

## **Terms of Reference**

### **Communications Consultancy**

#### **Official Development Assistance (ODA) Campaign 2021 (Leading to Budget 2022)**

#### **Background**

Official Development Assistance (ODA), as set out in A Better World, is central to Ireland's foreign policy in building better futures for the world's poorest communities. We do this because it is right, because it is in keeping with the values and the experiences of the Irish people, and because it is in our interests as a small country in an increasingly interconnected world.

Ireland has committed to reaching the UN target of allocating 0.7% of our Gross National Income (GNI) to ODA by 2030, however the journey to reaching this goal has stalled in recent years and the current spend represents 0.31% of GNI in 2020. The current domestic crisis and economic impact of Covid-19 coupled with the uncertain economic and political landscape poses a threat to this commitment and to maintaining the current levels of expenditure on ODA.

#### **Campaign Strategic Objectives**

##### **Political:**

- Maintain the current levels of funding for the ODA budget throughout 2021, 2022 and 2023 and encourage a renewed focus on reaching 0.7%
- Build strong relationships across the political spectrum to cultivate ODA champions and ensure continued support for ODA by both opposition and those in government
- Ensure quality of Irish ODA – that it remains poverty-focused, grant based and un-tied

##### **Public:**

- Encourage ODA supporters to be active and vocal to their representatives
- Shape Irish public narrative on aid (avoiding public narrative of 'competition')
- Encourage public awareness and support for global solidarity and ODA

Dóchas and its members would like to deliver a political and public engagement campaign which bolsters support for ODA during 2021 and influences the outcome of Budget 2022, ensuring that the amount allocated for ODA in the Budget is on par with 2021 allocations. In short, we need to make the case for continued support for ODA and global solidarity, highlighting its importance now more than ever. To achieve this, we need the following:

#### **1. Creative Approach to Dóchas pre-budget submission**

Each year Dóchas produces a pre-budget submission (a short policy brief) which is submitted to the Minister of Finance, across government and shared with Oireachtas members. In recent years the Dóchas submission has been designed creatively with accompanying social media content. See examples of previous pre-budget submissions below:

- [Dóchas Pre-Budget Submission 2021](#)
- [Dóchas Pre-Budget Submission 2020](#)

### **Specific Outputs**

- Well designed look and feel for the pre-budget submission.
- Accompanying series of graphics for dissemination and use amongst our members on their social media channels

## **2. Public Engagement Campaign Experiment**

This component of the overall ODA campaign will involve a public engagement experimental campaign using data and insights produced from Dóchas' public engagement research project, *Worldview: Exploring Irish attitudes on overseas development aid*. The project's baseline annual tracker research has identified six clearly defined segments of the Irish audience. We expect a public engagement communication tool (visual creative) and digital engagement strategy based on this audience segmentation data targeting key demographics with key messaging we know will resonate most with them through media we know we can reach them on. The key aim is to improve their awareness and support for Ireland's ODA. See example of previous creative content below:

- [Dóchas ODA Campaign 2020 - Ireland's Global Solidarity](#)

### **Specific outputs**

- Video creative; engaging, impactful visual content communicating key campaign message
- Digital engagement strategy; dissemination, targeting, marketing
- There is the possibility of funding becoming available for a second public engagement campaign experiment.

## **3. Public Relations Plan**

A public relations plan to accompany the campaign is needed. This would focus on the development and placement of at least 6 media outputs from May to October 2021. Ideally the outputs would be put out at key moments to gain maximum political and public leverage. The outputs can range from op-eds to media interviews to podcasts for example and should feature key Dóchas spokespeople, ODA champions and friends of the campaign.

There is also the possibility that funding will become available for a national advertising campaign which would be complementary to the public engagement experiment and would be used to greatly amplify the ODA campaign messages.

### **Specific Outputs**

- 6 communications packages delivering on the overall campaign message or focused on specific areas. Placed in a variety of outlets across a range of media.
- Advertising campaign in national media to amplify ODA campaign messages and complement public engagement digital output.

**\*Note:** Particular consideration is needed around the current **racial discourse** both internationally and at home in Ireland. Storyboards and in particular images and footage should be carefully considered within this context to ensure just representations that promote equality, fairness, and solidarity.

### **Timeline**

We are currently asking for quotes for 2021 but we expect to partner with the successful consultancy for a period of two to three years. The activities and budget will evolve in line with the context and our budget.

For 2021, the expected timeline is as follows:

**Phase 1:** Tender Process – April - May 2021

**Phase 2:** Development of Communications Materials – May to June 2021

**Phase 3:** Implementation of Campaign – June to October 2021 (apart from PR strategy which should begin earlier)

### **Confidentiality and Data Protection**

A normal duty of confidentiality is expected in relation to Dóchas business, both during and after this consultancy. All documents (e.g. records, reports, plans, policies, papers, files) relating to work carried out in the course of this consultancy with Dóchas will remain the property of Dóchas at all times. The consultant will not retain copies of such records.

The consultant will not at any time either during the period covered by this contract or after its termination make use of or communicate to any unauthorised person/body any confidential information about Dóchas which may have obtained during the course of this consultancy.

On termination of this contract by either party the consultant will deliver to Dóchas all records, documents, equipment, etc. in their possession or control relating in any way to this consultancy with Dóchas.

Confidentiality relating to Dóchas data and processes not in the public domain will be respected by the consultant.

## **Application process**

Submissions should be sent by e-mail to [ronan@dochas.ie](mailto:ronan@dochas.ie) and be received no later than **5pm (Irish time) on Friday 7 May 2021.**

The proposal should include:

- A.** Proposed methodology and approach
- B.** Proposed overall cost and cost breakdown for the project for 2021.
- C.** A proposed timeline
- D.** Case studies of successful delivery of similar projects

If any of the above elements are omitted the submission will be automatically excluded from the selection process.

Any queries relating to this should be sent to the above e-mail address but it should be noted that responses to queries may be shared with all tenderers in the interest of fairness and transparency.

Dóchas reserves the right to proceed with all, some or none of the pieces of work set out in this document.