

Terms of reference

COMMUNICATION PLAN

for the European project

Promoting Governance and Citizenship in Palestine



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1. PROJECT DETAILS

PROJECT NAME	Promoting Governance and Citizenship in Palestine
PROJECT LOCATION	Palestine
PROJECT PARTNERS	<ul style="list-style-type: none"> ✓ AFRAT (Association for rural training to tourism activities) - Main Applicant ✓ BETHLEHEM UNIVERSITY ✓ PCR (Palestinian Center for Rapprochement between People) ✓ Tétraktys – (Association of cooperation for the local development of the natural areas)
PROJECT REFERENCE	ENI/2017/390-692
PROJECT DURATION	30 months: from 1 st January 2018 to 30 th June 2020
PROJECT BUDGET AND FUNDER	1, 250, 597.00 euros, funded 80% by the European Union

2. BACKGROUND and PROJECT DESCRIPTION

The 4 partners have previously collaborated in the “*Rural Development Program along Masar Ibrahim*” that establishes a trekking route across the West Bank. This program is currently financed by the French Development Agency (AFD), the World Bank, and French local authorities. The Path crosses the West Bank from north to south, passing through towns, villages, encampments and refugee camps, thereby reflecting Palestinian identity in all its diversity and complexity. The first phase of this Program along the Abraham Path, Masar Ibrahim in Arabic, supported by the AFD and French local authorities took place between 2013 and 2016. Its success led to a second phase that has been validated and is being implemented until 2019.

Based on the solid foundations of this existing Program, the 4 Partners have submitted to the European Union (EU) a new complementary project, entitled “***Promoting Governance and Citizenship in Palestine***”. This new project aims to strengthen Palestinian identity and citizenship through **re-appropriation (research, preservation and promotion) of historical and cultural heritage** along the Masar Ibrahim.

Context:

The Masar Ibrahim allow us to oversee the plurality of the Palestinian identity. The memories evoked by each step of this journey, and the historical relics that we discover, remind us of the multiplicity of influences that have existed on this land. Among them, we have the Canaanites civilization from the Antiquity; references to episodes recounted in the Tora and the Gospels, or mentioned in the Coran; ruins witnessing Greek, Roman, Persian, Byzantine and Arab occupations; buildings reminiscent of the Franc passage; the Mamluk and then Ottoman, and British domination.

The proximity of these steps evokes the close link that connects the various components of the Palestinian population: Christians of various obedience; Muslims of various sensitivity; urban descendants of the oldest Middle East civilizations; nomad Bedouins coming from the center of the Arabic peninsula at various times; sedentary farmers who have cultural and religious characteristics common to all the traditional rural areas; and refugees displaced after the 1948 or 1967 wars.

The exploration and valorisation of diversity along the Masar Ibrahim, which appears to be the central axis of the Palestinian identity, would restore the Palestinians’ consciousness of the plurality which has characterized them as a nation for a long time, and give foreigners an image that reflects the wealth of this country’s history and the complexity of its modern society.

Through the re-appropriation of historical and cultural heritage along the Masar Ibrahim, the Project aims to consolidate the **social cohesion** between the different components of the Palestinian population.

Working at enhancing social cohesion means to act at different levels:

- Bonding social cohesion is about the relations between people of the same social group or community.
- Bridging social cohesion is about the relations between people from different groups or communities.
- Vertical social cohesion is about the hierarchical interactions or relations between people with different levels of power.
- Horizontal social cohesion is about the relations between persons with equal levels of power.

Our approach aims at enhancing these four types of relations/links in order to positively influence peaceful relations between people from complex and fragmented Palestinian society.

Project Logical Framework

OVERALL OBJECTIF

Strengthen Palestinian identity and citizenship through re-appropriation of historical and cultural heritage (research, preservation, promotion) along the Masar Ibrahim.

SPECIFIC OBJECTIVES

SO1 - Improve knowledge about Palestinian heritage

SO2 - Strengthen local governance and enhance the capacities of key actors to preserve and promote heritage and involve national authorities

SO3 - Raise awareness about cultural diversity and appropriation of Palestinian identity

EXPECTED RESULTS

- ✓ **R1** Increased knowledge about Palestinian heritage on the 6 topics dealt.
- ✓ **R2** Increased implication of targets groups involving them in the pedagogical tools' creation.
- ✓ **R3** Raised awareness of target groups about the importance of heritage using the pedagogical tools.
- ✓ **R4** Increased social cohesion involving different keys actors in the project activities.
- ✓ **R5** Built up local networks involved in the preservation and promotion of heritage along the path.
- ✓ **R6** Raised knowledge about a plural and common Palestinian identity at least in Palestine and in France.

WORK PACKAGES

WP1.1: Constitute a French-Palestinian researcher interdisciplinary university team.

WP1.2: Create a synthetic database of documentation ready to use for large audience.

WP1.3: Create heritage vulgarization/pedagogical tools adapted specifically for each target group.

WP2.1: Train key actors on the importance of Palestinian heritage as a vector of identity and national cohesion.

WP2.2: Share research results towards local authorities and national authorities and enable their appropriation, and involve local authorities by training them in their role of heritage manager.

WP2.3: Support territorial mediation to encourage local groups' emergence in charge of the preservation and promotion of heritage along the path.

WP3.1: Involve local populations in the process of recognizing a plural and common identity (West Bank, Gaza Strip, East Jerusalem).

WP3.2: Deconstruct prejudices about Palestine and boost the acknowledgement of the Palestinian identity in Europe and in the international field.

TARGET GROUPS

Universities, researchers, local organizations.

Key actors on heritage issues, local and national authorities.

Women centres, schools, large audience in Palestine and abroad and tourist service providers.

3. COMMUNICATION PLAN NEEDED

During the program, many activities will take place in Palestine, in order to improve knowledge about Palestinian heritage, strengthen local governance and enhance the capacities of key actors to preserve and promote heritage and involve national authorities, and raise awareness about cultural diversity and appropriation of Palestinian identity. These activities will be targeted at:

- Universities, researchers, local organizations
- Key actors on heritage issues, local and national authorities
- Women centres, schools, large audience in Palestine and abroad and tourist service providers

The following is a list of the activities that the expert will have to take into consideration to elaborate the communication plan:

- Seminars
- Intercommunity's workshops
- Trainings
- International youth camps
- Field trips
- Cultural events
- Women centres activities
- School activities
- Periodical

In this framework, the program has to communicate to partners, financers, and to beneficiaries. To insure the coherence of the communication, and the well identification of the consortium, communication tools have to follow the communication plan.

For every activity lead, a specific communication will be created, the communication plan have to define it precisely. Mostly web communication, we can imagine to print flyers or poster for public activities. A little printing budget is kept for public activities.

4. CONSULTANCY TASKS

The expert or the agency have to define, for every activity, the communication before and after the activity:

1. Define communication tool used
2. Media of diffusion
3. Planning
4. Stating target
5. Language

5. TIMEFRAME

The communication plan must be over on **21 April 2018**.

The expertise has to include intermediary report and exchange on the proposal, and be readapted regarding comments on the work already done.

6. DELIVERABLES

The Expert will produce a communication plan and tools which have to comply with the EU rules

1. A communication plan, presented clearly (in English)

The expert / agency will provide a presentation by skype or in person of its work. If some adjustments are necessary, a second presentation will be made.

7. CONSULTANTS QUALIFICATIONS AND EXPERIENCES

The successful candidate must have:

1. Relevant degree(s) and/or experiences in communication plan creation
2. Fluency in spoken and written English
3. Fluency in spoken and written French is a plus
4. Knowledge of the territory and experience in Middle East culture is a plus

8. CONTRACT VALUE

The proposal will include the creation of the deliverables, the presentation time and the fees for transportation/skype meetings.

9. HOW TO APPLY

Interested applicants should submit a tender application covering the following:

1. CVs of the expert who will undertake the assignment / or a description of the agency.
2. A compilation of your last experiences in communication planning.
3. A note to describe the understanding of the project purpose and communication beneficiaries.
4. Financial proposal which should clearly break down consultancy fees and reimbursable costs.

10. DEADLINE

Applications to be sent no later than the **31th March 2018**

to Mathilde Blondeau – administratif@tetraktys-ong.org

Please, indicate “Communication Plan UE / project ENI/2017/390-692” as subject of your e-mails.

11. CONTACT DETAILS

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