

**CITIZEN ENGAGEMENT FOR RESPONSIVE & ACCOUNTABLE GOVERNANCE**  
**GOOD PRACTICES PROJECTED THROUGH INNOVATIVE PLATFORMS**

**Technical Assistance to Produce & Project Media Stories From 12 KP Districts - Mix Media**  
**Terms of Reference**

**Background**

Citizen Engagement for Responsive & Accountable Governance (Cerag) is a 42-month (1 January 2017-30 June 2020) project supported by the European Union. Omar Asghar Khan Development Foundation has lead implementation responsibility. It is supported by the co-applicant, Media Matters for Democracy (MMfD), that uses its technical expertise and experience to lead on media-related interventions.

Cerag's overall objective is: *strengthened pro-poor, inclusive, responsive and accountable governance and development processes in Khyber Pakhtunkhwa*. Its specific objective is: *CSOs & LAs<sup>1</sup> in KP play a stronger role in promoting pro-poor, inclusive, responsive and accountable governance and development processes*. The project will seek to achieve it through a mix of the following five **outputs**:

1. Capacities of CSOs in 12 KP districts strengthened to use social accountability to engage with LAs.
2. Engagement of LAs in 12 KP districts increased with CSOs on evidence-based demands for quality public services.
3. Multi-stakeholder Territorial Action Plans (M-Taps) demonstrate pro-poor development planning.
4. Public knowledge & demand in KP increased for fair & transparent public finance decisions.
5. Good practices in budget transparency and social accountability generated by the project in KP shared across Pakistan.

Under outputs 1-4, Cerag has made impressive strides. By December 2019, the lives of more than 300,000 households, of which 200,000 are poor, in 12 KP districts became better with improvements in government services like supply of drinking and irrigation water, provision of furniture and other basic facilities in schools, making medicines and other essentials available in healthcare facilities, installing street lights, extending veterinary services, and, paving rural roads. These improvements entailed better targeting of Rs.29.22 million local government funds and Rs.71.11 million other public resources.

These changes were possible by the efforts of 217 CSOs trained in social accountability under Cerag. They helped hundreds of communities in the 12 selected districts of KP to assess public satisfaction with government services, and prepare 3,000 demands for improving them. 60% of demands related to improvements in existing services, and 40% called for services that are needed but not available. Cerag assisted CSOs to engage with more than 300 public representatives and government officials, who took actions to authorize or execute improvements demanded in government services.

Beyond improved facilities, Cerag analysed KP's annual budgets (FY2017-18, 2018-19 & 2019-20) and the province's local government legislation to recommend 22 reforms to make public budgets fair and transparent, and, to set up effective and empowered local government. These suggest longer-term, systemic improvements to ensure sustained delivery of quality services and better development outcomes.

Cerag's contributions have succeeded in shaping new channels of citizen engagement in governance that go further than electoral participation. It has shown that social accountability and public budget analysis are democratic innovations that allow creative interactions between responsible & active citizens and responsive & accountable government institutions positively affected the dynamics of rights and responsibilities that exist between people and the government.

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<sup>1</sup> LAs are local authorities including public representatives & government officials

## Assignment

### 1. Purpose

Behind the numbers achieved by Cerag, are hundreds of stories. The Foundation is seeking technical assistance to investigate, produce and project at least 20 Cerag success stories through different media including: television, popular YouTube channels, and other social media. This will contribute towards achieving output #5: *good practices in budget transparency and social accountability generated by the project in KP shared across Pakistan.*

### 2. Key tasks

- 2.1 Review Cerag's impact on:
  - improved public access to better government services
  - more citizen engagement in governance
  - more public engagement of public representatives & government official
  - increased public backing for fair & transparent budgets
  - enhanced public calls for empowered and effective local government
- 2.2 Identify possible news stories.
- 2.3 Select an effective mix of media for projecting the stories. Selection criteria may include: popularity, credibility & outreach.
- 2.4 Engage selected media to ensure production & projection of stories.
- 2.5 Where needed, produce news stories: prepare a storyboard, draft a script, identify footage needed, produce the video news story ready for publication.
- 2.6 Design and moderate discussions with journalists from Islamabad, Peshawar, and, Abbottabad to share storylines and work with the Foundation to organize these events.
- 2.7 Design and moderate a panel discussion with government, political leaders and other stakeholders in Islamabad or Peshawar. And work with the Foundation to organize this event in which CSO partners will also participate. It is suggested that the selected stories may be showcased at this event.
- 2.8 Prepare the produced stories in a format feasible for use as training material.

### 3. Outputs

- An initiation proposal specifying strategy for completing the assignment including proposed work plan for production, and, proposed media outlets for projecting the success stories. Creative additions to the TORs are welcome. A detailed budget is also requested.
- At least five copies of each story broadcast on selected media.
- At least five copies of each story produced in the form feasible for use as training material.
- A report providing details of the number of stories, their media projection, and estimated outreach, including details of geographical footprint and numbers of people reached (please provide sex-disaggregated data, wherever possible).

#### 4. Duration & Time Frame

The assignment will be for 40 working days during the period 1 April – 15 May 2020, as per the following tentative plan, which will be agreed with the consultant prior to signing of the contract:

	Activity	Working Days
1	Initial meeting with the Foundation	2
2	Desk review of project documents	2
3	Consultation with staff & partners (including field visits, if needed)	6
4	Engagement with selected media	5
5	Assisting the production of news stories	7
6	Design and moderate discussions with journalists	6
7	Design and moderate panel discussion in which CSOs will also participate	3
8	Prepare copies of news stories as training material	7
9	Submit a report giving details of stories and their projection	2
	<b>Total</b>	<b>40</b>

Proposals from interested consultants/consulting firms/organizations should be emailed to [info@oakdf.org.pk](mailto:info@oakdf.org.pk)  
DEADLINE FOR RECEIPT OF PROPOSALS IS WEDNESDAY 25 March 2020.

#### 5. Payment schedule

The payment will be as follows:

- 20% on signing of agreement
- 60% on production & projection of stories
- 20% on submission & acceptance of assignment report

#### 6. Profile of consultant

The consultant appointed will have an exceptionally strong background in media.

1. She/he will have proven skills and track-record in:

- Investigative reporting.
- Production & projection of news stories through a broad range of media.
- Moderating discussions, including panel & public discourses.
- Ability to engage a wide-range of stakeholders including citizens, journalists, anchors, editors, producers, etc.

2. She/he will preferably have:

- A university degree in journalism, with some experience of development & public policy, or, other relevant disciplines.
- Sound knowledge of social accountability, governance & decentralization.
- Ability to travel in remote areas.