender.

## **5. Procurement Method and Selection Procedure**

### **5.1 Procurement Method**

Diakonia applies a simplified procurement method for this procurement.

### **5.2 Selection Procedure**

Only complete tenders that were submitted on time and that fulfil the requirements in terms of the technical specifications and deliveries will be evaluated.

The contract will be awarded to the economically most advantageous tender, determined by the best price-quality ratio (quality and cost-based selection, QCBS).

The examination of submitted tenders will be carried out based on the technical and price criteria stated below, where the technical evaluation will have a weight of 60% and the financial evaluation a weight of 40%. The tenderer with the highest total points, will be awarded the contract.

The technical evaluation criteria for this procurement are:

Technical Criteria	Max. points
1) Experience and expertise of proposed consultant(s) including previous experience and the team expertise	60
2) Suitability of approach and methodology	20
3) Adequacy of time-plan	20
Total max points	100

The technical evaluation will be based on the following rating scale, whereby the percentage rate is multiplied with the maximum points for each criterion.

Rating scale	Rate	Definition
Poor	0%	Not sufficient
Not entirely satisfactory	40%	Sufficient in some respects but not as a whole
Satisfactory	60%	Sufficient but lacks substantial advantages or has uneven quality
Good	80%	Adequate and well suited to the purpose
Very Good	100%	Gives added value and shows high quality on the whole

The tender must achieve a minimum of 50 points as a condition for further financial evaluation of the price. The calculation of the total points for each tender is made according to the formula below, where the tender with the highest technical points will be recalculated to 100 technical points and the tender with the lowest price will get 100 financial points. The technical points are thereafter multiplied with the technical weight and the financial points are multiplied with the financial weight. The sum of the weighted technical and financial points = total points.

$\text{Total points} = \frac{\text{Proposal under consideration}}{\text{Highest points}} \times 100 \times \text{technical weight} + \frac{\text{Lowest price}}{\text{Proposal under consideration}} \times 100 \times \text{financial weight}$
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## **6. Tender information**

### **Appeal**

Decisions taken as part of Diakonia's procurements are not possible to appeal against and Diakonia is not obliged to disclose the procurement documentation after completion of a procurement.

### List of Appendices:

Appendix 1: Terms of Reference

Appendix 2: Diakonia's Code of Conduct for suppliers (To be signed and submitted together with Tender)

Appendix 3: Confirmation of Eligibility (To be signed and submitted together with Tender)

Important: Diakonia has ZERO tolerance to breaches related to Safeguarding, fraud and corruption