Terms of Reference (ToR)

for the

Establishment of the Multimedia Digital Studio of the Philippine Red Cross

Philippine Red Cross

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Supported by

1. Background

The PRC, as the largest humanitarian organization in the Philippines, has a strategic role to play in assisting the Government of the Philippines with developing the Philippines community into one that is both prepared and responsive to disasters. PRC's presence in all provinces of the Philippines through its 104 Chapters is an organizational force designed to bring to fruition the organization's vision that is to be the foremost humanitarian organization ready to meet the challenges and capable of rapid delivery of humanitarian services in order to prevent and alleviate human suffering and uplift the dignity of the most vulnerable. This can be achieved by means of the mission statement as denoted within PRC's Strategic Plan for 2017 - 2020, "The Philippines Red Cross will provide a sustained and effective humanitarian service committed to build resilient communities, run by well-trained and dedicated staff and volunteers imbued with integrity, equipped with the necessary logistics and the maximum usage of information technology. We will continue to expand our volunteer network in every part of the country to ensure swift delivery of our services".

To accomplish this completely, PRC needs to have strong capacity to reach the maximum potential of PRC in order to ensure effective operations and management and to continually strive for optimized service delivery. However, PRC has not accomplished its objectives to full extent due to lack of, inconsistent, and/or absence of resources and policy, procedures, and systems. Particularly, PRC needs to build its capacity to tackle the growing demands for an appropriate, suitable and technology-based intervention to address the communications needs through establishment of the multimedia digital studio.

2. Objectives of the Consultancy Engagement

The objectives of the consultancy engagement are:

1. Provide appropriate concept and timely feedback on the appropriate software and hardware technology for the multimedia needs of the organization in order to maximize target market, client experience and marketing needs of the organization
2. Guide the organization in crafting the comprehensive digital technology framework or concept that can empower the organization's advocacy and communications workforce to lead in the virtualized world
3. Provide technical assistance in developing, crafting, establishing the digital technology requirements that will support its multimedia digital needs
4. Monitor the progress of the digital studio production and management of administrative and logistical requirements
5. Assist in crafting policies towards administrative, logistical, governance, risk and compliance to protect its bran, reputation, clients and stakeholders from regulatory and security breach

3. Expected Outputs

Three major outputs are expected at the end of this scoping study.

1. Established the organization's digital studio
2. Monitored progress of the digital studio in the early stages of its production
3. Crafted policies for its administrative and logistical requirements for its management, monitoring and reporting needs

Payment Scheme/Schedule

The consultant will be offered a lump sum fee inclusive of travel costs. The payments will be made in installments based upon outputs/deliverables specified in the TOR (under payment schedule) and upon certification of satisfactory work as per work plan.

Deliverables	Payment Allocation
Upon signing the contract and submission of inception report	20%
Upon submission and acceptance of interim report (Conceptualization and execution for both hardware and software based equipments)	50%
Upon submission and acceptance of final report and completion of Multimedia Digital Sudio	30%

4. Beneficiary

The Philippine Red Cross, in general, is the main beneficiary of the engagement, however, it is primarily intended for National Headquarters' Communications Department Staff. The partner national societies, including American Red Cross and potential partners in the country may also use the digital studio to support PRC in the increased effectivity and efficacy of the communication's advocacy reach and scope of the Project.

5. Implementation

5.1 Consultant

PRC shall secure the services a **CONSULTANT** who will ensure that the objectives of the engagement are accomplished.

The consultant is expected to be based in National Capital Region. This arrangement is proposed so interviews, focus group discussions, hardware and software assessment, procurement and running of the said equipment are better facilitated. If the consultant from NCR may not be able to visit the NHQ and conduct face-to-face meetings because of the current travel restrictions due to COVID-19, he/she may opt to have these meetings and consultation remotely or via available internet-based platforms.

PRC will engage with the consultant and it will be his/her responsibility to submit a project proposal. PRC will approve the consultants.

The consultants should meet the following criteria:
- relevant qualification and experience
- experience in working with RCRC Movement
- experience in setting up of a multimedia digital studio

The consultant will work closely with the Communications Department Head, NSD Communications Department Focal Person, Planning, Monitoring, Evaluation and Reporting (PMER) Manager and in technical consultation with the PRC NSD Project Management Team.

5.2 Process & Methodology

The proposed methodology for this scoping study would be

1. Desk review: of PRC Communications Policies, Procedures and Standards, Multimedia Digital Studio Physical Concept, Design and Implementation Requirements

2. Key informant interviews (KII) with Communications Head and NSD Focal Person and office staff and chapter staff

3. Review multimedia model studios operating and are intended to serve the humanitarian and general public as intended audience and clients

4. 2-day Policy and Consultation Workshops at NHQ.

5. 2-day Write shop on the development of operational and administrative guidelines at NHQ

6. Finalization of the project document for rolling-out.

The consultant is encouraged to propose changes in the methodology, if needed. Virtual meeting is recommended for validation workshop and write shop in case physical meeting is not possible due to COVID travel restriction.

5.3 Participation of stakeholders

a. Secretary General and Assistant Secretary General for Programs
b. Managers & technical staff (National Blood Service, Social Service, WASH, Chapter Development Office, Disaster Management Service (DMS), Red Cross Youth, Welfare Service, Volunteer Service, Emergency Response Unit, Fund Generation Unit, Finance Department, Logistics, IT, Operation Center
c. Board of Directors (samples)
d. Chapter Service Representatives
e. Movement Partners (IFRC, GRC, NLRC, SRC, ARC)

5.4 Timetable

The proposed timeline for this study is three and half months, starting in October 2020. The consultants are expected to work full time for this engagement. Below time table is indicative of tasks and timeline for the scoping study.

No	Activity	Oct-20				Nov-20				Dec-20				# of consultancy days
		1	2	3	4	1	2	3	4	1	2	3	4	
1	Engagement of consultant													
2	Onboarding & Submission of inception report													1
3	Feedback on inception report													1
4	Submission of revised inception report													1
5	Desk review													2

6	Preparation for NHQ visit																1
8	Design, Conceptualization and Execution for both hardware and software based equipment, gadgets, etc.																28
9	Production and Delivery Testing of the digital studio																3
10	2 days Validation Workshop, including preparations of reports for the administrative and logistical policies for management and utilization																2
11	2 days Operational Guidelines Write-shop																2
12	Report preparation and submission of first draft																2
16	Final Report Submitted																2
17	End of Engagement																
Total number of days																	45 days

6. Responsibilities and duties

6.1 PRC

PRC will organise all study related logistics for this consultancy engagement. As far as possible the consultant will be supported with the necessary working material. PRC will support the team in the arrangement of interview dates with stakeholders and access to the needed documents for review and support the data gathering with concerned staff and volunteers as well as procurement of the need hardware and software needs of the Project. The PRC will also provide their expertise in specific sectors which shall be considered during the engagement. PRC will give a security briefing for the consultant and take care that security regulations are applied and when needed.

6.2 Consultant

The consultant is responsible for the elaboration of the methodology, the timeframe and all organisational issues related to the implementation of the engagement, which he/she will coordinate with PRC and the project team. The consultant's responsibility is the implementation processes of the engagement, including final report and presentation of results to PRC and

ARC. And to ensure that the multimedia digital studio is operating at its highest quality and maximized production output.

He /she has the responsibility to revise the final report, based on comments from PRC and ARC.

7. Reporting

7.1 Inception report

The inception report of the consultant should outline the engagement steps and the methodology used including a proposal for a final timeframe. The inception report shall be used to clarify open questions and to come to a common understanding about the tasks. The inception report should not be longer than 7-10 pages. The consultant will give feedback to PRC and ARC about the ToR and its feasibility. The ToR shall be adapted and agreed upon based on the inception report.

The inception report should be delivered before the assessment starts. It should contain:
- Background information
- Suggestions for ToR amendments (if necessary)
- Design: approach, methods, participation, etc
- Outline of operational framework for the multimedia digital studio model.
- Tools for the implementation (hardware and software)
- Implementation process (team, distribution of tasks, steps, timetable, reporting)
- Proposed the final report template, if different than one suggested here.

The inception report will be discussed with PRC and ARC. Any changes to the ToR require agreement by both parties.

7.2 Final report

The final assessment report is be delivered as per the agreed timeline. The inception and final report should be delivered in *English*. The total number of pages for the final report should exceed 20 pages. Any additional data can be presented as annexure. The final report will be approved by PRC and ARC.

Following is the proposed template for the final report, though it should not restrict the presentation of key findings.

1. **Executive Summary**

2. **Methodology** including the development of assessment guidelines (interviews, FGD, etc.)

3. **Policy analysis** of documents (and SOP) supporting the Multimedia Digital Studio management and utilization

4. **Assessment results** with recommendations on the Project including management, specification of roles and responsibilities of key concerned staff, delivery of services, classification of levels, relations to the headquarters and chapters (e. g. services, coordination/communication)

5. **Implementation plan** for establishing the **Multimedia Digital Studio** with milestones and timeline and **updated policies and procedures, Communication Database Management for Communications Department Staff, Project Training Plan** adapted to the context of the department, including indicators for sustainability (e. g. performance indicators, monitoring mechanism, etc.),

6. **Comprehensive operational framework**, explaining the required management and operational structure and definition of clear roles and responsibilities and well-defined operational guidelines.

This report content can be extended or reduced by the consultant if necessary. The data, key-findings and recommendations shall be presented in a clear and transparent way, and the database (excel) should be applicable for PRC and ARC.

PRC and ARC will analyse the final report, especially the utility of the gathered data and information. The consultant will receive feedback from **Ms. Lei Obtinalla**, Manager, Communications Department of PRC before the final payment of the consultant contract is approved. It is expected that the consultant corrects invalid data in case of major flaws.

8. Quality and ethical standards

The consultant / team should take all reasonable steps to ensure that the consultancy engagement is designed and conducted to respect and protect the rights and welfare of people and the communities of which they are members, and to ensure that the study is technically accurate, reliable, and legitimate, conducted in a transparent and impartial manner. Therefore, the engagement should be implemented adhering to standards of the IFRC, who are used in evaluations but apply equally to all other types of assessments (See footnote[1]). The collected data has to be safeguarded, respecting existing data security rules, to protect the rights of the individual.

9. Consultant Profile

The consultant should meet the following criteria:

Obligatory:
- Academic background in multimedia digital communications, development communications, information and communications technology, information and communications management
- At least 3 years' experience in the communication and advocacy sector, with demonstrated experience in setting-up of a multimedia digital studio and communications studio;
- Proven experience of carrying out similar engagements
- Excellent written and verbal English language skill (proof of previous works)

Preferable:
- Knowledge/experience of the Red Cross and Red Crescent Movement
- Knowledge/familiarity with Philippine Red Cross functioning

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[1] Utility (usefulness and used); Feasibility (realistic and cost efficient); Ethics and legality; Impartiality and independence (unbiased, taking into account all stakeholder views); Transparency; Accuracy (appropriate methods used for correct data collection and analysis); Participation (meaningful involvement of stakeholders if appropriate / feasible); Collaboration (with key stakeholders to improve ownership, legitimacy and utility).

10. Application procedure

Interested consultants should submit their dossier, before October 25, 2020 to Catherine J. Larracas at email mlrosario.obtinalla@redcross.org.ph with copy to alexis.alatiit@redcross.org.ph and a.tangara@redcross.org.ph

- Curriculum Vitae of consultant
- Letter of motivation summarising relevant experiences and qualifications for the consultancy
- Technical proposal
  The technical proposal should contain the following elements:
  a) A chronogram for how the consultant proposes to complete all tasks
  b) A methodology for the project
- Financial proposal
- An example/portfolio of previous related works
- At least two reference persons