

TERMS OF REFERENCE (TORs) FEMINIST OPPORTUNITIES NOW **GLOBAL COMMUNICATION CAMPAIGN**

1- CONTEXT AND JUSTIFICATION

The International Planned Parenthood Federation Africa Region ([IPPFAR](#)) is one of the leading sexual and reproductive health and rights (SRHR) service delivery organizations in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its 40 Member Associations and Collaborative Partners in 40 Sub-Saharan countries.

In 2022, IPPFAR received a funding from the French Development Agency (AFD) to implement the “[Feminist Opportunities Now](#)” (FON) project. With a total budget of €14 million over 4 years, this project is strengthening feminist movements in 10 countries (Columbia, Mexico in Latin America; Burkina Faso, Ethiopia, Cote d’Ivoire, Guinea, Kenya and Niger in Africa; and Bangladesh and Sri Lanka in Asia). Its objective is to build the capacity of women's movements, via sub-grants to feminist organisations, with a particular effort to reaching small, often non-registered, organisations to address and respond to gender-based violence (GBV) locally.

2- PRESENTATION OF THE MEMBER ORGANISATIONS OF THE FON CONSORTIUM

The consortium that is implementing this project is composed of the International Planned Parenthood Federation - Africa Regional Office (IPPFAR) as lead agency, Creating Resources for Empowerment and Action Inc. (CREA), Empow’Her (EH), the International Federation for Human Rights (FIDH) and Médecins du Monde-France (Mdm-FR).

The activities of this consortium are based on feminist principles and a deep commitment to the promotion of human rights and the fight against inequalities and discrimination, especially against women and girls. They have a great deal of experience in the themes of the project, mandates and complementary expertise that underpin the robustness of the holistic approach of the project.

[International Planned Parenthood Federation Africa Region](#) (IPPFAR) is part of the secretariat of [IPPF](#), a global network created in 1952 in India, and which today brings together 150 Member Associations and Collaborative Partners with a presence in over 146 countries. The IPPF is mobilizing to ensure that sexual and reproductive health and rights (SRHR) are considered as fundamental human rights. Its mission is to contribute to the improvement of the quality of life of women and men by acting for sexual health and rights at the political level and on the ground with the populations. In this sector,

IPPFAR works on Gender-Based Violence (GBV) and gives a privileged place to young people and adolescents, in particular through its Youth Action Movement programs and Centers of Excellence on Comprehensive Sexuality Education. IPPF also plays a role in capitalising on good practices in SRHR. It equally carries out support actions with its member associations and collaborative partners in terms of accompaniment and technical training. It promotes the exchange of experiences between its members, giving priority to South-South dynamics. IPPF is an essential link in the project on these various topics and will be able to benefit the consortium from its extended network, affiliate members present in the project countries, partners (local and international NGOs, United Nations agencies) as well as some parliamentarians allied with the Federation. The organisation, solid and experienced in the management exercise of consortia, whose dynamics and accountability it knows how to manage, will assume the role of leader of the consortium.

Médecins Du Monde (MdM-FR) is a medical association of international solidarity founded in 1980 and recognized as a public utility. Its purpose is to treat the most vulnerable populations, in situations of precariousness, crisis and exclusion all over the world and in France (Article 1 of the Statutes). MdM-FR is a member of an international network that brings together 16 national structures in Europe, Asia and the Americas. In 2019, the association implemented 111 programs in 35 countries (including 6 targeted by the project) with the objective of contributing to the effectiveness of health law and social justice. Since 2010, MdM-FR has made access to services and SRHR one of its priorities for action and advocacy. In particular, MdM-FR considers GBV as a breaking point in the continuum of SRHR care (especially in crisis contexts) and focuses on developing multidisciplinary prevention and response strategies - they aim to enable the identification of GBV survivors and their access to services (medical, psychosocial, socio-economic, protection...) according to their needs and to a partnership-based, rights-based and survivor-centred approach. Interventions revolve around the consideration of gender at all stages of the project cycle, the strengthening of people's capacities to act, and the promotion of individual freedoms. MdM-FR is an activist organisation that carries a strong political voice by promoting coalitions of common causes with civil society. MdM-FR is a member of the GBV sub-group of the IAWG on Reproductive Health in Crisis; and since 2018, the "Call to Action on Protection from gender-based violence in Emergencies".

EMPOW-HER (EH) is an organisation under French law that has been working since 2013 for the empowerment of women around the world by strengthening their freedom and their ability to strive. This translates into greater access for women to training services and support to help them strive and be actors in their own development. In this dynamic, two incubators were created, in Côte d'Ivoire in 2017, followed by Niger in 2018. Its historical profile as a "*start-up*" makes it the innovative organisation and incubator of creative and original ideas. In this regard, EH is working on entrepreneurial topics in connection with the actors of social innovation that it will take leverage within

the project, in particular on advising and supporting the unprecedented structuring of a financing mechanism to allow them to access sustainable and sustainable funds initiated and supported by the CSOs themselves. EH has a strong expertise in women's economic and social empowerment. It pays particular attention to the entrepreneurship of young women through the support and technical and organisational training of local structures for the implementation of projects of their own. It is also attentive to sustainable CSO financing, drawing on AWID's work and recommendations in this regard. The organisation also promotes "*cross-sector*" *animation*, conducive to exchanges and promoting the defence of women's rights.

[International Federation for Human Rights \(FIDH\)](#) is an international human rights NGO created in 1922. Established on a federative mode, FIDH brings together 192 national human rights organisations in 117 countries. Its main areas of intervention aim to strengthen the capacity for action and influence of actors at the local level while reaching out to other national and international stakeholders such as States, intergovernmental organisations, private actors, to remedy situations of human rights violations and promote equal access to rights for all. FIDH has recognized expertise in the defence of rights. Since its 2004 Congress, the protection and promotion of the rights of women and girls (DDF) including the fight against gender-based violence and in favour of SSRs has been adopted as a strategic priority and since 2006 has been included in its multi-year strategic plan, mobilising a dedicated team at headquarters. Multiple actions have been undertaken by FIDH and its CSO networks to improve women's rights, particularly in the countries targeted by the project. FIDH is positioned on documenting barriers to women's access to rights, and in particular access to justice for survivors of sexual and gender-based violence and advocacy, at different levels. Its rights-based approach is a real asset to the consortium, for analytical, legal and advocacy purposes.

[CREA](#) is an organisation registered in India and the USA in 2000 and working to create a more just world, where everyone achieves their autonomy, dignity and equality. Crea's goals are to: strengthen feminist leadership and movements; advance sexual and reproductive health and rights; address and respond to gender-based violence to develop and promote well-being, security and rights; defend and expand civic space and build collective resilience; and be an intersectional feminist organization, inclusive, accessible, diverse, innovative, collaborative and multigenerational. CREA has worked to build the capacity of core organisations, regional actors and allied movements in Bangladesh, Nepal, India, Myanmar, Kenya and Uganda. In addition, CREA provides sub-grants to small LGBT and sex worker organizations.

3- THE COMMUNICATION CAMPAIGN

For a 360 degrees implementation of the project, the FON consortium identified the need for a stronger and more strategic communication strategy to support the project's

goals and to ensure its key messages reach its various audiences effectively. This includes **developing a communication campaign**. As several communication products and initiatives are ongoing, **the consortium is seeking the services of a communication agency to develop, produce and roll out a 6-month communication campaign in *English, French, and Spanish***.

The communication campaign will be based on feminist principles; on a deep commitment to the promotion of human rights; on the fight against inequalities and discrimination, especially against women and girls in all their diversity; on the promotion of flexible, feminist funding; on compelling storytelling; on advocacy against GBV; and on decolonial approaches to communications and SRHR work.

4- THE EXPECTED DELIVERABLES:

The selected agency will be responsible for the following deliverables:

1. Social Media Video Production & Adaptation:

- **Production of 20 social media videos (60-90 seconds each):** This includes conceptualization, scripting (if needed), creation (illustrations or testimonies), and editing.
- **Subtitle creation:** Provision of accurate subtitles for all 20 videos to ensure accessibility.

2. Influencer Marketing:

- **Execution of 4 influencer collaborations:** Identification and engagement of one relevant influencer in each of the following regions: South Asia, East Africa, West Africa, and Latin America.
- **Influencer content integration:** Incorporation of influencer-generated content into the broader campaign.
- **Budget Management:** Management of a budget of USD 2,000 per influencer (total USD 8,000).

3. Social Media Content Curation & Scheduling:

- **Weekly Posting Schedule:** Execution of 3 posts per week across selected social media platforms for a duration of 6 months.
- **Content Repurposing:** Strategic repurposing and scheduling of existing video content, change stories, photo stories, and influencer content.

4. Social Media Visual Assets:

- **Development of Social Media Frames:** Creation of branded frames for TikTok and Instagram, leveraging platform templates with incorporated logo and design elements.

5. Social Media Takeovers:

- **Execution of Facebook and Instagram Stories Takeovers:** Implementation of platform takeovers, potentially managed by influencers depending on contractual agreements.

6. Written Content Development & Adaptation:

- **Creation of 6 Multi-Region Change Stories:** Development of articles based on existing testimonies gathered for video production.
- **Creation of 4 Photo Stories:** Development of photo stories (2 countries per region) utilizing existing testimonies and the provided image bank.

7. Community Management:

- **Audience Engagement:** Active monitoring and response to audience engagement across all relevant social media platforms.

8. Static Social Media Posts:

- **Creation of Static Posts:** Development of engaging static posts derived from existing campaign content and stories.

9. Final Campaign Report:

- **Comprehensive Report:** Submission of a final report encompassing the campaign strategy implemented, all developed products (videos, articles, etc.), quantitative metrics (reach, engagement, etc.), qualitative metrics (sentiment analysis, key learnings), and actionable recommendations/opportunities for future campaigns.

10. Media Engagement:

- **Securing 8 Media Features:** Obtaining one media feature in each of the target countries. ¹
- **Budget Management:** Management of a budget of USD 800 per media feature, with flexibility to account for varying media costs across regions. The agency is encouraged to leverage existing media contacts for cost-effective placements.

5- THE DIGITAL COMMUNICATION CAMPAIGN WILL BE DEVELOPED TO:

- **Raise awareness** on the work that the FON project has accomplished so far through the sub-granting to local civil society organizations in 10 countries.

¹ Burkina Faso and Niger are the 2 countries not included in this campaign.

- **Contextualise the issue of GBV** in the different regions covered by the FON project through the power of storytelling. Illustrations will be developed and used to visually harmonise the look and feel of all campaign products (videos, GIFs, static posts).
- **Communicate on the feminist approach** specific to the FON project by highlighting the successes and achievements of flexible funding to local and grassroots organisations.
- **Advocate** for feminist projects and for the prioritisation of funding for feminist activities/organizations. (diplomacy aid) put donors, Governments in the face of their moral responsibility.
- **Highlight the situation of key populations** that are more at risk of GBV (sex workers, women living in humanitarian crises, LGBTIQ+, internally displaced women, women living with disabilities, women living in extreme poverty), through the projects FON funds.
- **Showcase results and achievements.**

6- SUGGESTED APPROACH

- **The campaign messaging** will focus on empowering feminist organisations and their work using a positive, aspiring (as opposed to relying on pity/victimization to engage audiences), and global tone taking into account all regions through a decolonial lens. The messages will be human rights-based and follow a feminist approach.
- The campaign will roll out across Tiktok, Facebook, LinkedIn, Instagram and Youtube
- **The campaign products may rely on Value-Based Framing and will be developed around shared values** (e.g., justice, fairness, compassion, empathy, equality, community support, safety, care, moral urgency etc.) to influence and persuade audiences. Information is not the main factor that drives people's attitudes, beliefs and behaviours - People are driven by their emotions, they are inspired by hope and aspiration.
- **The power of storytelling and testimonies:** The campaign will have a strong storytelling component. Stories are one of the most powerful ways to influence audiences. They ignite our imagination, trigger our emotions, and counter our many forms of resistance, as we naturally drop our defences when we hear a story. Stories have been used for thousands of years to reinforce the dominant narrative, but they also have the power to break and change it.
- Sponsored Ads.
- **Ensure that the visibility of AFD and the French Ministry of Europe and Foreign Affairs** is put forward on all campaign assets.

The successful agency will be required to complete the free online self-managed course - [The Ethical Storytelling: How to write about Africa course](#) and will be expected to incorporate learnings from the course into the campaign development and products. This course will ensure the ethical representation of subjects from a decolonial lens.

7- TARGET AUDIENCE

Primary TA

- Donors/funders
- Feminist NGOs
- International Community of GBV advocates

Secondary TA

- General Public

8- KEY MESSAGES OF THE CAMPAIGN

- Direct feminist funding and accompaniment to feminist CBOs for social change works and should be encouraged
- Local solutions for local problems
- Capacity-strengthening is key to movement building
- Cross-movement intersectionality

9- THE CONTRACTED INSTITUTION IS REQUIRED TO HAVE THE FOLLOWING QUALIFICATIONS/EXPERIENCE:

- Full-service communications agency (PR, digital, media, design, audio-visual content production, digital content production).
- Proven expertise in content creation, digital marketing, behavioural change communications and awareness-raising campaign development and implementation, targeting global audiences but **from a decolonial lens.**
- Demonstrated experience in developing evidence-based key messages and human-interest based communication strategies and concepts around social causes, or health issues.
- Experience developing and implementing innovative, bold and engaging campaigns and content; experience in East and West Africa, Asia, and South America is an advantage.
- Experience in project management.
- Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics.

- Experience and ability to monitor and adapt campaigns for specific outcomes including behavioural change or proxy measures of behaviour change.
- Ability to produce content in English (50%), French (30%) and Spanish (20%).

10- AGENCY MANDATORY REQUIREMENTS

- Minimum of 3 successfully implemented communication campaign projects advocating around social or health causes.
- Proven ability in working/partnering with national/regional influencers, key Opinion Leaders, artists, human rights champions, women or youth-led organizations on digital activities that also revolve around social or health causes.
- Access to innovative tools and resources, and track record of innovative case studies (using mobile and digital).

11- AGENCY CORE SKILLS

- Ability to conceptualize, plan and execute innovative ideas.
- Responds positively and promptly to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.
- **Creativity:** All materials must be creatively done with the highest artistic and professional quality. The team must be willing to change designs based on feedback from the FON team. The team must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.
- **Comprehension:** The materials should be clearly understandable by the target population.
- **Appropriateness:** All creative works must be appealing and respectful to the heterogeneous culture of the targeted countries, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.
- **Persuasion:** The campaign materials are expected to be easily appreciated and retained by target audiences (persuading them to undertake the communicated message).

12- AGENCY DESIRABLE REQUIREMENTS

- Diverse team of international, regional and national talents, mainly from the Global South
- In-house production facilities.
- Commitment to contributing to global causes.
- Enforced code of ethics.
- Experience in establishing private-public partnerships.
- International mindset and operations.
- Experience working with NGOs, UN, and social enterprise clientele.
- Experience with campaigning in the global South.
- Experience delivering messages in different languages.

Staff Experience:

Experience of key team leader requirements

- High-level degree (Master, Phd or equivalent) in media studies, marketing, digital communications, sociology, anthropology, or related studies.
- 10 years of experience in communications/marketing, leading the design of innovative outreach strategies with INGOs, UN, or similar.
- Strong ICT4D experience.
- Outstanding and proven experience in project managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts.
- Exposure to human rights or health related themes in the communications context (e.g. health, environment, gender, nutrition).
- Outstanding capacity in working in multicultural context.
- Fluency in English and French required. Knowledge of Spanish is desirable.

Experience of key personnel requirements

- 3+ years of working experience in research, media, marketing, communications, digital, CSR, design.
- Experience working on communication campaigns locally, in the region, or internationally.
- Outstanding copywriting and storytelling ability.
- Fluency in English and French. Spanish is a plus.

13- APPLICATION PROCEDURE

Companies/firms are required to submit the following documents/information:

- A Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,

- Creative proposal indicating campaign strategy, draft model of visual identity, key deliverables, expected outcomes.
- **Financial proposal not exceeding a ceiling of €50,000, including 20% withholding tax if the firm is outside Kenya and 5% if within Kenya.**
- Copies of audited accounts for the previous three years
- Copy of valid Tax Compliance Certificate,
- Copy of current TIN (Tax Identification Number), and/or a TCC (Tax Compliance Certificate); For non-Kenya based firms, Copy of Certificate of Registration/Incorporation from Registrar of Companies,
- Copy of Business permit (if applicable)
- At least three samples of similar work deliverables achieved.
- Demonstrate availability of appropriate skills among staff in sufficient numbers and experience in the region and attach their CVs

NB: IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

Applications must reach IPPF Africa Regional Office through email address ippfarbids@ippf.org latest by **29 June 2025**.