

TERMS OF REFERENCE

Celebrity and business partnerships

‘United Voices for Children’ Project

November 2015

All together Against Child Trafficking Coalition (BKTF)
World Vision Germany
AgroInvest Foundation Serbia
ChildPact

ii. Introduction

In October 2013, World Vision Germany (WVG) and AgroInvest Foundation Serbia (AFS) developed a project concept in response to the German Federal Ministry for Economic Cooperation and Development (BMZ) call under its Sozialstrukturträger pilot programme. Under this pilot programme, BMZ is seeking to strengthen civil society, which includes capacity building for civil society networks and coalitions with an emphasis on long-term operational and financial sustainability advocacy. BMZ accepted the application developed by WVG and AFS entitled 'United Voices for Children'.

The project partners are 7 ChildPact members from the Western Balkans, Eastern Europe and South Caucasus: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, and Serbia. ChildPact with all its 10 members (the 7 mentioned above and Azerbaijan, Romania and Bulgaria) is a beneficiary.

The project aims to contribute to child well-being, protection and rights through strengthening civil society. There are three major expected results: **1.** Increased visibility and operational & financial sustainability of the child protection networks; **2.** Better policy monitoring by implementing a Child Protection Index; **3.** Increased capacity to influence child protection reforms through policy recommendations and advocacy initiatives.

This TOR is referred to the project activity **celebrity and business partnerships** in the scope of which tailored strategies for business and celebrity engagement will be created and implemented, as it seeks to identify a consultant for each project country to deliver a series of intellectual products and activities so that the ChildPact member in the respective country successfully develops and implements its business and celebrity engagement strategy.

I. Executive Summary

Project Title:	United Voices for Children
Project Phase:	Implementation (started in March, 2015)
Activities that are object to this ToR:	Support the national child rights coalition to develop celebrity and business partnerships . Celebrity and business partnerships can expand a coalition's visibility and credibility, yet management of these partnerships requires specific skills and knowledge of potential hurdles. This project will create and implement tailored strategies for business and celebrity engagement.
Activities start	November 2015 – March 2016
Budget	4000 EUR gross

II. Rationale: Background Information

All together against Child Trafficking (BKTF), is a coalition of 28 national and international organizations, which advocate and lobby for the protection of Albanian children from all forms of violence, neglect and exploitation. BKTF's mission is to advocate for, and lobby on behalf of children

for their protection, through the establishment of a functional child protection system in Albania.

To educate Albanian society to both recognize and respect children's rights.

To coordinate and promote the sharing of models of best practices in the field of child protection.

To promote active child participation in child related matters.

ChildPact

In September 2012, 8 national coalitions from 8 countries in the region signed a Memorandum of Understanding to establish the regional coalition called ChildPact (www.childpact.org). ChildPact has since officially registered in Romania and expanded its membership to include 10 members. ChildPact is a network of networks. Through its members ChildPact represents approx. 600 NGOs, which work with more than 500,000 vulnerable children.

With a mission to represent the most vulnerable children in policy dialogue at national, regional and international levels, ChildPact offers a way for local and national level civil society to participate in policy and dialogue discussions that affect the region's children but are often difficult spaces to enter, engage and influence as a singular NGO. ChildPact has four main objectives:

1. Monitor and influence child-related policies at regional and European levels by documenting child protection concerns and advocating for better policies to protect vulnerable children.
2. Strengthen the capacity of its members by actively supporting their expertise development, visibility and credibility at regional and European levels.
3. Advocate for regional cooperation at inter-governmental and civil society level, in order to identify best practices and solutions to common threats to children's well-being.
4. Raise public awareness of child rights and protection issues at national, regional and European contexts.

III. Terms of reference

a) Introduction

In the last 20 years, governments in our region strived to reform their child welfare and protection systems, but reforms remain incomplete and children remain the most vulnerable members of our society. The transition to democratic governance did not create systemic reforms to end violence against children and this is a shameful failure. To address this failure, in every country child-focused NGOs have come together in child protection / child rights networks to advocate for better lives for children. Civil society networks are crucial for the global effort to end violence against children as they influence policy developments and implementation which lead to more effective programs. But civil society networks / coalitions and many of their members lack adequate funding and support, which leads to gaps in efficiency and to unacceptable delays.

ChildPact believes that ending violence against children is not impossible, but it requires a radical shift in our approaches, along with levels of philanthropic engagement that have not yet been attempted. Philanthropic movements are embryonic in the ChildPact countries, but people who want to help do exist. Similarly, celebrities are occasionally involved with social causes, but many started to systematically and strategically use their influence to raise awareness about what society needs.

b) Purpose

Raise the impact of BKTF and ChildPact by **creating and implementing strategies that encourage celebrity and business partnerships**. Our consultant will help us create a philanthropic trend and a

philanthropic internal and external attitude that will be directly beneficial to the children that are served by its members and ChildPact. In so doing the consultant will not act alone, but with the support of: a national project team and the coalition staff, regional marketing consultant, the UVC coordinator, and the ChildPact secretariat (which includes an ICT consultant, a designer and a Brussels-based project officer).

c) Scope of the assignment

Under guidance by our regional marketing consultant, the duties and responsibilities of the national marketing consultant will include the following:

1. Assess the capacity and prospects for celebrity & business partnerships in the country using an assessment instrument provided by the regional consultant. This task includes: desktop review of existing analysis and trends in corporate giving and civil society organizations (CSO) fundraising; review of tax incentives and other regulation related to fundraising and philanthropic giving; interviews with the national coalition, companies, CSOs and other stakeholders, etc.; Draft assessment report on the capacity and prospects for celebrity & business partnership in the country
2. Develop a strategy for sustainable, long-term celebrity & business engagement for the national coalition (member of ChildPact) in the country which would include short-term and long-term goals and activities
3. Contribute to implement the celebrity & business engagement strategy for the national coalition (member of ChildPact) in the country (part of the strategy related to the short-term goals and activities) with securing minimum one business partnership and one celebrity partnership. This task includes: identifying and suggesting at least one celebrity and one business engagement opportunity, securing the engagements/partnerships that will last for a minimum of one year and its formalization through MoUs, developing the strategy for the respective engagements together with the national coalition.
4. Create marketing materials within an existing budget of approximately 2000 EUR together with the national coalition.

d) Deliverables

The national marketing consultant is expected to provide the following deliverables:

1. Assessment report consisting of completed assessment tool and gathered data;
2. A practical strategy for celebrity & business partnerships;
3. MoUs for one business and one celebrity engagement
4. Marketing materials (ex. partnership offer for companies, infographics, videos, presentations, leaflets, etc);
5. Brief final report containing information about the implemented strategy, identified opportunities and challenges and recommendations for further action.

e) Authority and Responsibility

The consultant will hold the ultimate responsibility for the success of the activity no. 6 of this project. In this role, they will:

- 1) Manage the logistics necessary for all tasks presented in the Scope of the assignment section of the ToR such as to collect and review the necessary information, organise interviews, secure the engagements guide the development of the marketing materials, etc. Support will be offered by the project team, but the consultant is expected to take full responsibility.
- 2) Develop the deliverables within the given time period in clear local language and English. The project staff will offer feed-back but will not edit the deliverables. Consultants are responsible

for doing this themselves or work with a professional editor within the existing budget (no additional budget is available for editing services).

The project staff within the coalition and partners ChildPact, AFS and World Vision will be responsible for the following tasks:

- 1) Provide a clear ToR
- 2) Introduce the Consultant to relevant internal and external stakeholders
- 3) Provide information on existing documents upon request
- 4) Be available for clarifications and support
- 5) Review drafts of required deliverables and suggest necessary changes.
- 6) Approve final versions of deliverables and make payments accordingly.

f) Consultancy Requirements

Consultants will be chosen based on the following criteria:

- 1) University degree preferably in marketing, Public relations, or development-related studies
- 2) 5 years of professional experience in the civil society and/or the business sector
- 3) Excellent knowledge in English (writing and speaking) and an inquisitive mind**
- 4) 3 years of professional experience in working with business people and public communications**
- 5) 3 years of professional experience in similar consultancies, with a focus on networks & civil society development**
- 6) 3 years of professional experience in drafting communication and marketing products**
- 7) 3 years of professional experience in celebrity and/or business engagement with civil society organizations or/and child protection and wellbeing related causes**
- 8) Sensitivity towards child protection and wellbeing issues in the country**
- 9) Excellent analytical and writing skills
- 10) Flexibility with regards to research products: multiple drafts might be needed before final release
- 11) Strategic thinking: additional projects might need to be created for the future. An NGO partner or individual consultants with strong organizational affiliations is / are preferred for this reason.

g) Time frame

The indicative time frame is provided in the table below. This time frame can be modified according to project needs.

	ACTIVITY	Implementation (Nov 2015 – March 2016)				
		Nov	Dec	Jan	Feb	March
1	Selection of consultants	x	x			
2	Collect data for celebrity & business partnerships assessment		x			
3	Develop assessment report		x			
4	Develop the celebrity & business engagement strategy		x			
5	Develop marketing materials			x	x	
6	Securing engagements and developing strategies for engagements			x	x	

7	Final report					x
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h) Logistics

Consultants will work with their own equipment (ex. laptop, mobile phones, skype equipment, etc.), from home or from the premises of the employer.

i) Application and Budget

The budget for this assignment is 4000 EUR gross. To apply for this consultancy, please send the following documents to Dorela Lazaj at dorela.lazaj@bktfcoalition.org, dorela_lazaj@hotmail.com, **before December 10th 2015** :

- CV clearly addressing the requirements in the ToR
- Letter of intent and availability
- At least two samples of communication products, analysis and/or relevant publications
- 2 reference contacts from similar assignments

j) Intellectual Property Rights

The final outputs are the joint property of BKTF, ChildPact, World Vision Germany and AFS,

k) Appendices

Project summary available [here](#)¹.

¹ <http://www.childpact.org/2015/03/19/three-things-child-protection-networks-need-new-childpact-project-to-address-them/>