

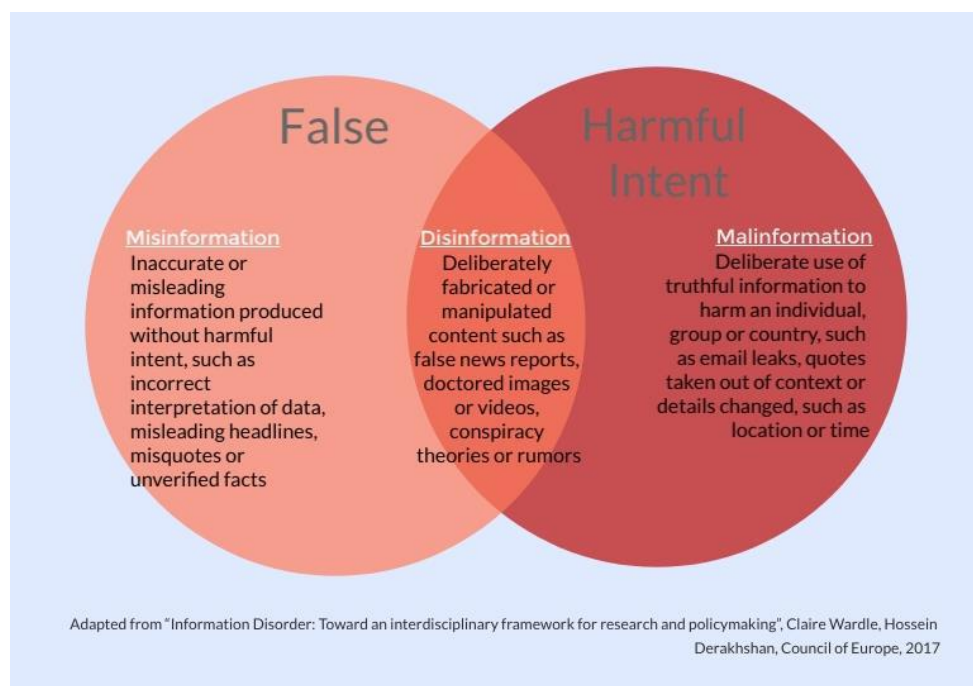
## TERMS OF REFERENCE (TOR)



<b>Application Type:</b>	External Vacancy
<b>Job Title:</b>	Creatives Innovation Challenge
<b>Category:</b>	Communications, Media, Design
<b>Brand:</b>	UNDP
<b>Application Deadline:</b>	Friday , 21 August, 2020 at 4.30 P.m. (Kenyan time-GMT+3.00)
<b>Duty Station:</b>	Virtual
<b>Type of Contract:</b>	Contract for professional Services
<b>Languages Required:</b>	English
<b>Duration of Contract:</b>	60 working days spread over a period of 3 months

### 1. Context

The COVID-19 pandemic presents an unprecedented global health challenge that requires citizens to adopt behavioural changes in their way of working and living to tackle the disease. The rapid evolution of the pandemic and reliance on public trust for efficient implementation of public health initiatives such as social distancing require that the public remains well informed on accurate and factual information. Misinformation and disinformation undermine public health initiatives, increases fear, anxiety and confusion which creates an environment where stigmatisation and violence can thrive.



As part of the Accelerator Lab's COVID-19 misinformation portfolio approach, UNDP Kenya proposes to launch a Creatives Innovation Challenge in Kenya to solicit innovative approaches of leveraging creative media to achieve the following objectives.

- Facilitate translation of critical public health messages related to the COVID-19 pandemic

- Engage and inform people across different languages, communities, cultures and platforms
- Foster messages of social cohesion and togetherness in communities

## 2. Scope

The scope of the Creatives Innovation Challenge will include the Three categories below.

- I. Audio-visual content – for example, short live-action film or animation etc.
- II. Audio content – for example, music, poetry, spoken word etc.
- III. Visual content – for example, posters, comic strip, artwork etc.

The Languages for submission are English, Kiswahili and/or local languages.

## 3. Objective

The Creatives Innovation Challenge seeks to solicit creative visual, audio and audio-visual content through community participatory bottom-up approach to address gaps in the current COVID-19 Communications efforts as identified by the Government's COVID-19 Communications taskforce. We are looking for submissions that offer a unique perspective and speak to the rich diversity of Kenya's constituents to support public health messaging on COVID-19 in Kenya.

The intention is to have youth groups interpret, contextualise and personalise key COVID-19 messages based on the identified themes and use innovative approaches to ensure effective communication with the target audience, with an emphasis on reaching across divides along ethnic and minority groups (PWDs, youth, rural and harder to reach areas etc). The Accelerator Lab aims to use this challenge to create a repository of creative content that can be distributed widely through various partners and networks and support the COVID-19 public health efforts.

## 4. Themes

The four key themes for the call are related to the COVID-19 pandemic health crisis and the socio-economic impacts.

<p><i>Public health</i></p> <ul style="list-style-type: none"> <li>• Emphasise public health efforts such as physical hygiene and physical distancing (washing hands, use of sanitisers, wearing masks, avoiding large gatherings etc)</li> <li>• Addressing the mental health impacts arising from the pandemic</li> </ul>	<p><i>Medical care</i></p> <ul style="list-style-type: none"> <li>• Destigmatise COVID-19 testing and quarantine</li> <li>• Amplify healthcare resources available to the public including mental health</li> </ul>
<p><i>Social cohesion</i></p> <ul style="list-style-type: none"> <li>• Address labels and negative stereotypes of people affected by COVID-19</li> <li>• Avoid victim blaming</li> <li>• Emphasise empathy and support to people affected by COVID-19</li> </ul>	<p><i>The new normal</i></p> <ul style="list-style-type: none"> <li>• Encourage personal responsibility once movement restrictions and other measures begin to ease</li> <li>• Lifestyle shifts to facilitate continued physical distancing efforts</li> <li>• Amplify messages of hope and resilience</li> </ul>

## 5. Target

**UNDP is looking for a registered youth-based organization that can respond Creatively to the Innovation Challenge under each of the three categories. Each category is expected to have a Winner, a First Runner-ups and a Second Runners-up.**

Each applicant will be expected to provide an approach clearly indicating:

- I. Which category they are applying for (Audio/ Visual/ Audio-Visual content)
- II. How their approach fits into any of the four key themes of the Innovation Challenge
- III. What makes their approach innovative and unique
- IV. Who is the target audience of the message

### **Requirements for Application**

**The Applicant should;**

- 1 Be a registered Youth Group**
- 2 Be in existence for the last 2 years**
- 3 Have demonstrated experience of engagements and activities at a community level such as communication or awareness campaigns on social issues**
- 4 Be committed to develop the creative content if their approach is selected**

### **6. Technical Evaluation Criteria**

The submissions received will be evaluated based on the criteria detailed below.

<b>No.</b>	<b>Criteria</b>	<b>Total Points</b>
1	Relevance to the themes – does the submission speak to the key themes of the Challenge?	150
2	Relevance to the community – does the submission effectively communicate with the target audience?	100
3	Innovative approach – is the submission new and original work and does it offer a unique voice or perspective?	150
4	Participatory and/or bottom-up approach – is the submission the result of a collaborative design with the end-users or target audience?	50
5	Quality of the content – does the submission meet the standards necessary for distribution on print and digital platforms?	50
	<b>Total</b>	<b>500</b>

### **7. Eligibility**

The Creatives Innovation Challenge is open to all youth-based organisations that are involved in the creative sector in Kenya with an emphasis on diversity across gender, disability, geography, and ethnic backgrounds.

**People living with disability, women and youth in rural areas are highly encouraged to apply.**

All submissions must be original, and the creators must own all rights to use all elements included in the work submitted. The applicants are encouraged to bring their own unique perspective and creative twist in their interpretation of any of the key themes highlighted above.

### **8. Opportunity**

The Creatives Innovation Challenge will have a total budget of USD 15,000 for monetary compensation for the three categories of creative media as detailed below.

<i>Category 1: Audio-visual content:</i> film, animation	<i>Category 2: Audio content:</i> music, poetry, spoken word	<i>Category 3: Visual content:</i> posters, comic strip, artwork
Winner: USD 2,500 First Runner Up: USD 1,500 Second Runner Up: USD 1,000	Winner: USD 2,500 First Runner Up: USD 1,500 Second Runner Up: USD 1,000	Winner: USD 2,500 First Runner Up: USD 1,500 Second Runner Up: USD 1,000

## 9. Risk Analysis

Risk	Mitigating Factor
Too few submissions received	<ul style="list-style-type: none"> <li>○ Broad advertising of the Creatives Innovation Challenge on media and through UNDP platforms</li> <li>○ Broad dissemination of the Innovation Challenge within UNDP networks through the different programme portfolios</li> <li>○ Strategic partnership with key stakeholders in Government, Private Sector and other Development Partners for broad dissemination</li> </ul>
Submissions not responding to the intended themes	<ul style="list-style-type: none"> <li>○ Clear messaging and communication on the themes and objectives of the Innovation Challenge</li> <li>○ Dedicated staff resource (Accelerator Lab Head of Experimentation) to efficiently coordinate and manage the process in close collaboration with UNDP Communications team</li> </ul>

## 10. Expected outcomes

- Repository of innovative creative content to amplify COVID-19 messaging and support the Government's pandemic response
- Supporting livelihood opportunities for youth, women and people living with disabilities in the creative sector in Kenya
- Increased social cohesion in the community by addressing issues of stigma, biases and harassment arising from the pandemic
- Increased awareness on the role of the creative sector in responding to a crisis situation.

## 11. Payment

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b>
1	<b>Development of creative visual/ audio/ audio-visual content:</b> <ul style="list-style-type: none"> <li>• The content should align with one or more of the 4 key themes related to the COVID-19 pandemic as detailed above.</li> <li>• The design of the content should be executed based on the proposed approach submitted by the applicant.</li> <li>• The content should meet the quality and standards necessary for ease of distribution on digital and print mediums.</li> </ul>	100%