

Worldview: Exploring Irish attitudes to overseas development aid

Experimental Campaign 2022

Terms of Reference

1. Background

Dóchas is the Irish Network for International Development and Humanitarian organisations. Dóchas connects, strengthens and represents a network of organisations who have a shared vision of a just, sustainable and equal world. Dóchas members value collaboration and believe that through working together, we can achieve greater impact and reach our collective goals. Further information is available at www.dochas.ie.

We are committed to engaging Irish citizens in the fight against global poverty, inequality and injustice. However, we need to seek new ways of connecting people to overseas aid and its relevance for Ireland today. The Sustainable Development Goals give us a broad, aspirational vision to what can be achieved, but it has been challenging to make it real or relevant.

Public trust in charities, including International Non-Governmental Organisations (INGOs), fluctuates, with stories of aid-spending waste due to poor governance and corruption gaining momentum amongst media outlets and politicians. Other factors, including disinformation/ fake news, also pose a growing threat.

Against this backdrop, Dóchas' public engagement research project, known as "Worldview," has been developed by our members and funded by the Department of Foreign Affairs to discover what our audiences believe about international development and why they feel this way. Ultimately, we are striving towards a much deeper understanding of these audiences.

Based on a deeper understanding, the project then aims to build a shared collective narrative about international development, in a way that will allow us to connect creatively and genuinely with people in Ireland about its relevance and importance. Further information is available [here](#).

2. Context

The Worldview project is broken down into several parts:

1. Audience market research, which is used to identify and segment the audience into clearly defined and usable groups.
2. Annual survey with the Irish public to discern a) the current beliefs and motivations of the Irish public in relation to overseas development aid; b) the communication content, style and channels that are likely to enhance support for overseas development aid; and c) how these vary from one audience group to another.

3. Experimental campaign to test out various ways of engaging with different target audiences to communicate the importance of international development cooperation and how it can have a huge positive impact not only on people in other countries but on us as a society.

3. Purpose & Scope of work

This consultancy focuses on the 2022 experimental campaign, which will target the moveable middle audience segments, as identified by the Worldview research - *National Pragmatists, Empathetic Reactionaries & European Multilateralists*. (read more on the segments [here](#))

The purpose of the experiment is to test the hypothesis that people are more open to receiving messages delivered from local people within their communities and will involve the following activities:

1. To field test a number of low production videos about the importance of Ireland's overseas aid budget to measure the impact the videos have on audiences in different constituencies. Messages will be delivered by people living in a particular location within Ireland talking to others who also live there.
2. To test the low production videos against videos with similar messages to understand what best resonates with the Irish public. (e.g. against unbranded videos produced by INGOs).

4. Methodology

The final methodology will be agreed as part of the tendering process but it is expected to include:

- Editing up to six short videos (approx. 1.5 minutes each) for social media.
- Advertising the videos on Facebook and Instagram using categories that capture the three target groups (mentioned in point 3).
- Running the campaign across social media for one month.
- Determining a methodology for evaluating video performance for each of the audiences.
- Analysing social media metrics to determine the success of the videos and reporting on findings.

We may also require assistance with the following activities:

- Working with Dóchas to recruit activists to participate in videos.
- Working with Dóchas to identify three filming locations within the Republic of Ireland.
- Shooting up to six low production videos (approx. 1.5 minutes each).
- Removing branding on an existing video, which will be tested against the local videos.

5. Skills and Experience Required

We are looking for a partner with a proven track record in video production, creative communications and social media marketing.

6. Terms and Conditions

The consultant will report to Ronan Doyle, Head of Communications and Public Engagement, who will liaise closely with the consultant and guide the work as it is developed. Dóchas will

provide relevant background documents and previous research and analysis conducted, along with timely feedback on draft analysis produced.

We expect the consultancy to begin in July 2022 and be completed by October 2022.

Dóchas will not be liable for payment of PAYE, PRSI or USC in respect of this consultancy. Payment of all appropriate taxes remains the responsibility of the Consultant. Payment for the days worked will be made on the production of an invoice when work is completed to the satisfaction of Dóchas.

7. 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.

8. Application process

Please submit your expression of interest to ronan@dochas.ie by 5pm on Wednesday, 29 June 2022.

Your expression of interest should include the following;

- A brief proposal for carrying out the activities outlined in section 4.
- A proposed budget for carrying out the core activities and the activities we may require assistance with, as outlined in section 4 (an individual cost against each activity is required for this section).
- A proposed timeline for carrying out the work.
- A current CV for all proposed members of your team.
- Some examples of previous work comparable to that required here.