

ANNEX II: TERMS OF REFERENCE

1. BACKGROUND INFORMATION	2
1.1. Partner country	2
1.2. Contracting authority	2
1.3. Country background	2
1.4. Current situation in the sector	3
1.5. Related programmes and other donor activities	4
2. OBJECTIVES & EXPECTED OUTPUTS	4
2.1. Overall objective	4
2.2. Specific objectives	5
2.3. Expected outputs to be achieved by the Contractor	5
3. ASSUMPTIONS & RISKS	6
3.1. Assumptions underlying the project	6
3.2. Risks	7
4. SCOPE OF THE WORK	7
4.1. General	7
4.2. Specific work	8
4.3. Project management	11
5. LOGISTICS AND TIMING	12
5.1. Location	12
5.2. Start date & period of implementation	12
6. REQUIREMENTS	12
6.1. Personnel	12
6.2. Office accommodation	17
6.3. Facilities to be provided by the Contractor	17
6.4. Equipment	17
6.5. Incidental expenditure	17
6.6. Lump sums	18
6.7. Expenditure verification	18
7. REPORTS	19
7.1. Reporting requirements	19
7.2. Submission & approval of reports	20
8. MONITORING AND EVALUATION	20
8.1. Definition of indicators	20
8.2. Special requirements	20

1. BACKGROUND INFORMATION

1.1. Partner country

The Philippines

1.2. Contracting authority

Delegation of the European Union to the Philippines

1.3. Country background

The European Union Delegation to the Philippines (EUD) was officially opened on 15 May 1991 following the influx of official development assistance to the country after democracy was restored in 1986. In 2018, in spite of a certain impasse in the relations with the Duterte administration over human rights and the war on drugs, the Partnership and Cooperation Agreement (PCA) entered into force. This instrument provides an enhanced legal framework for bilateral relations. Under the PCA, there are three specialised subcommittees: (i) on Development Cooperation, (ii) on Trade, Investment and Economic Cooperation and (iii) on Good Governance, Rule of Law and Human Rights, allowing the European Union (EU) and the Philippines to maintain regular high-level discussions on areas of mutual concern. The creation of a fourth sub-committee on Maritime Cooperation, is currently being considered. 2024 will mark the 60th anniversary of this partnership, as EU-Philippines started in 1964, long before the opening of the EUD.

In December 2021, the EU approved its Multiannual Indicative Programme for the Philippines for 2021-2027. The document allocates EUR 147 million to fund development cooperation programmes in two main areas of intervention: Resilient Green Economy and Green Jobs, and Peaceful and Just Society and Good Governance. With this new cooperation strategy, the EU gives continuity to its already long-term engagement in the Philippines on Governance and Peace initiatives, but also chooses to support the country in its strategic decision to move towards a more environmentally-sustainable and resilience-oriented economic development, which is indeed in line with the EU's own priority to address the environmental challenges our world is facing. Bilateral EU-Philippines development cooperation is complemented by projects financed through regional and thematic programmes and instruments that are often implemented by civil society organisations addressing social issues, environment, indigenous people rights, human rights, gender equality, local governance, peacebuilding, and migration, and contributing to strengthen the role of civil society in the country's governance.

The Philippines also continues to benefit from the Generalised Scheme of Preference plus (GSP+) trade preferential treatment. GSP+ grants full removal of tariffs on two thirds of all product categories as a special incentive to support the fulfilment of the Sustainable Development and Good Governance. Negotiations on a new GSP regulation are currently underway in Brussels.

The EU is a long-standing advocate for Human Rights in the Philippines. The strategic lines for joint EU-Member States engagement in this field are set in the EU Action Plan on Human Rights and Democracy (2020-2024) which reaffirms its commitment to advance universal values. In the Philippines, besides supporting CSOs projects on human rights issues and democracy through grants and through its bilateral cooperation, the EU has an active role in promoting democracy and human rights through its public diplomacy actions and ad hoc diplomatic demarches.

Gender equality is also an overarching priority of the EU in all its external programmes. In 2021, and jointly with Member States on the ground, the EU Delegation prepared a Country Level Implementation Plan for the EU's global Gender Action Plan III, identifying gaps and areas of engagement wherein EU can collectively play a significant role. Gender is also mainstreamed in all the EUD's cooperation programmes.

Since 2021 EU follows a Team Europe approach. As mentioned above, during the COVID-19 pandemic the EU and the Member States teamed-up to provide a joint response to this global

emergency and were collectively a major contributor to the COVAX Facility (the Philippines was a recipient country). It was then decided that the joint approach should be applied to the EU's external cooperation in general, including for example the identification of initiatives to which several Member States and the EU Delegation would contribute through their own particular instruments (be it loans, grants, etc.) so as to generate transformative change. Team Europe is about sending a strong message on EU's added value and addressing jointly various geopolitical issues that require collective action. In the Philippines, a Team Europe Initiative (TEI) is being prepared on Green Economy –i.e. linked to the priority 1 of the EU's cooperation programming for 2021-2027.

Multilateralism – including support of other development partners- is also a key approach of the EU worldwide, as it is understood as the only way that sustainability and transformational change can be achieved. In the Philippines this is also the case, and many of the EU's projects or actions engage a number of different multilateral donors.

Finally, the EU's relations with the Philippines are framed by the Global Gateway (GG). The GG is the EU's blueprint to external relations in the current tense geopolitical era, in which universal values and rules-based order are increasingly questioned while there are significant global challenges that need to be tackled multilaterally. This comprehensive strategy aims to make the EU's a positive offer by boosting major investments that are in line with partners' needs, but which also promote EU values, standards and interests. The aim is to build stronger international partnerships of equals which create links and not dependencies, by contributing to the strengthening the EU's partners' resilience (be it environmental, economic, political or social) and autonomy. The Indo-Pacific Strategy further translates this approach to particular priorities for this region. The main concepts under this strategic approach relate to democratic values and good governance, green economy catalysing private sector investment, ocean governance, security cooperation and connectivity (digital, trade, transport, energy, people-to-people).

1.4. Current situation in the sector

The EU is one of the largest contributors to the Philippines in terms of development cooperation funds; jointly with the EU Member States, it is also the largest grant donor. In terms of economic relations, the EU as a whole is the fourth largest trading partner for the Philippines and one of the largest sources of direct investment in the country. During the pandemic, the EU Member States donated about 30 million vaccines and, in addition, the EU was a major contributor of COVAX, which supplied vaccines for 20% of the population. Finally, the EU is one of the most important donors providing humanitarian assistance to the Philippines in cases of serious natural disasters.

However, the EU has a much smaller public presence in the imaginary of the Philippine public than what its real involvement should warrant. This often translates in a limited capacity to influence decision making in areas strategic for EU's interests. The EU has a prominent role in setting the multilateral agenda for the advancement of work on a number of global issues, such as for example the fight against climate change and the promotion of environmentally sustainable growth, and having an adequate political leverage with counterparts such as the Philippines is essential to advance them.

Delegations have not always managed to keep a strategic approach when communicating on the EU's role and relations with the host countries; messages/actions on the different portfolios (political, trade, cooperation and culture) have not necessarily been complementary, sometimes not even coherent. Also, in terms of the EU's development cooperation, and although in theory each Delegation provided communications/visibility supervision, the pre-existing model, with programmes/projects' communications managed by each implementing partner (NGO, national institution, etc.), resulted in a piece-meal approach to communications, and has not generated a perception of our support commensurate to its size and wide scope.

The Commission and the EEAS have highlighted this situation, and have put forward the new “Whole of Delegation” approach to strategic communications and public diplomacy to address it. The WoD requires each Delegation to define a single Strategic Communications and Public Diplomacy Plan bringing together all of our actions, and giving a more central role to the Delegation which is to

define a set of core objectives and messages and manage communications centrally, measuring results through pre-defined Key Performance Indicators (KPIs).

The Delegation to the Philippines embarked in 2023 in the design of that Strategic Communications Plan with the support of professional services. The Overall Communication Objective that should be achieved through the Plan –whose design is ongoing- is to re-assert the positioning of the EU as a strategic and reliable partner for the Philippines, a partner of reference. The present Contract will provide services and expertise to implement that Plan, monitor its results, and do any necessary adaptations, as well as help the EU Delegation in the Philippines, develop awareness of strategic communications and visibility, expertise/knowledge of platforms and tools adapted to the needs of its staff –and implementing partners- in line with their respective roles, and procedures to handle decision making in communications.

The branding of the EU in the Philippines should be based on the following elements (which are further defined in the Strategic Communications Plan and could be further refined during the consultancy):

- a. The EU is a reliable, steadfast and strategic partner that operates on a value-based platform that is largely shared with the Philippines, and has a strong commitment to addressing many of the key challenges the Philippines faces including climate change, green recovery, Rule of law, peace and security.
- b. As an ally in a complex and multi-polar global order, the EU offers respectful and qualitative partnerships of equals, which connect Europe and the Philippines creating links not dependencies.
- c. The EU engages with the different stakeholders involved in the governance of a plural society: government, businesses, researchers, and civil society. The EU also sees the empowerment of women and youth as key for the advancement of society, and promotes their participation through its programmes/actions.

The Global Gateway “umbrella”, should be an important element of our branding in the Philippines as the underlying narrative which helps explain what the EU does, and why.

1.5. Related programmes and other donor activities

Other development partners, international organisations and foreign countries have representation in the Philippines. As explained under section 1.2 above, the EU Delegation aims to achieve an influence and awareness amongst the general public in the Philippines commensurate with its engagement with the country in terms of trade, investment, development cooperation, etc. This will partly entail comparing performance on communication indicators with those of other agencies or countries. Team Europe Initiatives to be implemented in the Philippines (“Enhanced Digital Connectivity” and “Circular Economy and Plastic Waste Management for the Philippines”), will entail the need to define/coordinate visibility/communications with the EU Member States involved. Regional initiatives, such as the ASEAN Green TEI, and the Pan-Asian Sustainable Consumption and Production (SCP) TEI, might also need to be appropriately reflected in communication efforts towards the Philippines.

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

The overall objective (Impact) to which this action contributes is:

To enhance the EU's reputation and influence as a strategic and reliable partner to the Philippines, through more effective communication and visibility of EU's principles and values, external policies and actions, by implementing the Strategic Communications Plan of the Delegation of the EU to the Philippines.

2.2 Specific objectives

The specific objectives (Outcomes) of this contract are as follows:

- Specific objective (Outcome) 1:

Raise Awareness and Understanding on the European Union's plans, programs, projects, and activities, amongst the general public in the Philippines, to elicit interest and support in its key areas of work on trade, development cooperation, peace and security, human rights, and climate and sustainability and fostering a clearly identifiable brand for the EU in the Philippines, anchored in the concept of partnership and the alignment of strategic interests with those of the Philippines.

- Specific objective (Outcome) 2:

Increase the EU Delegation's profile with government stakeholders and institutional development partners to effectively champion and deepen the EU's mutual partnerships with the Philippines.

- Specific objective (Outcome) 3:

Improve the capacity of the EU Delegation to the Philippines to handle its strategic communications (a decision-making structures and teams to handle communications are set up, general awareness of staff about communications objectives and key messages, and improved knowledge of staff on the use of tools relevant to produce photos, to communicate with media, improve engagement and alignment of communications by implementing partners, etc.).

2.3 Expected outputs to be achieved by the Contractor

The expected outputs of this contract are as follows:

Outcome 1:

Output 1: A social media campaign is designed and implemented.

Output 2: Graphic design/audiovisual production: Produced relevant and relatable imagery to be used across all communication channels to connect with the audience and convey the EU's brand identity. Ensure the visibility of the EU's brand elements in all communication materials and collaterals of projects, programs, and activities supported by the EU by reiterating clear branding guidelines that internal and external partners must follow. Production of collaterals/promotionals for general public, and some specifically for high-level dignitaries. Design and printing of visibility materials.

Output 3 (also contributes to Outcome 2): Writing/reporting/seeding: Prepare stories to be pitched to the media organizations that illustrate the impact of the EU's work on individuals, communities, and the country. These stories can help make the EU's work more relatable and emotionally resonant and will sometimes include the development of the articles, or the photographs video coverage, or cover mobilisation costs of journalists.

Output 4 (also contributes to Outcome 2): Event Organizing: Organize national and local events to promote the EU's work in the Philippines in collaboration with existing institutional and development partners. It may include developing project-level IEC activities that may be used to promote the extent of EU's assistance in a variety of areas to the country.

Output 5 (also contributes to Outcome 2): Influencer/Key Opinion Leaders Partnerships: Identify and help manage-from a communications perspective-collaborations with influencers (general public) or key opinion leaders (general public + key stakeholders) to create conversations about the EU's priority areas of work. These individuals can help reach new audiences and increase engagement with the EU's content.

Output 6 (also contributes to Outcome 2): On the basis of the KPIs identified under the Strategic Communications Plan to be provided by the Delegation (the Contractor can propose revisions on the basis of expert advice) set up an ongoing monitoring framework. The monitoring framework will include the monthly revision of performance analytics of social media platforms; regular social listening/social media scans, and two brand perception surveys. Progress against KPIs will be reported monthly.

Outcome 2:

Output 1: Developing Thought Leadership through podcasts: Produce podcasts in partnership with Filipino podcast creators that examine and deep dive into issues related to EU policies, plans, programs, (e.g. trade, human rights, development cooperation, sustainability, climate change, gender equality, etc.).

Output 2: Media Events and Coverage: Organise workshops/lunches, etc. to brief media on the EU and its role in the Philippines, or on newsworthy developments, organise press conferences to talk about pressing issues and topics within the EU's priority areas of support. Prepare dossiers with relevant data, case studies, or expert opinions to help journalists portray the EU's activities in a compelling way.

Outcome 3:

Output 1: Communications Training: Organise and deliver at least two training workshops for EUD staff - per year (primarily programme managers but also other EUD staff).

Training needs will be assessed regularly and the assessment will inform the preparation of the training workshops. The EUD has already pre-identified the following indicative needs: 1) knowledge of the messaging used by the EUD and the need to stay on message; 2) how to define realistic objectives for sector/topic-related communication and visibility activities; 3) drafting of speaking points for public events (preparing speeches, interviews, interaction with journalists/media events); 4) engaging with social media: designing/writing effective posts and analysing impact; 5) use of apps and other tools to produce attractive content; 6) cellphone photography/videography for social media; 7) assessing the communication and visibility plan of programmes and projects; 8) media coaching; 9) understanding the sensitivities associated to visibility and communication work; managing and mitigating risks. The Contractor will also provide on-demand, real time tutoring/advice to EUD staff in preparation to, during, and after field visits, events and outreach activities.

Output 2: Communications training for grants/projects funded by the EU, and for EU Member States engaged in Team Europe Initiatives: the Contractor will review a representative sample of projects/programmes' communication and visibility plans and conduct up to two training workshops per year for the communication and visibility focal points of EU funded programmes and projects (implementers), to support them in the implementation of quality communication and visibility actions (focus on storytelling, production of quality visuals, putting people at the center, need to mainstream gender in our communications, etc.); develop synergies amongst programmes and project's visibility and communication actions; ensure coherence with the overarching communication and visibility strategy of the EUD.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Target groups will be interested in, and open to, learning about the EU if they are made properly aware, through exposure to relevant ideas, initiatives and activities that reflect their own interests;

- Constructive, positive and mutually respectful engagement around the EU, its principles, values and the shared interests/potential areas for partnership with the Philippines, will lead to and increased interest in and affinity for the EU itself;
- The overarching political climate will remain favourable and the relations between the EU and the Philippines will continue.
- Institutions implementing funding under the 2021-2027 MIP, or otherwise engaging with EU's programmes and policies, are open to the EUD's requests regarding the importance of promoting the EU's support to the Philippines and therefore participate and cooperate with the EU Delegation in attaining the objectives of this contract.

3.2. Risks

The main risks underlying the implementation of this project are:

- *Risk:* A major crisis (i.e. economic, political, security) or negative/controversial developments in other policy areas (i.e. trade) could affect the Philippines' views of the European Union. *Mitigation:* the Contractor will need to build a risk management strategy into its management of the EU Delegation's communications, with appropriate channels for decision making, and to proactively monitor arising issues that negatively affect the EU's image/perception in the Philippines and propose measures to address them. Overall, and in consultation with the EU Delegation, the Contractor will have to ensure that all messaging is clear, coherent, and coordinated across the spectrum of EU policies through the implementation of the contract and associated activities.
- *Risk:* Political interests result in defamation campaigns against the EU. *Mitigation:* same as above and proactive management of social media accounts (community management).
- *Risk:* Difficulties in ensuring the impact of outreach activities. *Mitigation:* The Contractor should develop and use regular monitoring and evaluation methods/tools to identify this issue and ensure appropriate expertise to identify new channels/tactics/content needed to address the lack of results, thus adapting the content produced and/or the strategic communications plan if needed.
- *Risk:* Misinterpretation of messages due to language barriers or cultural differences. *Mitigation:* The Contractor will ensure its team has sound knowledge and understanding of the Philippine's context and language.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

As stated under section 1.5 above, work on the Strategic Communications Plan for the EU in the Philippines 2023-2027 is already ongoing. The main lines of action proposed are already reflected in this Terms of Reference as Outcomes and Outputs. The Contractor will provide services and expertise to implement this Plan-including the production of any necessary communications materials; monitor its progress and the achievement of communications results, and do any necessary adaptations on the basis of that monitoring. The Contractor will also help the EU Delegation in the Philippines develop awareness of strategic communications and visibility; expertise/knowledge of platforms and tools adapted to the needs of its staff in line with their respective roles, and procedures to handle decision making in communications (through specialised training, coaching, etc.).

Tasks will include –amongst others- researching and writing copy to be used in different platforms (articles, social media), design and production of audio-visual materials, planning and managing of social media platforms (including the generation of its content, analytics, digital marketing strategies,

etc.), organisation of events, production of podcasts, etc.; monitoring and analysing performance of communications against KPIs; setting up of a risk management strategy; and training of staff/project implementing partners/EU Member States participating in Team Europe Initiatives on communications/visibility of EU support.

4.1.2. Geographical area to be covered

The geographic area to be covered is the Republic of the Philippines. Although the expert team will be based in Manila, they will be required to travel to provinces in the Philippines, including hard-to-reach areas, where the EU Delegation has projects or for which missions with EU authorities are being conducted.

4.1.3. Target groups

Target groups will differ depending on the action/activity. The design of each action/activity shall be adapted to the selected target groups. Target groups to consider will be the following (the Strategic Communications Plan will propose a prioritization of audiences):

- General public in the Philippines, with a special focus on the youth
- Government authorities, including at sub-national levels
- Civil Society Organisations, International NGOs
- Media, decision makers, local influential actors and academia
- Private sector, Business chambers
- International Organisations and other Development Partners
- Recipients of EU funds
- Academia, research institutions/think tanks

4.2. Specific work

At the onset of the contract's implementation, the Contractor should prepare for EUD approval a general Implementation Plan for the EU Delegation to the Philippines, covering the term until the end of the assignment. This general Implementation Plan should be in line with the EU Strategic Communications Plan to be provided to the Contractor by the Delegation, and shall be regularly updated.

In addition to this general Implementation Plan, the Contractor should prepare for EUD approval more detailed Annual Action Plans with specific actions (at the latest by the month of November of the previous year) in line with the objectives of the EU Strategic Communications Plan.

The Contractor will provide a detailed methodology as part of the submission of the offer taking the expected outputs. The main actions expected per output are indicatively:

Outcome 1

Output 1: Development and implementation of a social media campaign:

1.1 Development of IEC materials (copy, photographs, videos, graphics, animations, etc.)-showcasing the EU's main areas of work in the Philippines. This includes producing online content that simplifies and laymanizes the different EU projects, and programs and policies, such as for example GSP+, the MIP 2021-2027 and the programmes under it, the Gender Action Plan and other thematic areas of work.

1.2 Design of a boosting/marketing strategy -with appropriate monitoring- to widen reach and engagement, while taking into account resource limitation. The budget necessary to carry out this boosting should be covered within the present contract. The main target of this campaign should be the general public as defined in the EUD Strategic Communications Plan.

Output 2: Production of relevant and relatable imagery to be used across all communication channels to connect with the audience and convey the EU's brand identity:

2.1 Ensure the visibility of the EU's brand elements in all communication materials and collaterals of projects, programs, and activities supported by the EU by reiterating clear branding guidelines that internal and external partners must follow.

2.2 Creation of a database of the EUD's audiovisual materials by thematic focus/programme.

2.3 Production of collaterals/promotionals for general public, and some specifically for high-level dignitaries. Printing of visibility materials (posters or such).

Output 3: Writing/reporting/seeding:

3.1 Prepare stories to be pitched to the media organizations that illustrate the impact of the EU's work on individuals, communities, and the country. These stories can help make the EU's work more relatable and emotionally resonant and will sometimes include the development of the articles, or the photographs video coverage, or cover mobilisation costs of journalists.

Output 4: Event Organizing:

4.1 Organize national and local events to promote the EU's work in the Philippines in collaboration with existing institutional and development partners. It may include developing project-level IEC activities that may be used to promote the extent of EU's assistance in a variety of areas to the country.

Output 5: Influencer/Key Opinion Leaders Partnerships:

5.1 Identify and help manage –from a communications perspective- collaborations with influencers (general public) or key opinion leaders (general public + key stakeholders) to create conversations about the EU's priority areas of work. These individuals can help reach new audiences and increase engagement with the EU's content.

Output 6: Setting up of a monitoring framework (designing and implementing):

6.1 On the basis of the KPIs identified under the Strategic Communications Plan provided by the Delegation (the Contractor can propose revisions on the basis of expert advice). The monitoring framework should include the regular revision of performance analytics of social media platforms, and a mix of news and social media listening/scans and brand perception survey. Traditional media monitoring is done by the Delegation in house. Progress against KPIs will be reported monthly.

Outcome 2:

Output 1: Developing Thought Leadership through podcasts:

1.1 Produce podcasts in partnership with Filipino podcast creators that examine and deep dive into issues related to EU policies, plans, programs, (e.g. trade, human rights, development cooperation, sustainability, climate change, gender equality, etc.).

Output 2: Media Events and Coverage:

2.1 Organisation of media events and helping secure coverage:

2.2 Organise workshops/lunches, etc. to brief media on the EU and its role in the Philippines, or on newsworthy developments,

2.3 Organise press conferences to inform media about newsworthy developments.

2.4 Prepare dossiers with relevant data, case studies, or expert opinions to help journalists portray the EU's activities in a compelling way.

Outcome 3:

Output 1: Communications Training for EUD staff:

1.1. Organise and deliver at least two training workshops for EUD staff — per year (primarily programme managers but also other EUD staff). Training needs will be assessed regularly and the assessment will inform the preparation of the training workshops. The EUD has already pre-identified the following needs:

- 1) knowledge of the messaging used by the EUD and the need to stay on message;
- 2) understanding how to define realistic objectives for sector/topic-related communication and visibility activities;
- 3) drafting of speaking points for public events (preparing speeches, interviews, interaction with journalists/media events);
- 4) engaging with social media: designing/writing effective posts and analysing impact;
- 5) use of apps and other tools to produce attractive content;
- 6) cellphone photography/videography for social media;
- 7) assessing the communication and visibility plan of programmes and projects;
- 8) media coaching;
- 9) understanding the sensitivities associated to visibility and communication work; managing and mitigating risks.

1.2 The Contractor will also provide on-demand, real time tutoring/advice to EUD staff in preparation to, during, and after field visits, events and outreach activities.

Output 2: Communications training for grants/projects funded by the EU, and for EU Member States engaged in Team Europe Initiatives:

2.1 Training for grants/projects funded by the EU: The Contractor will conduct up to two training workshops per year for the communication and visibility focal points of EU funded programmes and projects (implementers), to support them in the implementation of quality communication and visibility actions (focus on storytelling, production of quality visuals, putting people at the center, etc.); develop synergies amongst programmes and project's visibility and communication actions; ensure coherence with the overarching communication and visibility strategy of the EUD. As an input to prepare the trainings, the Contractor will review a representative sample of projects/programmes' communication and visibility plans.

For All Results:

The Contractor will ensure that:

- Communications products will always need to be sensitive of the Philippine's context and targeted audiences. Some products may also need to be written in Tagalog or other languages in the country.
- Ensure Consistent Messaging: Communicate the EU's values and principles consistently through all communication channels, including social media, email, and events.
- There is no overlapping but rather complementarity with the visibility and communication actions of individual programmes and projects;
- The rights-based approach (RBA) is clearly mainstreamed in communication and visibility, and due consideration is given to key issues of poverty reduction, human rights and the rule of law, good governance, gender equality, inclusion and the intersectionality of such issues. Accessibility to people living with disability and indigenous people should be duly considered.
- Incorporate an environmentally friendly and socially empowering communication and visibility policy and practices (e.g. paper/plastic-free products, procurement through social enterprises, fair trade producers and others meeting standards etc.). This is of particular importance for the production of promotionals/collaterals.
- The Contractor shall comply with the latest instructions/branding guidelines issued by the EU headquarters.

4.3. Project management

4.3.1. Responsible body

The European Union Delegation to the Philippines.

4.3.2. Management structure

The contract will be managed by the Communication & Visibility Officer of the Cooperation Section of the EUD, "the Project Manager", working in collaboration with the Cooperation Section, the Press and Information Section, and with the active involvement of the Head of Cooperation, Head of the Press and Information Office and the Head of Delegation.

4.3.3. Facilities to be provided by the contracting authority and/or other parties

No office, secretarial, communication, logistical, transport or visa facilities are to be provided by the EU Delegation.

The Contractor may contact the Project Manager to access the premise of EU Delegation when required (for consultations or meetings).

5. LOGISTICS AND TIMING

5.1. Location

The operational base of the project will be in Manila (the Philippines). Experts are expected to be present in the Philippines. Any exception will have to be requested to the Contracting Authority in advance and be subject to a written prior approval from the Contracting Authority. The expert team will be required to travel to provinces in the Philippines, including hard-to-reach areas. For Key Experts 1 and 2, an average of 3 mission days out of Manila -but in the Philippines- per month should be considered when preparing the timetable of work.

5.2. Start date & period of implementation

The intended start date is 02 January 2024 and the period of implementation of the contract will be 48 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

Following the successful implementation of the contract and subject to the availability of funding, the contracting authority may, at its own discretion, extend the service contract in duration and/or scope up to the estimated amount of EUR 750,000.

6. REQUIREMENTS

6.1. Personnel

Note that civil servants and other staff of the public administration, of the partner country or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key experts

Key experts have a crucial role in implementing the contract. These terms of reference contain the required key experts' profiles. The tenderer shall submit CVs and statements of exclusivity and availability for the following key experts:

Key expert 1: Team Leader and Resident Communications Advisor/Strategist (minimum 440 working days)

Role and main responsibilities (included, but not limited to the following)

- Responsible for day-to-day management of the project, and of the experts (both key and non-key) under the guidance of the EU Delegation and EU Programme Manager, and for maintaining a close cooperation with the EU Delegation and with project stakeholders;
- Responsible for developing the implementation plan and the pipeline of project activities, including by: proactively supporting the identification, definition and planning of activities, and by drafting specific terms of reference when necessary for the implementation of activities, as well as monitoring progress against both activities calendar, and communications KPIs;
- Ensures effective coordination, timely implementation, overall coherence and relevance of the implementation plan and project activities, paying particular attention to alignment with EU policies, interests, and messages;

- Ensures quality control and review of all deliverables and of other experts' work, as well as the quality of the results-based reporting, including monitoring and evaluation of project outputs and outcomes according to the logical framework;
- Oversees the integration of a gender and human rights based approach, and social inclusion perspective in the implementation of the strategic communications plan;
- Provides regular briefings to the EU Delegation and to the EU Programme Manager whenever requested;
- Provides advice and analysis on the progress of the implementation of the communication plan and of the attainment of the EU Delegation's communication objectives and suggests changes when necessary;
- Organises and facilitates trainings on communications related subjects for the EU Delegation or for projects implementing EU funding, or others;

Qualifications and skills

- Minimum Master's degree in a relevant discipline (communications, journalism, advertising or a related field) or in its absence, at least 5 years of experience in addition to the minimum general professional experience;
- Excellent interpersonal, communication and facilitation skills;
- Strong analytical skills and computer literacy;
- Written and oral proficiency in English and Tagalog is required.

General professional experience

- At least 8 years of experience in the design and implementation of Communications strategies, Public Relations, Public Diplomacy strategies;
- At least 5 years of experience leading teams in the public and/or private sector. This should include Experience in project and human resource management.

Specific professional experience

- At least 2 years of experience in implementing communication strategies that included the use of social media;
- At least 1 year experience working in on communications for the public sector, preferably for international organisations/development cooperation agencies;
- Understanding of the political, socio-economic and cultural context in the Philippines is required;
- Strong proven network in the Philippine media society;
- Proven track record in the monitoring/evaluation of effectiveness and impact of communication strategies;
- Experience carrying out trainings on communications is an asset.

Key Expert 2: Creative Director (minimum 220 working days)

Role and main responsibilities (included, but not limited to the following):

- Conceptualize and oversee the development of visual and written content, including but not limited to branding materials, campaigns, videos, social media content, and other communication materials;
- Directing the work of designers, copywriters, and other creative professionals to produce high-quality work;
- Craft compelling copies for various creative assets, such as print materials, digital content, videos, and social media campaigns that would resonate with various audiences, effectively communicating the EU's impact, outcomes, and actions;
- Conduct research and stay updated on social issues, trends, and innovative approaches to ensure the EU's messaging and creative elements remain relevant and impactful;
- Ensure consistency and coherence in the EU's visual and verbal messaging across various platforms and channels. Ensure that all creative deliverables adhere to brand guidelines and ethical standards;
- Collaborate closely with internal stakeholders, including the EU Delegation, subject matter experts, to gather insights and feedback, and incorporate them into the creative process.
- Qualifications and skills: University degree in any of the following fields: Fine Arts, Visual Communication, Architecture, Media Studies, Media Arts, Mass Communication, Journalism, or Public Relations;
- Excellent digital and graphic design skills;
- Written and oral proficiency in English and Tagalog is required;
- Knowledge of the Philippines' market/intended communication audiences.

General Professional Experience

- At least 6 years of experience in the design and implementation of Communications strategies, Public Relations, marketing strategies.

Specific Professional Experience

- At least 4 years of hands-on experience in the creative process, marketing, graphic design and brand development;
- At least 3 years of experience in directing teams of graphic designers, copywriters and videographers, etc.;
- Proven record in writing and designing unique and well-crafted copies;
- Proven record of creative visualisation from storyboarding to execution of communication campaigns.

Key expert 3: Digital marketing specialist (minimum 220 working days)

Role and main responsibilities (included, but not limited to the following):

- Develop and execute digital marketing strategies to raise awareness and expand the EU Delegation's online presence;
- Implement and optimize digital advertising campaigns, including social media (Meta and Twitter) ads, to reach target audiences and drive conversations;

- Manage social media campaigns platforms (Meta and Twitter) to engage the target audience and drive meaningful conversations;
- Collaborate with the Creative Director to help develop compelling and impactful content, including videos, infographics, and other multimedia assets;
- Monitor and analyse digital marketing metrics and key performance indicators (KPIs) to measure the effectiveness of campaigns and make data-driven recommendations for improvement;
- Generate insights and reports by using data analytics platforms and tools to inform decision-making for the improvement of the implementation of digital advertising strategies;
- Plan and execute email marketing campaigns, including co-crafting engaging e-newsletters content;
- Monitor and respond to comments, and inquiries across social media platforms to foster a positive online community.

Qualifications and skills

- University degree in a relevant discipline (communications, journalism, advertising or a related field) or in its absence, at least 5 years of experience in addition to the minimum general professional experience;
- Excellent interpersonal, communication and facilitation skills;
- Strong analytical skills and computer literacy;
- Written and oral proficiency in English is required.

General professional experience

- At least 6 years of experience in the design and implementation of communications strategies, Public Relations, or marketing strategies.

Specific professional experience

- At least 3 years of experience planning and implementing digital advertising in the public and/or private sector;
- At least 1 year experience working in on communications for the public sector, preferably for international organisations/development cooperation agencies;
- Understanding of the political, socio-economic and cultural context in the Philippines is required.

All key experts need to demonstrate in-depth knowledge and experience of the local media landscape, public relations, event management, etc., to support the definition and implementation of communication activities

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

6.1.2. Non-key experts

The profiles of the non-key experts for this contract are as follows:

Junior experts (160 work/days):

Qualifications and skills

At least a Bachelor's degree or, in its absence, equivalent professional experience. The specific terms of reference will further define the required education sector and type, as well as the duration of the equivalent experience (the latter must be above the general professional experience duration defined below), and other skills;

Professional experience

At least 6 years' general experience relevant to the policy area; the specific experience and technical skills required shall be specified further in the specific terms of reference.

All non-key experts under this contract must be fluent in written and spoken English, and will be considered as junior. The specific terms of reference may specify additional language skills.

Among others, the following roles are envisaged for the non-key experts, to be further defined and proposed by the Contractor depending on the project activities:

Copywriter, Multimedia Designer, Social Media Community Manager, Graphic Designer, Layout Artist, Gender and Communications Specialist, Communications Trainer.

CVs for non-key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles.

The Contractor must select and hire other experts as required according to the profiles identified in the organisation & methodology and/or these terms of reference. It must clearly indicate the experts' profile so that the applicable daily fee rate in the budget breakdown is clear. All experts must be independent and free from conflicts of interest in the responsibilities they take on.

The selection procedures used by the Contractor to select these other experts must be transparent, and must be based on pre-defined criteria, including professional qualifications, absence of conflict of interests, language skills and work experience. The findings of the selection panel must be recorded. The selected experts must be subject to approval by the contracting authority before the start of their implementation of tasks.

6.1.3. Support staff & backstopping

The Contractor will provide support facilities to their team of experts (back-stopping) during the implementation of the contract. **This must include secretariat, logistical, procurement support locally for the smooth implementation of the services. Activities are expected to vary in duration and intensity during the course of the contract, and the Contractor must ensure that support services are timely available so that experts can focus on their core expertise functions. The ability of the Contractor to provide support and equipment for experts in the course of the contract will be very important for its success.**

Backstopping and support staff costs must be included in the fee rates.

6.2. Office accommodation

Office accommodation / workspace of a reasonable standard for each expert working on the contract is to be provided by the contractor.

. The costs of such office accommodation/workspace are to be covered by the fee rates.

6.3. Facilities to be provided by the Contractor

The Contractor must ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities, in the case of the Team Leader, this entails that he/she receives support on the **procurement of professional services**. The Contractor must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

6.5. Incidental expenditure

The provision for incidental expenditure covers ancillary and exceptional eligible expenditure incurred under this contract. It cannot be used for costs that should be covered by the Contractor as part of its fee rates, as defined above. Its use is governed by the provisions in the general conditions and the notes in Annex V to the contract. It covers:

- Travel costs and subsistence allowances for missions, outside the normal place of posting, undertaken as part of this contract. If applicable, indicate whether the provision includes costs for environmental measures, for example CO₂ offsetting.
- Rental costs: facilities such as venue, event related equipment;
- Advertising costs: in social media (“boosting”), print advertisements / paid media;
- Domestic travel & meals costs for journalists in the Philippines.
- Production of collaterals/promotionals, printing of visibility materials.
- Cultural / entertainment costs such as moderators, masters of ceremony, bands, artistic / performing groups;
- Catering for events;
- Stationary for events.

The provision for incidental expenditure for this contract is **EUR 292,000**. This amount must be included unchanged in the budget breakdown.

Per diem are daily subsistence allowances that may be reimbursed for missions foreseen in these terms of reference or approved by the Contracting Authority, carried out by the Contractor’s authorised experts outside the expert’s normal place of posting. The per diem is a maximum fixed flat-rate covering daily subsistence costs. These include accommodation, meals, tips and local travel, including travel to and from the airport. Taxi fares are therefore covered by the per diem. Per diem are payable on the basis of the number of hours spent on the mission. Per diem may only be paid in full or in half (no other fractions are possible). A full per diem shall be paid for each 24-hour period spent on mission. Half of a per diem shall be paid in case of a period of at least 12 hours but less than 24 hours spent on mission. No per diem should be paid for missions of less than 12 hours. Travelling time is to be regarded as part of the mission. Any subsistence allowances to be paid for missions undertaken as part of this contract must not exceed the per diem rates published on the website –

https://international-partnerships.ec.europa.eu/funding/guidelines/managing-project/diem-rates_en - in force at the time of contract signature.

The contracting authority reserves the right to reject payment of per diem for time spent travelling if the most direct route and the most economical fare criteria have not been applied.

Prior authorisation by the contracting authority for the use of the incidental expenditure is not needed, with the exception of:

- Domestic travel & meals costs for journalists in the Philippines.

6.6. Lump sums

Lump sums should be considered for the following indicative activities:

Activity 1 (corresponds to output 1, and PARTLY outputs 2 and 3, under Outcome 1):

- The professional production (videography, photographic coverage, editing, etc.) of the audio-visual products required for the implementation of the communications plan that may include the production of audiovisual spots, other audiovisual material (e.g. coverage of missions from EUD staff to projects/programmes).

Activity 2 (corresponds to output 6 under Outcome 1)

- Carrying out of brand perception surveys and social listening/social media scans.

Activity 3 (corresponds to output 1 under Outcome 2)

- Production of podcasts

The details per activity are as follows:

DESCRIPTION OF DELIVERABLES	UNIT	NO. OF UNITS
<i>Activity 1</i>		
Photo production (including coverage and editing) for events inside Metro Manila for 1/2 day engagement	per event coverage	100
Photo production (including coverage and editing) for events outside Metro Manila (min. of 3 days coverage)	per event coverage	24
Video production including field shoots and editing but no required animation	per minute of duration	16
Video production with required animation (photographs/video footage to be provided by EU)	per minute of duration	16
Video production (consists solely of animation)	per minute of duration	16
Video production with a combination of field shoots and animation	per minute of duration	16
Social media cards including research, ideation and editing for EUD platforms (Facebook, Twitter, Instagram, EUD website)	per media card	384
<i>Activity 2</i>		
Brand perception survey: 1000 respondents and nationwide implementation; every two years	per survey	2

Social listening/social media scan:		
Will able to get the sentiments of the audiences/followers; will also include comparison with other development partners present in the Philippines	per survey	8
<i>Activity 3</i>		
End-to-end production of podcasts:		
Narrative/Documentary Style Full Production • Narrative/documentary style podcasts with multiple interviews per episode, complex sound design, and scripting.	per podcast episode	16

6.7. Expenditure verification

The provision for expenditure verification covers the fees of the auditor in charge of verifying the expenditure of this contract in order for the contracting authority to check that the invoices submitted are due. The provision for expenditure verification for this contract is **EUR 30,000**. This amount must be included unchanged in the budget breakdown.

This provision cannot be decreased but can be increased during execution of the contract.

7. REPORTS

7.1. Reporting requirements

Please see Article 26 of the general conditions. Interim reports must be prepared every six months during the period of implementation of the tasks. The narrative report should be based on the monitoring and evaluation system set up in the contract, using the general Implementation plan to be prepared by the Contractor, and the respective annual work plans. It will also include information on the monitoring of the performance of the communications actions against the communications KPIs set for the assignment. The narrative report must be provided along with the corresponding invoice, the financial report and an expenditure verification report defined in Article 28 of the general conditions.

There must be a final report, a final invoice and the financial report accompanied by an expenditure verification report at the end of the period of implementation of the tasks. The draft final report must be submitted at least one month before the end of the period of implementation of the tasks. Note that these interim and final reports are additional to any required in Section 4.2 of these terms of reference.

Each report must consist of a narrative section and a financial section. The financial section must contain details of the time inputs of the experts, incidental expenditure and expenditure verification.

To summarise, in addition to any documents, reports and deliverable specified under the duties and responsibilities of each key expert above, the Contractor shall provide the following reports:

Name of report	Content	Time of submission
Inception report	Analysis of existing situation, general Implementation plan for the duration of the contract and work plan for the first year of implementation.	No later than 1 month after the start of implementation

6-month progress report	Short description of progress against the achievement of the results as spelled out in the general Implementation Plan, the respective annual work plan and against the communications KPIs set in the monitoring framework. The progress report (technical and financial) should include problems encountered; planned work for the next 6 months accompanied by an invoice and the expenditure verification report.	No later than 1 month after the end of each 6-month implementation period.
Draft final report	Short description of the achievement of the results as spelled out in the general Implementation Plan and against the communications KPIs set in the monitoring framework. The draft final report should include a description of the problems encountered and recommendations.	No later than 1 month before the end of the implementation period.
Final report	Short description of the achievement of the results as spelled out in the general Implementation Plan and against the communications KPIs set in the monitoring framework. The final report should include a description of the problems encountered and recommendations; a final invoice and the financial report accompanied by the expenditure verification report.	Within 1 month of receiving comments on the draft final report from the project manager identified in the contract.

7.2. Submission & approval of reports

One original for each of the reports referred to above must be submitted to the project manager identified in the contract. The reports must be written in English. The project manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

Performance indicators for this contract will be those set out in the contract (and any updates required by the baseline assessment). Indicatively, these will measure:

- Whether the activities identified in the Communication and Visibility Strategy/Action Plans are effectively and efficiently implemented;
- Communication targets have been met at the level of the specific objectives set out in these terms of reference.

8.2. Special requirements

N.A.

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