

**Social Media Campaign to Promote “Climate-Smart  
Agriculture for Life” project  
Funded by the EU – Implemented by CARE Egypt**

**Terms of Reference**



### **CARE Egypt Foundation:**

CARE Egypt is operating in Egypt since 1954. Its programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE Egypt's work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE Egypt places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women's Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources

**For further information, please visit our website: [www.care.org.eg](http://www.care.org.eg)**

### **Agriculture and Natural Resources Management Brief:**

The main objective of the agriculture and natural resources program is to increase equitable and sustainable accessibility to natural resources and services in rural communities in addition to supporting smallholder farmers economically with a special emphasis on empowering women.

In doing so, there are multifaceted impediments both external and internal that obstruct the achievement of the sought objective such as the decreasing agricultural land productivity, food insecurity, water scarcity, ineffective agriculture cooperatives. As such, the program seeks to implement a solid strategy that underpins the empowerment of smallholder farmers to adopt best practices, increasing their resilience to climate change, enabling smallholder farmers to reach to global markets and effective water management.

The agriculture and natural resources program is collaborating with a variety of stakeholders such as CSOs, Ministry of Agriculture, and Ministry of irrigation along with creating partnerships with the private sector to evoke the change in the agriculture sector in Egypt. In achieving the ultimate objective, the program seeks to build the capacities of smallholder farmers, establishing agriculture services to meet the farmer's needs in various value chains, improving the conditions of the agribusinesses and cooperatives, creating employment opportunities for smallholder farmers especially female-headed households and creating linkages between farmers and bigger markets.

### **Project Brief:**

#### **Engaging Civil Society and Youth in Climate Change Adaptation and Mitigation in Egypt - CLIMATE SMART AGRICULTURE FOR LIFE (CSA4L)**

CARE Egypt Foundation is currently implementing the activities of the Climate Smart Agriculture for Life project (CSA4L) to adapt to climate change and reduce its effects. The project is funded by the European

Union within the program to support civil society organizations in Egypt, The project will be implemented in 10 different communities In the governorates of Beni-Suef and Assiut.

The project will be implemented in partnership with the Qualitative Union for the Protection and Improvement of the Environment in Beni Suef, registered with the Ministry of Social Solidarity under # 1 for the year 2003, and the Egyptian Association for Agricultural and Community Development in Assiut, registered with the Ministry of Social Solidarity under # No. 981 of 2011. In addition, a number of 8-10 civil society organizations working at the grassroots level in 8-10 local communities in Beni Suef and Assiut will be selected to implement community-based initiatives to influence the shift towards smart agriculture adapted to climate change.

The total funding allocated to implement this project is one million Euros over a total duration of 36 months. **The main goal is to enhance the participation of civil society organizations and youth in dealing effectively in efforts to mitigate the effects of climate change and support adaptation efforts.** In order to achieve this goal, the project will focus on empowering the local community to implement community interventions that promote climate-smart agriculture practices by engaging civil society organizations, agricultural cooperatives, and youth, with a special focus on women's participation.

The project will work on 2 different pillars:

**The first pillar:** builds the capacities and empowers civil society organizations to implement community-based initiatives to influence the shift towards smart agriculture adapted to climate change. The activities under this pillar will directly benefit 5,000 small farmers (men and women) through initiatives and interventions that include awareness-raising, training, and the application of new agricultural practices with positive returns.

**The second pillar:** qualifies and enables young people to apply social accountability mechanisms effectively in efforts to adapt to climate change and mitigate its effects.

### **Objective of the Assignment:**

The purpose of this terms of reference is to hire a digital media agency/company with strong experience in creating social media campaigns to create a campaign strategy for Climate Smart Agriculture for Life project. The campaign should aim to highlight the project's cause, mission and efforts of the locally-led adaptation and resilience efforts that CARE Egypt is creating for small farmers, with a special focus on women beneficiaries, in facing climate change problems.

1. The social media campaign should raise awareness to the impact of climate change on small farmers and the general public. The campaign should include a catchy visual identity for the campaign, relevant hashtags, short reels(and thumbnails), media buying and a final report for results. The overall identity should adhere to CARE Egypt's existing branding guidelines while creating a twist to make the campaign stand out. linked to the EU theme: [https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal\\_en](https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en)
2. The social media coverage should seize the opportunity to highlight the project's objectives, interventions through celebrating outstanding climate related events such as the upcoming COP28 from Nov. 30 to Dec. 12<sup>th</sup> and the following international days :

- A. Zero Emissions Day 21 September
- B. International Day of Awareness of Food Loss and Waste 29 Sep.
- C. International Day of Climate Action 24 October
- D. Paris Agreement 4 November



*(This is an example for reference CARE Egypt's #COP27 campaign last year – not related to this specific project)*

### **Target audience:**

1. Climate/green activists – people who are concerned and interested about climate change.
2. Climate and agriculture NGOs
3. Donors.
4. Government /local authorities
5. Agribusiness startups.
6. Social media followers of CARE Egypt.

### **Scope of Work and Deliverables:**

**The digital media agency/company is expected to:**

1. Develop a social media strategy for the campaign that will take place in (November-December)
2. Design a **visual identity for the campaign** posts, keeping in mind that still photographs and videos will be provided from our side for the company to use for the strategy implementation. This identity will include graphic design templates, illustrations, etc.
3. Creating a unique name and hashtag for the campaign, relevant to the project.
4. Media buying on posts with budget set by the project.

#### **CARE Egypt is expected to:**

5. Provide the agency with clear understanding of the project in a meeting prior to implementation (with communication team & project team).
6. Give feedback on edits and changes before final submission.
7. Receive all needed graphic branding support; font, color scheme, logos.

### **Deliverables:**

- Social media strategy for campaign across platforms.
- Campaign visual identity.
- Graphic design templates for 5-8 posts. (Mix of posts with messages, quotes, awareness, tips, statistics and success stories, international days.)
- Campaign name, hashtags.
- Media buying on all campaign posts/videos and report of results with targeted reach and engagement numbers achieved according to the set budget for media buying. Total campaign engagement to reach 1 million across platforms.

### **Coordination and Reporting:**

The Consultant will report on progress to the Communication Department and Project Manager.

### **Work plan & Time Schedule:**

The consultant expressing interest in undertaking this task is required to set a work plan and time schedule for the design and execution of the video, while providing an overview of the entire process. The financial proposal should be presented in a breakdown of no. of crew, specific equipment to be used based on the objectives of the documentary.

### **Professional Skills and Experience**

#### **General Skills**

- Experience in creating professional and engaging advocacy and awareness campaigns for a social cause.
- Minimum of 5 years' experience in working on similar development projects.
- Experience in media buying.
- Experience in graphic design and illustration.
- Strong portfolio of previous campaigns.

### **Execution of Assignment:**

- Consultancy mission start and end date: From start of November to end of December.
- Applying agencies should send a portfolio along with financial proposal. The financial proposal is expected to be divided by line items.
- Any proposals received after the deadline mentioned, will not be considered.
- Please feel free to contact us via email **Mahmoud.Ali@cef-eg.org** for any further details or inquiries before the technical and financial proposal deadline.

- CARE Egypt will respond to applicants with its decision within 5-10 working days from the proposal deadline.
- CARE keeps all rights to accept or refuse any offer received without giving reasons.
- الفترة الإلكترونية is a must to apply.

### **Conditions of Implementation:**

Interested applicants should submit the following documents in their offers;

Financial Proposal: The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates.

CARE Egypt will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement

Consultant Professional Service Fees- may be subject to taxation

Consultant Administrative Costs – may not be subject to taxation

**The deadline for sending the financial proposal 11 September 2023**

### **Payment Schedule:**

All payments (done within 20 working days from invoice submission and linked with deliverables and timeline. No down payment (advance) is provided.

CARE Egypt foundation will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement. Thus, the financial proposal should include all taxes.