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Awareness Campaign on Climate Change Risks and Implications in Anbar Governorate

1. Background

Iraq is among the countries most affected and vulnerable to climate change globally. In addition, the country is the fifth most vulnerable to reduced water and food availability, extreme temperatures, and associated health problems. Data forecasts predict that by 2050, there will be a 10% decrease in precipitation and an increase in temperature of 1°C. This is expected to cause a 20% reduction in freshwater availability, meaning that almost one-third of Iraq's irrigated land will have no water. Iraq will remain amongst the hottest countries, with some of the highest temperature increases in the region in the coming decades. In addition, the country's vulnerabilities to climate change, severe environmental degradation and mismanagement of natural resources are putting its ecosystem in danger of collapsing. This will threaten water and food security, biodiversity, and the country's long-term stability.

In response to the impact of climate change, Oxfam in Iraq is implementing a project titled: **"Anbar Climate - Participation, Research, Adaptation & Planning"**, in Anbar governorate, supported by GIZ, aims to raise awareness of climate change risks and implications in Fallujah, Heet, and Ramadi. The objective is to engage local government representatives and community members in dialogue and foster behavioral changes that contribute to climate resilience.

As part of this project, the Oxfam team aims to support the local authorities to lead an awareness campaign, through a consultancy process with a media agency, targeting various community segments, including youth, women, and local authorities, using both digital and traditional channels to ensure broad coverage and impactful messaging.

2. Purpose of this Assignment:

The purpose of this assignment is to design and implement a comprehensive awareness raising campaign - in Anbar governorate focusing on Ramadi, Heet, and Fallujah districts, to:

- a. Raise awareness among community members and local government on climate change impacts, focusing on water conservation and climate-friendly practices.
- b. Promote behavioural change regarding resource management, including water and energy at household and community levels.
- c. Enhance local government capacity to lead and sustain future awareness initiatives.

3. Scope of Work

The consultant/firm will:

1. Design the campaign strategy in collaboration with Oxfam and government representatives, ensuring relevance to Anbar's socio-cultural context.
2. Develop content for various media (social media posts, videos, radio spots) and street billboards, or any other relevant content in consultation with the local stakeholders (local authorities).
3. Engage local influencers and community leaders to promote the campaign.

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4. Organize and manage dissemination of campaign materials through digital and offline channels.
5. Actively engage government representatives at all stages of the campaign to enhance their skills, enabling them to sustain future awareness initiatives independently.
6. Monitor and evaluate campaign effectiveness and make adjustments as needed.

4. Deliverables

The consultant/firm will be responsible for developing and disseminating the following:

1. Inception Report to Oxfam: Including methodology, detailed work plan, and stakeholder mapping.
2. Content Package: High-quality multimedia materials (social media posts, short videos, radio spots, posters, leaflets, etc.), and street billboards that would stay beyond the campaign duration in Heet, Ramadi and Fallujah districts.
3. Capacity Strengthening: At least one on-the-job coaching session for government representatives on campaign management, while representing the initial campaign strategy. As well as another session during the validation workshop of the campaign strategy.
4. Campaign Dissemination: Execution of the campaign across identified channels, this should be agreed upon in consultation with the government representatives.
5. Final Report: Documenting campaign outcomes, lessons learned, and recommendations for sustainability.

No.	Item	Quantity	Notes
1	Inception report	1	Including methodology, detailed work plan, and stakeholder mapping.
2	Billboards	12 (4 per district)	High quality billboards of 2m x 3m in dimensions; installed in Heet, Ramadi, and Fallujah districts in consultation with the government representatives and the local authorities. (Please provide pricing for both regular billboards, and LED billboards powered by solar panels).
3	Posters (A3)	150	A3 Size of high quality, 300g paper, non-sticky, to be posted in climate change affected communities of Ramadi, Heet and Fallujah Districts.
4	Leaflets	900	A4 sized leaflets, 200gm paper, to be distributed to the affected communities of Ramadi, Heet and Fallujah Districts, by distribution in popular areas.

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5	Social media	Through six popular pages	Disseminate the campaign's awareness messages to the local communities through three popular social media pages/influencers who are highly viewed by Anbar communities
6	Radio Spot Messages of 30 seconds for each campaign message that would be developed in coordination between the contracted party, government representatives and Oxfam.	Package for a month (20 Jan – 20 Feb)	Daily broadcast of the messages, on three radios, 10 different times during the day and evening.
7	Short video messages for social media and TV (each video of 20 seconds up to 45 seconds max)	3	For social media and TV broadcasting purposes. The video messages to be advertised on 3 popular TVs.
8	Documentary video	1	One video of 6-8 minutes of length; reflecting the campaign from the preparation stage to the final stage of it. The video should delve into the importance of the campaign through people's testimonials from stakeholders, including the government representatives, Oxfam project staff, and local community members to help in producing a documentary video about the campaign, its importance, and any learnings as an outcome of the activity.
9	A final report about the campaign	1	A report about the campaign reflecting the campaign, the methodologies used, the importance of such campaigns, reached audiences, testimonials, recommendation and conclusions.

5. Logistics, Budget, and Constraints

The Consultant/firm will be fully responsible for implementing and coordinating the assignment and should cover all the costs related to the deliverables mentioned above. Supported by Oxfam, the consultant/firm will be responsible for coordinating with relevant government representatives (committee members), during the campaign period as they lead this campaign which is carried out by the consultant/firm.

6. Time Frame

The assignment should start when the contract is signed by January 8, 2025, and would include 32 working days. The timeline will be refined based on the consultant's work plan and shouldn't exceed February 23, 2025.

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7. Knowledge and Experience

The following key technical requirements will be taken into consideration when assessing consultants' technical competencies:

- University degree in relevant fields, including communications, development studies, journalism, or other relevant fields.
- Expertise in multimedia content creation and dissemination.
- The consultant/consultancy agency should have proven previous experience in conducting similar assignments in Iraq and/or in the MENA region.
- Excellent knowledge of the context of climate change in Iraq and the challenges facing the country's communities in the areas of target.
- The presence of the consultant in the field to implement the campaign, data collection, and validation workshop.
- Excellent communication and writing skills in English and Arabic.
- The consultancy team should include team members who can cover the required deliverables, from the data collection and campaign strategy development, to report and content production.

8. Scoring criteria for selection of the service provider/consultant

	Criteria	Weight %
Technical		
1	Methodology and Work Plan	20
2	Experience: Minimum of 3 years of experience conducting similar assignments, including the leading team/members' presence to carry out the activity as mentioned under points 3 and 4.	20
3	Knowledge of the context and stakeholder engagement plan: proven experience and knowledge of the scope of the assignment in Iraq.	20
4	Team Composition & Roles	10
Technical Total		70%
Financial proposal (Clear and detailed budget breakdown.)		30 %
Total		100 %

Offers that score less than 45/70% in the technical offers will not be considered for financial evaluation.

9. How to apply:

Interested individuals or consultancy firms with relevant experience and skills based on the ToR can submit their Expression of Interest (EOI), including the following:

- Cover letter of no more than 1 page introducing the consultant/company and intention to deliver the assignment. The cover letter should also indicate the consultants' availability for the proposed period.

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- The technical proposal should provide details on the proposed methodology responding to the ToR and the deliverables; capacity in line with the competencies required for the assignment, including references to experience with similar assignments and providing relevant work samples; CVs of the team directly involved in the assignment, including their specific roles.
- The technical proposal should include examples/samples of previous similar work, and also give an actual overview of how the task would be carried-out.
- Detailed work plan.
- The financial proposal includes a one-page budget of the offer, covering all major anticipated costs.
- Statement on the willingness to follow Oxfam's Code of Conduct and guidance regarding safe programming.

Please submit, as soon as possible, the EOI and other documents to procurementiraq@oxfam.org.uk with the title **Awareness Campaign on Climate Change Risks and Implications in Anbar Governorate** in the subject line no later than **January 4, 2025**. **EOIs will be evaluated on a rolling basis until the consultant/firm is selected.**

All technical questions or clarifications should be sent to procurementiraq@oxfam.org.uk no later than **December 30, 2024**. Interested applicants can collect the Terms of Reference (TOR) at Oxfam in Iraq's Erbil Office or Anbar Office in Ramadi starting from **December 22, 2024** (during working hours). Alternatively, the Oxfam Logistics team can send the ToR via email upon request.

10. Deadline for submission of offers:

The deadline for submitting the offers is **January 4, 2024** (17:00 hr. Iraq Time.).