**Name of the project**

**Safety, Empowerment and Protection for Syrian and non-Syrian Refugees and Host Communities in Egypt**

**Terms of Reference**

**Consultancy title**

**Campaign about cyberbullying on social media**

**CARE Egypt Foundation (CEF):**

CARE Egypt Foundation for Development, registration no 833 for the year 2018 at the Ministry Of Social Solidarity in Egypt. CARE Egypt Foundation (CEF) is an Egyptian, non-governmental organization harnessing the legacy of CARE International in Egypt since 1954 to fight poverty and improve livelihoods. We envision Egypt as a place where everyone enjoys economic opportunities, equality and social justice. We empower women and girls by sharing our values amongst the private sector, government and civil society.

**Women’s Rights Program**

The Women’s Rights (WR) Program is designed to empower poor and marginalized women in Egypt who suffer from rights’ violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

The WR program works with the duty bearers to support their role to protect and uphold the rights of women, and also with the women to encourage them to understand voice and demand their rightful entitlements. The program works on three domains (agency, relations and structure) in order to empower poor women in Egypt to gain their rights. Through the focus on agency, women’s self-esteem and confidence are built, and women have increased financial independence to fulfill their potential as productive and income-earning members of their households and society. In addition, when power relations (families) are gender sensitive whilst tackling all forms of gender-based violence (GBV) within and outside the household, and when structures (social norms or laws) particularly in the area of personal status, domestic violence are reformed, passed and implemented, gender equality can be achieved.

The program has three themes, which are:

1. Tackling Gender-based Violence (GBV).

2. Women’s Social and Economic Empowerment.

3. Engaging Men and Boys (EMB).

**Safety, Empowerment and Protection for Syrian and non-Syrian Refugees and Host Communities in Egypt**

CARE proposes a 2-year project to create an enabling environment to change harmful gender norms thereby reducing SGBV and increasing child protection with interventions targeted at the individual, family, community and societal level. SGBV forms targeted include intimate partner violence, non-partner sexual violence, FGM, CEFM, and child sexual abuse and exploitation. Activities will follow CARE’s COVID-19 Standard Operating Procedures (SOPs), and will take place in person, if possible, strictly adhering to safety guidelines, or will shift to virtual and alternative implementation methodologies. CARE’s SOPs also ensure our programs uphold Sphere Protection Principles and Standards. A 2-year period is necessary to fully complete certain project components (i.e., livelihoods), further consult participants, and to build local authority capacities to take over the running of Women-Friendly Spaces.

**Consultancy Mission Description:**

Developing a strategy to launch a social media awareness campaign about cyberbullying and promoting a safe digital environment, ultimately aiming for digital safety. The strategy aims to empower the target audience to act constructively against cyberbullying, based on knowledge and rights, while linking cyberbullying to combating violence against women and girls. We aim to implement this campaign in August 2024.

**Target Audience:**

The campaign targets all nationalities in the communities and govern-orates where the project operates, including Greater Cairo, Damietta, and Alexandria.

**To make the campaign effective, it requires:**

1) Analyzing the current situation to determine the extent of cyberbullying prevalence in the target community and identify the most affected groups.

2) Identifying areas lacking awareness and support.

3) Developing a plan for sustaining the awareness campaign in different communities.

**Campaign Objectives:**

1) Increasing community awareness among the target audience about cyberbullying, including:

- Understanding cyberbullying and its types.

- The psychological and social impact of cyberbullying.

- How to deal with cyberbullying as a victim or witness.

- Preventing cyberbullying.

2) Striving to promote positive online behaviors and reduce negative behaviors.

3) Identifying support channels for cyberbullying victims.

**Consultant Responsibilities:**

1. Marketing:
2. Analyze the current situation determine the target audience and then develop a plan tailored to the target audience’s needs, identifying the most commonly used channels by the public.
3. Develop a strategic plan for the online bullying campaign (social media platforms).
4. Develop digital content for the cyberbullying campaign for each target audience.
5. Develop online awareness campaign activities.
6. Develop digital content for visual podcasts (providing resources and tips for victims on how to deal with bullying).
7. Create a strong campaign slogan using simple and clear language to increase reach to the target audience.
8. Participate in monitoring the social media company to implement and review the plan outlined by you.
9. Select designs for the awareness campaign.
10. Media production consulting includes: Strategy Development, Branding of Campaign, Desk Review, etc.
11. Brand visual identity design: Logo, Name, Slogan, Fonts, Colors, and Usage.
12. Podcast Production: 5 episodes (Visual podcast).
13. Desing for social media posts:
14. Creating Long Copy into different shorts [Situation Based].
15. Create Campaign slogan that works for both Video & Designs.
16. Direct and Shoot a Digital Commercial for the copy agreed on.
17. Photoshoot that refers to the same campaign to be used for designs later.
18. Post Production for the main copy and the different short ones.
19. Distributing content across various social media channels.
20. Scheduling posts on target channels during peak times.
21. Responding to comments and questions to encourage constructive dialogue.
22. Monitoring engagement with content and measuring reach.
23. Collecting feedback and suggestions to improve the campaign.
24. Preparing regular reports to measure the achievement of set goals.
25. Hold (2) meetings with the CARE team to review, discuss, and revise the strategic plan and digital content.

**Required competencies for the consultant:**

* 1. Experience in online awareness campaigns (sample of previous campaigns).
* 2. Experience in gender issues and women's rights.
* 3. Experience in writing digital content.
* 4. Previous experience working with refugees.
* 5. Previous experience dealing with diverse cultures and backgrounds.
* 6. Experience in podcast.
* 7. Experience in digital marketing and awareness campaigns.
* 8. Experience in friendly spaces for refugees and non-refugees.
* 9. Having of a legal advisor to insure compliance with lows and regulations related to cyberbullying.
* **Consultancy Level of Effort**

A total of (30) working days is foreseen for this assignment including preparation and reports.

**Execution of Assignment:**

* The campaign will executed on 15- September-2024
* Enable the engagement of multiple companies or consultants to complete the consulting task.

**Coordination and Reporting:**

The Consultant will report on progress to field supervisors who shall within 7 working days of receipt notify the Consultant of its decision concerning the documents or reports received, giving reasons should s/he reject the reports or documents, or request amendments.

**Conditions of Implementation:**

Interested applicants should submit the following documents in their offers:

1. Technical Proposal.
   * 1. A brief statement in understanding of the assignment, and general approach to it.
     2. A brief description of the methodology proposed to be used in the assignment, including techniques and tools,
     3. A capabilities statement of the consultant organization and/or brief description of relevant (similar) consultancies that would qualify for this assignment. This statement should be included as a separate annex, in addition to the five-page proposal.
     4. Consultant CV
     5. It should indicate a complete list of deliverables and a proposed time frame.
2. Financial Proposal:

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

CARE 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

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Daily Rate in EGP | Number Days | Amount |
|  |  |  |  |
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**Consultant Administrative Costs** – may not be subject to taxation

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Unit Cost in EGP | Number Days | Amount |
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Administrative Costs: Such costs could include transportation, air tickets, lodging, per diem, departure taxes, training logistics, enumerators, interpreters, etc. Note that per diem and lodging rates will be per CARE Egypt Foundation policy. No reimbursable expense in excess of \_\_\_\_\_\_\_\_\_ [Amount] (currency\_\_\_) shall be incurred without CARE's prior written approval. If Vendor travel reimbursement shall be made under this Agreement, then Vendor shall follow CARE's travel policies and be subject to CARE per diem rates.

**The evaluation will be based on the following criteria according to the submitted documents:**

|  |  |
| --- | --- |
| **Evaluation type** | **Percentage** |
| Qualifications | 10% |
| Service proposed (Methodology of work and expected results) | 30% |
| Experience (CV/ profile should be included) | 9% |
| Previous experience with CARE | 1% |
| Timeframe & commitment | 10% |
| Financial Evaluation | 40% |

*P.S. applications rated less than 40% in the technical evaluation will be excluded.*

**Deadline for sending the technical and financial proposal is 19 Aug. 2024**, **Financial proposal should include Taxes and other expenses (if any)**, to be sent to CARE Egypt Foundation –

Att. [Nermin.Kadry@cef-eg.org](mailto:Nermin.Kadry@cef-eg.org). With subject (pls. insert the TOR name/ project) \* any proposals received after the deadline mentioned, will not be considered. Thus, please ensure that the proposal should be received at CARE email inbox no later than **19 Aug. 2024** (11:59pm).  Please accept our apology for not giving any exceptions or accepting any justification for late receive.

Proposals will be assessed against weighted criteria that include understanding of the task; proposed methodology; previous experience and value for money.

CARE Egypt Foundation will respond to applicants with its decision within 5-7 working days from the proposal deadline.

CEF keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection.

**Payment Schedule:**

All payments (done within 30-45 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