

Terms of Reference (ToR) Communications Service Provider

1. Background

Multi-purpose cash assistance (MPC) is provided to the most economically vulnerable Syrian refugees by WFP, UNHCR and INGOs to help them meet their basic needs. As of August 2020, WFP was able to provide MPC assistance to over 37,084 severely vulnerable Syrian refugees households¹.

CAMEALEON, a consortium of NGOs², is conducting independent monitoring of WFP’s multi-purpose cash (MPC) programme. The mandate of CAMEALEON is to generate evidence and learning in order to make recommendations to improve decision-making, accountability to affected people, programme cost-efficiency and effectiveness of WFP’s MPC programme. CAMEALEON’s work focuses on three main pillars: (1) evidencing the impact of MPC and conceptualizing a social safety nets approach for assistance, (2) generating evidence to improve the safety and accountability of assistance for Syrian refugees; and (3) learning, knowledge-sharing and advocacy.

2. Purpose

A key component of CAMEALEON’s work, is the delivery of research papers, case studies and pieces of analysis in the form of reports and infographics. CAMEALEON are seeking support to professionally format and edit these outputs. CAMEALEON is looking for a communications service provider to review the pieces produced by CAMEALEON and to create succinct, readable and high-quality reports for public dissemination all within the CAMEALEON ‘style’.

3. Scope of Service

- a. The service provider is expected to copyedit and design reports, infographics, or any other requested communication materials in English.
- b. The service provider is expected to adhere to all CAMEALEON set deadlines. The CAMEALEON team will make sure to give ample notice for any given request.
- c. The service provider is expected to save and share with the CAMEALEON team any design files used to format/design the material.
- d. While the exact number of requested materials is only estimated at this time, the minimum number of requests will be the copyediting and design of 7 reports and the development of a style guide. See list below. More ad hoc requests may be included during the service period.
- e. The service provider is expected to abide by NRC’s protection policy. Furthermore, the service provider is prohibited from sharing or disseminating any material prior to CAMEALEON consent.
- f. All deliverables developed by the service provider need to adhere to CAMEALEON’s color schemes and overall design style.

Expected Deliverables	Estimated due date	Estimated copy-editing needed
CAMEALEON Style Guide	March 2021	N/a
Impact study links between MPC and WASH & shelter	July 2021	100 pages to 30 pages
Impact of MPC on specific Vulnerability profiles	May 2021	100 pages to 30 pages

¹ BAWG; August 2020

² Including Norwegian Refugee Council, Oxfam, and Solidarités International

Conceptualizing a social safety nets approach	TBD	50 pages to 20 pages
User-journeys study with Ground Truth Solutions	January/February 2021	30 pages total
ATM experiences	January/February 2021	30 pages to 12 pages
Independent Evaluation	March 2022	70 pages to 30 pages

4. Management Arrangements

The CAMEALEON cash specialist will manage the overall process in collaboration with the CAMEALEON Consortium secretariat in Beirut. CAMEALEON will own the final data, reports, and all design files. The service provider is to ensure that all relevant materials are provided to CAMEALEON at the conclusion of the contract.

5. Service Period

The service provider would be expected to work on a retainer basis for the time between 01 January 2021 until 31 March 2022. The total number of working days during this period, is not expected to exceed 50 days.

6. Payment Schedule

Payment will occur on a deliverable basis.

7. Service Provider Profile

A reputed organization/individual with proven experience in creating concise and well-designed reports, case studies, and other types of communications documents. Some of the key requirements are:

- At least 10 years’ experience in the field of humanitarian and development communications with proven examples of project documentation, including writing, editing and production of project reports
- Has excellent English language writing and verbal skills;
- Has experience with and/or deeply understands humanitarian programming;
- Strong skills in delivering high quality communications and documentation resources;
- Solid experience in production of reports from concept, editing, layout to graphic design.

8. Eligibility

- Must be able to start as of 01 January 2021 and be available on a retainer basis until 31 March 2022.
- Previous experience working with INGOs.
- Previous experience in designing and copy-editing communication material.

9. Evaluation Criteria

Criteria	Weight	Scoring
Price	40%	
Previous experience in producing communication material for NGOs	20%	no experience=0; 1-3 years experience=1; 4-6 years experience=2; 7-9 years experience = 4; 10+ years experience=5.
Evidence in previous experience in copyediting humanitarian products	20%	0 evidence=0; 1-3 evidence=1; 4-6 evidence=2; 7+ evidence=5.

Evidence in producing high quality research oriented products	20%	poor quality=0; good quality=3; excellent quality=5.
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