



**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANCY SERVICES,  
COMMUNICATION AND DESIGN CONSULTANT**

POST TITLE:	Communication and Design Consultant
AGENCY/INSTITUTION	Nnabagereka Development Foundation
DUTY STATION	Kampala, Uganda with travel to the Field
CONTRACT DURATION:	3 Month (Until August 2023)
SERVICES/WORK DESCRIPTION	Communication and Design Services
SUBMISSION DEADLINE	19 <sup>th</sup> May, 2023
EXPECTED START DATE	1 <sup>st</sup> June 2023

## I. INTRODUCTION

The programme on “Harnessing the Power of Cultural Leadership as a key driver for Peace, Development, Social Transformation and attainment of the Sustainable Development Goals (SDGs) in Uganda: Revival of Obuntubulamu”, will be launched in August 2023.

The programme, which is a joint initiative of the Nnabagereka Development Foundation (the Foundation) and the United Nations Development Programme (UNDP), seeks to revive ethics and integrity using the cultural concept of ‘OBUNTUBULAMU’ as a tool for development. The ‘Obuntubulamu’ cultural values resonate with the principles of good governance (respect, equity, participation, accountability and transparency) which are a requisite for building peaceful and inclusive societies.

There are prospects for this programme to be escalated to the continental level for implementation in other African countries through the good offices of the African Union Development Agency (AUDA-NEPAD).

In view of these plans and developments, the Nnabagereka Development Foundation in partnership with UNDP is seeking the services of a Communications and Design Consultant to support the preparatory work of The Foundation for the formal Launch of the programme and presentation of the programme to the African Union.

## II. BACKGROUND

The Foundation with support from UNDP has been developing a Tool for a values-based approach to Peace and Development. *Obuntubulamu, Kit Martir, Kura Matira, Ubuntu* is the cultural value system that guides all aspects of life, individual responsibilities and the upbringing of children. It stems from the humanist African philosophy of ‘Ubuntu’ common to the Bantu people of Eastern, Central and Southern Africa. It implies a high sense of community and compassion and a bond of sharing that connects all. It refers to good behaviour in relation with other people; in other words, behaving well towards others. It is grounded in the principles of reciprocity, community, caring, and good conduct. The Tool is intended to restore ethics and values through a revival of *Obuntubulamu*.

The need for the Revival of Obuntubulamu arises from the recognition of the impact that Uganda’s turbulent political history has had on the entire nation and its different ethnicities. This history has partly contributed to the destruction of cultural values and the moral fabric of society.

The reconstruction and recovery efforts following the war have not yet adequately addressed the psychosocial recovery needs of the population. While bricks and mortar were used to rebuild the nation, the loss of ethics and cultural values, which were attached to the cultural institutions, cultural leadership and grooming of citizens, remained forgotten. As a result, there is a general loss of values and ethics.

The Nnabagereka Development Foundation shares the growing acknowledgement of the loss of ethics and values in society and that culture is a missing link in development and governance. With the reinstating of cultural institutions in Uganda in 1993, following a gap of twenty-seven (27) years since the abolition of cultural institutions in there is opportunity to revive cultural values such as Obuntubulamu, working through the cultural institutions.

The Foundation conducted a series of consultations with a variety of groups including, the Foundation's Trustees and Governance Board members, academia, business people, development partners, officials of the Buganda Kingdom Government, representatives of other kingdoms and cultural institutions; and graduates of the Ekisaakaate Kya Nnabagereka (EKN)<sup>1</sup> to prepare for the development of the programme for the *Revival of Obuntubulamu*.

#### **Partnership with Cultural Institutions**

The Foundation has held a number of consultations with cultural leaders from the kingdoms of: **Acholi, Alur, Buganda, Bunyoro** and **Busoga** and secured their commitment to partner in the programme for the revival of values and ethics. The cultural leaders confirmed the universality of *Obuntubulamu* across cultures and provided translations of *Obuntubulamu* in their languages:

- ❖ Acholi; **Kit Martir**
- ❖ Alur; **Kura Matira**
- ❖ Buganda; **Obuntubulamu**
- ❖ Busoga; **Obuntubulamu**
- ❖ Bunyoro; **Obuntu**

They agreed on the need to harness the power of cultural leadership to revive cultural values in their regions in Uganda as a means to reviving ethics, restore peace and ensure sustainable development. The different cultural institutions have embraced the concept and started informally to incorporate *Obuntubulamu* in their kingdom activities.

#### **Target of Revival of Obuntubulamu**

There is general consensus that the whole nation of Uganda needs to be targeted. There is also agreement that priority should be given to children and young people as they are the future. It is, however, also agreed that without targeting their influencers including parents, teachers, political and civic leaders, it will not be possible to impact on the young.

The identified target groups include: Cultural leaders; parents; school teachers; Faith - based leaders; civic and elected leaders; youth and children, men and women.

#### **Obuntubulamu Curriculum**

A Tool Planning Framework was identified for a four-sided Adaptable Tool to be used in the promotion and 'evangelisation' of *Obuntubulamu* in different settings.

The Curriculum development process has elaborated the different elements of the Adaptable Tool Planning Framework including: i) Descriptions of the different target groups; ii) Definitions of terminologies; iii) Design of the Tools for Personal Growth; for a Single Cultural context; and a Multi-cultural context; iv) Adaptation of the Ekisaakaate Kya Nnabagereka curriculum to selected target groups; v) Production of multi-media orientation and training support materials; vi) Production of Case Studies; vii) Production of Games; and viii) Production of literature, promotional and marketing information.

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<sup>1</sup> Ekisaakaate kya Nnabagereka, the 'Royal enclosure' is the name given to the social transformation youth camps organized for 6 to 18 year olds to ground them in positive culture, social and life skills.

With this background and in preparation for the formal Launch of the Revival of Obuntubulamu Programme in August 2023, and the presentation of the Programme to the African Union, UNDP is recruiting a Consultant to be based at the Nnabagereka Development Foundation to support the Foundation to prepare for these events.

### **III. SCOPE OF WORK**

With overall reporting to the Foundation Manager, the Consultant will undertake the following tasks:

1. Support the Foundation in developing and implementing a Communications Strategy for the Launch and delivery on the Obuntubulamu Programme
2. Review relevant literature on the conceptualisation of the Obuntubulamu Programme and the designed Adaptable Tool for the orientation and training on Obuntubulamu values
3. Review the Obuntubulamu messages developed for the dissemination of Obuntubulamu values through Mass and Social Media
4. Manage communications and visibility for the launch of the national Obuntubulamu Programme both before, during and after the launch to create awareness, increase stakeholder understanding and buy in and generate coverage in both print, radio and television stations
5. Design creative presentations including videos and print productions for the formal Launch of the national Revival of Obuntubulamu Programme
6. Coordinate the production of a Theme song for the Obuntubulamu Programme to be inaugurated at the formal Launch of the Programme
7. Design creative and engaging presentations including a video, Power Point Presentation and print productions on the Obuntubulamu as a Tool for Peace and Development to be used to introduce the Tool to the African Union Coordination meeting in July 2023. Lead and offer editorial direction to the production of promotional, visibility and IEC materials relating to the Obuntubulamu initiative
8. Participate in the Foundation's meetings on the planning for the Launch of the Obuntubulamu Programme
9. Coordinate and support the multimedia productions including the traditional and digital media to ensure last-mile communication of Obuntubulamu Programme initiatives.

### **IV. DELIVERABLES**

The Consultant will deliver the following outputs:

1. An Inception Report detailing the Consultant's interpretation of the Terms of Reference, approach, work plan and outline of the communication strategy for the *Obuntubulamu* programme
2. Productions for presentation at the formal Launch of the national Obuntubulamu Programme
3. Publicity generated on radio, television and newspapers both before, during and after the launch of the Obuntubulamu Programme
4. Productions for presentation to the African Union Coordination meeting
5. Monthly reports on tasks accomplished and the reach of communications activities
6. Communications, visibility, promotional materials developed such as media spots, banners, videos and others

7. Support provided for multimedia productions including video documentaries, animations, podcasts, social media content, virtual reality visuals, audio messages and any others, which can be disseminated through both traditional radio and television broadcasts and social media to ensure last-mile communications.

#### V. Deliverables and payment schedule

<b>Deliverables/description</b>	<b>By when</b>	<b>Payment %</b>
1.An Inception Report detailing the Consultant’s interpretation of the Terms of Reference, approach, work plan and outline of the proposed communication strategy	<b>June</b>	<b>40%</b>
2.A communications strategy for the Obuntubulamu programme		
3.Technical support provided for the roll out, of the Communication strategy of the Obuntubulamu programme including but not limited to: <ul style="list-style-type: none"> <li>- Development/Productions of key presentations for the formal Launch of the Obuntubulamu Programme and for key meetings as will be guided;</li> <li>- Design and production of Communications, visibility and promotional materials</li> <li>- Development of scripts, multimedia productions including short video documentaries, animations, podcasts, social media content, virtual reality visuals, audio messages and others</li> <li>- Coordination and delivery of communication content and products to ensure reach to varied audiences and via agreed channels such as meetings, conferences, newspapers, traditional radio, televisions broadcasts, social media – and ensure last-mile communications.</li> </ul>	<b>July</b>	<b>60%</b>
4.Report documenting Obuntubulamu programme communications experiences and lessons and a compilation of all the communication products for ease during the programme roll out	<b>August</b>	<b>20%</b>

#### VI. TIMELINE

The duration of the assignment will be three (3) months from June to August 2023.

#### VII. COMPETENCIES

##### 1. Core Competencies

The Communications and Design Consultant will be required to have:

- i. Appreciation and respect for culture and cultural values
- ii. Interest and commitment to bring about positive change in society
- iii. Strong creative design and multimedia handling skills as will be required for the preparation of the presentations
- iv. Strong communications skills; written and verbal (of English language)
- v. Interpersonal skills, active listening, and the ability to collaborate with clients and team members is crucial
- vi. Ability to work under pressure, meet deadlines, and adapt to client requirements

- vii. Continuous Learning – able to stay up to date with the latest design trends, communication strategies, and communication industry developments.

## **2. Core Values**

The Communications and Design Consultant will be required to have the following core values of *Obuntubulamu*:

- i. Honesty
- ii. Transparency
- iii. Integrity
- iv. Humility

## **3. Educational qualifications**

A Master's degree in one of the following areas: Communications, Visual Arts, Information Technology.

Specialized certifications in areas like graphic design, branding, marketing communications is an added advantage

## **4. Experience**

- I. At least three (3) years' work experience in Creative Design and / or Communications
- II. Demonstrated experience in communications strategy development and implementation
- III. Ability to show case previous design and communications related portfolio/work including projects/products that showcase abilities, such as branding campaigns, digital media, print, social media content, and designs
- IV. Experience in content creation, substantive editing, public speaking, and presenting ideas effectively is valuable.
- V. Design expertise and proficiency in software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign and others)
- VI. Demonstrated skills in graphic design, layout, typography, colour theory, and visual storytelling are important
- VII. Previous experience in creating various design assets like logos, brochures, websites, infographics, and presentations is beneficial
- VIII. Familiarity and understanding of the Uganda context in relation to its communication industry, the work of cultural institutions, the area of Governance and Peace is an advantage

## **5. Solicitation**

### **Technical and Financial Proposal**

Interested individual consultants must submit the following documents / information to demonstrate their qualifications:

- Cover letter explaining why they are the most suitable for the work
- An updated Curriculum Vitae that demonstrates their strength in relation to the Terms of Reference
- Copies of Certified academic certifications

Technical and financial proposals indicating the cost of services for each deliverable in Uganda Shillings or USD all-inclusive lump-sum contract amount when applying for this consultancy.

The submission should be made to [infodesk@nnabagereka.org](mailto:infodesk@nnabagereka.org)

#### VIII. Criteria for Selection of the Best Offer

The offer will be evaluated by using the best value for money approach (combined scoring method). The combined education qualification, competences and experience of the candidate will be evaluated on 70% whereas the financial one will be evaluated on 30%.

Criteria	Maximum Obtainable Points	Weight Percentage
Education	20	20%
Experience	25	25%
Competencies	25	25%
<b>Total technical score</b>	<b>70</b>	<b>70%</b>
<b>Financial: 30%</b>	<b>30</b>	<b>30%</b>
<b>Overall Total Scores</b>	<b>100</b>	<b>100%</b>

#### IX. Confidentiality and Property Interests

The Consultants shall not at any time, either during or after the termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP and Nnabagereka Development Foundation.

This TOR is approved by: [indicate name of Approving Manager]

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_