



## **INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE**

### **ANNEX B**

**TO THE CONTRACT NO. \_\_\_\_\_**

#### **TERMS OF REFERENCE**

#### ***Developing, producing and implementing digital communications campaigns for the Libyan House of Representatives***

##### **1. Background**

The International Institute for Democracy and Electoral Assistance ('International IDEA') and the European Union have entered into an agreement to implement a project to support Libya's House of Representatives ('HoR') for 3 years. The Action seeks to support the HoR's Secretariat General (the 'Diwan') through the following outputs:

- Enhanced Research Capacity of the Diwan;
- Enhanced Capacity of the Diwan's organization, management and administration functions;
- Enhanced capacity of Diwan staff to support the HoR's legislative functions;
- Enhanced capacity of Diwan staff to support the HoR's oversight functions;
- Enhanced capacity of Diwan staff to support the HoR's representation and citizen engagement functions;
- Enhanced Diwan collaboration with other parliaments for the purposes of capacity development and knowledge-sharing.

Through these outputs, the aim is for the Diwan to become better equipped to help strengthen the effectiveness of the HoR. That enhanced capacity will in turn help (i) improve the accountability of democratic institutions in Libya such as the HoR, as well as (ii) allow the HoR to exercise its legislative, oversight, and representation functions such that it can become transparent, inclusive, responsive, and accountable to Libyan citizens. The achievement of these objectives will contribute to the Action's overall goal: to foster a functioning, rights-based, participatory and representative democracy in Libya.

International IDEA launched the project in Libya in June 2022. A number of International IDEA staff from Tunisia and Libya are responsible for implementing the project and conducting the activities over a period of 36 months.

##### **2. Objectives of the Assignment**

Within the framework of this project, International IDEA will help the Diwan design, develop, and implement two separate but interlinked nationwide digital public outreach campaigns to increase public awareness of the HoR and the Diwan's day-to-day work and priorities. The project aims to launch the first campaign no later than one month from the award of implementation contracts. The second campaign will be launched after the end of the first campaign, and it will last until April 2025. The main objectives of the campaigns will be to:

- A. Improve the Libyan public's overall awareness and perception of the work of the HoR and its Diwan.
- B. Enhance citizens' awareness of the role of the HoR particularly as it relates to the transitional period that Libya is going through and ongoing efforts to reunite the country.
- C. Highlight ways in which citizens can engage with the HoR and its Diwan.
- D. Deliver messages to key societal segments including women, youth and marginalized groups including persons with disabilities.
- E. Indirectly provide Diwan staff with capacity development on how to implement similar campaigns in the future.

### **3. Scope of Work**

For contractual purposes, the assignment will be divided into **two lots**:

- **Lot 1**: Developing the Diwan communications strategy, the digital campaign strategy, the graphic charter, all the printed and other communication materials in EPS/ai format, and developing the Diwan's new visual identity.
- **Lot 2**: Designing and implementing two (2) multi-channel digital campaigns through relevant social media including diversified digital products for social media, in line with the Diwan strategy and graphic charter under Lot 1.

**Interested agencies may apply for one or both lots.**

The scopes of work for each of the two lots are as follows:

- **Lot 1**

The contracted company will be responsible for:

- (i) Undertaking initial consultation sessions with the International IDEA Communication and the Digital Strategy expert, IDEA team and the Diwan Staff to develop a vision for the communication strategy.
- (ii) Delivering the Diwan communications and awareness strategy.
- (iii) Developing the creative concept for the digital campaigns including, but not limited to, the visual identity of the campaign and the graphic charter for the two campaigns.
- (iv) Producing designs for non-digital tools such as notepads, folders, roll-ups, and business cards.
- (v) Producing videos and tags: produce several short videos to be used in the campaigns. The videos must be of high quality and must use various production methods/technologies such 2D/3D animation, whiteboard, documentary style, behind-the-scenes, testimonials and/or actors. All videos must have simultaneous sign language interpretation and subtitles embedded within the video. The number of videos to be produced will be decided later based on the campaigns' strategy, quoted costs for each video and available budget. For procurement purposes, the bidding company must deliver a proposal that includes a minimum of 10 videos.

- **Lot 2:**

The contracted company will be responsible for:

- (i) Undertaking consultation sessions with the communication company (Lot 1), International IDEA Communication and Digital Strategy expert, International IDEA team, and the Diwan Staff to develop a vision for the implementation of the digital outreach campaigns, in line with the Diwan strategy and graphic charter under Lot 1 and the brief provided by International IDEA.
- (ii) Identifying digital outreach target groups and targeted social media to reach Libyan citizens in general in all Libyan governorates, and different target group segments, such as youth and women, persons with disabilities and ethnic minorities including Amazigh.
- (iii) Developing proposed digital outreach materials.
- (iv) Delivering an “editorial calendar” in line with the above strategy detailing the schedule of campaign activities and posts.
- (v) Ensuring an effective dissemination of digital products, monitoring the campaign success metrics to substantially increase followers, subscribers, and engagements with HoR’s social media accounts and measuring the impact of the digital campaigns utilizing digital performance indicators and other evaluation methods.
- (vi) Supporting the Diwan in managing the HoR’s social media accounts and creating new ones as needed. This will also include copywriting support in drafting texts for social media posts.
- (vii) Deploying corrective actions and possible adjustments during the implementation of the digital campaigns to improve results.
- (viii) Digital tools: The selected company will propose and produce videos and visual tools to be disseminated digitally such as photos with graphics or slogans or GIFs or social media posts in line with the global strategy and graphic charter as conceived by the communications agency (Lot 1). For procurement purposes the bidding company must deliver a proposal that includes a minimum of 10 videos and 10 visual tools.

#### **4. Deliverables and Reporting Requirements**

- **Lot 1**

- (i) A detailed project plan, including a schedule of activities and technical details on production technologies to be used.
- (ii) The Diwan communications strategy and awareness digital strategy document.
- (iii) The overall creative concept for the awareness campaigns including logo, graphics, slogans and a “graphic charter” for the campaigns.
- (iv) Designs for non-digital items such as roll-ups, folders, notepads and business cards.
- (v) Video spots: As outlined in the scope of work, the company will produce and deliver various video spots using different production techniques (The number of videos to be produced will be decided later based on the campaigns’ strategy, quoted costs for each video and available budget).

- **Lot 2**

- (i) An implementation plan for the digital campaigns in line with the strategy conceived by the communication agency and content produced by them in Lot 1. Other ideas developed may be accepted.
- (ii) An editorial calendar or publication plan for social media.
- (iii) Digital tools: producing the videos and the visual tools to be disseminated digitally throughout the two (2) digital campaigns' implementation such as photos with graphics or slogans or GIFs or social media posts in line with the global strategy and graphic charter as conceived by the communications agency.
- (iv) Launch and monitoring of the digital campaigns:
  - Reports on the progress and implementation of the campaigns. Reports must include evaluation tools and digital performance indicators.
- (v) Deployment of corrective actions and possible adjustments during the implementation of the digital campaigns.
  - Regular monitoring reports on campaigns' results and proposed adjustments.

## **5. Management and Organisation**

The implementing company will report to the IDEA Programme Manager and all work and contact with the Diwan staff must be handled by the IDEA Programme Manager. The agency is required to be impartial and to maintain professional confidentiality.

The language that will be used for all activities, presentations, and substantive working documents for the Diwan will be exclusively in Arabic.

- **Lot 1**

Developing the Diwan communication strategy, the digital campaign strategy, the graphic charter, all the printed and other communication materials and developing the Diwan's new visual identity in collaboration with IDEA experts, the IDEA team and Diwan staff and will: (a) Be part of the meetings/working sessions/discussions; (b) help to ensure that substantive developments and decisions are properly integrated into subsequent activities; and (c) maintain continual follow-up with IDEA experts and team. The agency will continuously coordinate with IDEA staff and the other experts, if necessary, and participate in coordination and evaluation meetings with the Diwan staff.

- **Lot 2**

The agency will design and implement two (2) multi- channel digital campaigns through relevant social media including diversified digital products for social media, in line with the Diwan strategy and graphic charter under Lot 1 in collaboration with IDEA experts, the IDEA team and Diwan staff and will: (a) Be part of the meetings/working sessions/discussions; (b) help to ensure that substantive developments and decisions are properly integrated into subsequent activities; and (c) maintain continual follow-up with IDEA experts and team. The agency will continuously coordinate with IDEA staff and the other experts, if necessary, and participate in coordination and evaluation meetings with the Diwan staff.

## **6. Communication and follow up**

The winning company/s will be awarded a framework contract with a sealing based on their offer and the available budget allocated for this assignment. After signing the contract, a kick-off meeting will be held with the contractor to discuss and agree on the assignment details and steps. The result of this meeting will be added to the service order.

After signing the service order the contractor may start work on the agreed assignment.

### **Duration of Assignment**

**Tentative timeframe:** Tentative timeframe: the campaigns will be divided into two distinct but sequential campaigns. It is anticipated that all planning, designing, and content production for the first campaign will conclude within one month from the award of the contract - approximately in December 2024. The first campaign will then be publicly launched and implemented from January 2025 until February 2025. During the implementation of the first campaign, continuous evaluation of the campaign's impact will be conducted to inform the production of all content for the second digital campaign. Development/production of the second campaign will, therefore, last from February to March 2025, while the launch and implementation will take place in March 2025.