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CALL FOR TENDER

Terms of Reference

Communication consultancy

Proposed by the European funded project

“My Heritage! My Identity!”

Promoting Governance and Citizenship in Palestine

ENI/2017/390-692



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1. PROJECT DETAILS

PROJECT NAME	Promoting Governance and Citizenship in Palestine
PROJECT LOCATION	Palestine
PROJECT PARTNERS	<p>AFRAT (Association pour la Formation des Ruraux aux Activités du Tourisme) - Main Applicant</p> <p>Bethlehem University/ICP</p> <p>PCR (Palestinian Centre for Rapprochement between People)</p> <p>Tétraktys - Association de coopération pour le développement Local des espaces naturels</p>
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. ABOUT THE EU-FUNDED PROJECT “MY HERITAGE! MY IDENTITY!”

The 4 partners have previously collaborated in the “*Rural Development Program along the Abraham Path*” 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* allows 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 Torah and the Gospels, or mentioned in the Quran; 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; Nomadic Bedouins coming from the centre of the Arab 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





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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.

Project Objectives:

O 1 | FOSTER THE KNOWLEDGE ABOUT PALESTINIAN HERITAGE

1. Mobilization of Universities and Researchers
2. Interactive & Informative Web Portal Database
3. Workshops & Seminars

O 2 | CAPACITY BUILDING & NETWORKING

1. Trainings on Heritage Preservation & Promotion
2. Intercommunity Workshops Encouraging Social Cohesion and Cooperation
3. Case studies and Cohesion Trip to Jordan

O 3 | RAISING AWARENESS ABOUT PALESTINIAN HERITAGE

1. Activities Targeting Schools and Women Centres
2. International Youth Camps
3. International Symposium on Palestinian Identity and Citizenship

TARGET GROUPS

Universities, researchers, local organizations.

Key actors on heritage issues, local and national authorities.

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





3. ASSIGNMENT BACKGROUND

In the first year of the project 2018, a communication consultant has been contracted in order to help the project team to create the communication plan and the graphical charter, create templates, and cover the activities (interviews, photos and videos).

Furthermore, a company was also contracted to create the web portal of the project.

The following items have been then realized until January 2019:

- Logo
- Project PowerPoint Presentation
- Project Booklet - Project Facebook Page (<https://www.facebook.com/myheritagemyidentity/>)
- Project roll-up
- Project web portal (launched in 2019 July 18th) - <http://www.myheritage.demo.bluetd.com/>).
- Project folder
- Graphic charter
- Video of the Kick Off <https://www.facebook.com/myheritagemyidentity/videos/341603203096912/>
- First issue of the project's periodical

4. ASSIGNMENT PURPOSE

The aim is to improve the communication about the project in order to strengthen the network, ease the contact with the stakeholders, facilitate the access to the program's news and activities, promote the cultural events and gather data on heritage.

All the communication and visibility materials have to be designed and administered in full accordance with the EU and AFD visibility Manual.

5. DUTIES & RESPONSIBILITIES

Under the supervision of Tétraktys and PCR the provider will undertake the following missions:

Social Media

- animate the FB page
- advising and organize social media campaigns to promote the program's activities creating and implementing information and promotional campaigns through social media;
- analyzing impact and reach of the activities





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Web portal

- Update the content of each tab of the web portal
- Validate the user registration and the content uploaded by the users
- Dissemination (through the activities)
- Update the cultural agenda (collect the data from the cultural actors through emailing)
- Create and send the newsletter

Periodical

- Help the team in the selection of the main info to highlight
- Write the content in professional English
- Select the appropriate illustrations

Audio-visual

- Developing concepts, ideas, scripts and storylines for audio-visual productions - video news releases (VNR), TV/radio documentaries, reports, clips, and other audio-visual material
- Copying and dispatching products in any appropriate format (in accordance of any technical specifications and requirements set by the contracting authorities) from and through any appropriate channels
- Prepare and implement dissemination strategy of AV material in the media or through other relevant channels
- Viral marketing campaigns to create and promote video clips / social media video shots

Printed/online information and promotional material

- Writing, translating and/or revising and adapting promotional and information materials such as invitations, press articles, interviews, presentations and any other promotional materials while respecting the style/audience (internal or external) and purpose requested
- Graphic designing including picture research, illustrations, layout, production of electronic files for printed and online publications printing graphic material of any format, binding and finishing (including limited, large, digital or offset print runs)

Media management

- contacting and liaising with media and press associations of Member States (in the relevant language)
- distributing press releases and background materials to relevant written, audiovisual or online media before each event



Monitoring and evaluation

- Evaluate the results of communication actions, analyze the impact and provide recommendations for future actions

6. TIMEFRAME

The consultancy shall begin from **04th of December 2019** and be completed by **26th of June 2019**.

7. EXPECTED OUTPUTS & DELIVERABLES

Under the direct supervision of the project team, the selected expert will be expected to submit the following:

<i>Deliverables/ Outputs</i>	<i>Estimated Duration to Complete</i>	<i>Review and Approvals Required</i>
Deliverable 1: Submit a detailed planning of the communication management by task and activities	One week after the signature of contract	project managers
Deliverable 2: Upload the events on the cultural agenda Update the content monthly	14 th December	project managers
Deliverable 3: Submit requested audio/visual videos and printed materials.	According to activity plan	project managers
Deliverable 4: Write and design the second periodical of the project	27 th December	project managers
Deliverable 5: Write and design the third periodical of the project	4 th May	project managers
Deliverable 6: Submit requested audio/visual videos and printed materials.	According to activity plan	project managers
Deliverable 7: Submit a final evaluation report	15 th June	project managers



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8. REQUIRED SKILLS AND EXPERIENCE

The successful candidate must have the following:

- Formal qualifications and/or demonstrated experience in science communication, editing, graphic designing and layout or a similar qualification.
- Demonstrated experience in professional design, development and production of a variety of materials and publications
- Experience in promoting any activity among potentially interested groups and bodies by email, through websites and social media, direct distribution of promotional material (e.g. brochures) or any other relevant communication means
- Experience in all stages of the production/printing/publication process
- Fluency in spoken and written English and Arabic
- Fluency in spoken and written French is a plus
- Knowledge of the territory and experience in Middle East culture is a plus

9. SCOPE OF PRICE PROPOSAL

The range of the contract value up to €10 000 (Incl. VAT).

10. TENDER DOCUMENTS

The call for tender includes:

- the present document (ToR)
- the Tender procedures (Annex1)
- the Application form (Annex 2)
- the Budget template (Annex 3)

11. CONTACT DETAILS

Tétraktys <http://tetraktys-association.org/>

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