



CALL FOR COMMUNICATIONS AND ADVOCACY¹ PROJECTS AND ACTIVITIES IN THE FIELD OF DEVELOPMENT COOPERATION

Application guidelines

With the financial support of the Ministry of Foreign Affairs of Romania, the United Nations Development Programme (UNDP) is launching a call for communication and advocacy projects and activities in the field of development cooperation

Interested organizations are invited to submit their proposal/s by **Monday, 8 August 2016**, by using the narrative and budget templates provided in Annex 3 and Annex 4, respectively. Proposals should be sent via e-mail to Teodora Zafiu, at teodora.zafiu@undp.org and Anca Stoica at anca.stoica@undp.org.

When preparing your applications, please be guided by the Terms of Reference attached hereto as Annex 1 and the evaluation criteria available in Annex 2.

For any questions and inquiries, please contact Teodora Zafiu via e-mail at teodora.zafiu@undp.org.

¹ *Advocacy represents the act or process of publicly supporting, pleading or recommending a cause or proposal.*

Terms of Reference

Background

In 2007, following its accession to the European Union (EU), Romania has become donor of official development assistance (ODA), offering financial support to developing countries and contributing in this way to the global efforts to eradicate extreme poverty worldwide. Since then, Romania has strived to position itself on the international development arena as an innovative donor, with the main comparative advantage of being able to share its direct experience and knowledge in the democratic transition and Euro-Atlantic integration processes. Romania's strategic objective in development cooperation is to contribute to poverty reduction by promoting security and economic welfare, state of law, sustainable economic development, climate change mitigation and investments in education, complementing international efforts in the field. Romania's development cooperation policy is coordinated by the Ministry of Foreign Affairs (MFA) who is responsible with setting the policy's legal and strategic framework.

In order to increase the efficacy of the development cooperation programme, the MFA is currently developing a new legislative package on Romania's development cooperation that will provide for a more efficient disbursement of the official development assistance (ODA) and the creation of a new dedicated department within the MFA to develop and implement the ODA policy and programme.

The current efforts of the MFA are also supported by the UNDP through the *New ODA Cooperation Partnership with Romania* project, whose objective is to support Romania in becoming an active and, innovative actor for development cooperation so it can achieve sustainable, scalable development impact in the countries that are a priority of Romanian ODA.

General Objective:

With the financial support of the Romanian Ministry of Foreign Affairs, the UNDP is launching a call for communications and advocacy projects and activities that will help raise awareness about the need to prioritize development cooperation on the political agenda in Romania, increase support for the new development cooperation framework amongst relevant decision makers, and raise public awareness with regards to the international development field and Romania's development cooperation programme.

Specific Objectives:

- a) To enhance public awareness and raise public interest in the Romanian development cooperation programme;

- b) To inform and raise the interest of the stakeholders in the Romanian development cooperation programme, emphasizing:
- Romania's achievements and contribution to global development;
 - Romania's best practices and experiences in development cooperation;
 - Romania's profile as international assistance provider (its comparative advantages and its specificities as emerging donor) and the importance of its contributions to partner countries and the overall global development;
 - Romania's commitments and obligations as Member State of the EU to provide assistance to developing countries;
 - International development cooperation and its importance to global development;
 - The sustainable development goals (SDGs);
 - The new development cooperation law that will define Romania's ODA policy for the next years;
- c) To foster dialogue on international development and scale up support for Romania's new development cooperation framework;
- d) To engage with interested stakeholders and stimulate their active interest and sustainable participation in supporting Romania's international development cooperation policy;
- e) To increase media coverage of development cooperation issues and of Romania's engagement in this field;
- f) To create and/or consolidate medium and long-term relations and partnerships between decision makers, local authorities and organizations active in the development cooperation field:

Eligible initiatives:

Within the **range of 10.000-15.000 USD/grant**, eligible initiatives **can include, but are not limited to:**

- a) Identify people working in international development and share their stories online and/or offline;
- b) Develop educational programme/projects for the kindergarten and primary schools about the importance of development cooperation;
- c) Sustaining the on-going projects which had visible results on development cooperation;
- d) Create public sport events with the aim to raise awareness on a particular development and/or humanitarian issue;
- e) Create public interactive/creative events that can reach a targeted public (students, local authorities, decision-makers, private sector) and explain the importance of development cooperation and/or humanitarian assistance;
- f) Create interactive events with relevance in development cooperation field that will have impact in the local communities;
- g) Stimulate the interest of students in the field of development cooperation;
- h) Organize an info-sharing event/meeting with the local authorities from the bordering regions of Romania;
- i) Develop and implement an on-line communication strategy and on social media;

- j) Develop mobile applications, board games, or other technological means and instruments of facilitating people's understanding about development cooperation;
- k) Elaborating policy briefs and other publications that can facilitate decision makers' understanding and support of development cooperation and Romania's development cooperation programme;
- l) Implementing any other type of communication or advocacy project or activity that directly addresses one or more of the objectives mentioned above.

Type of initiatives that are NOT eligible (examples):

- a) Actions that do not have a specific focus on international development (i.e. actions on Romania's internal development proprieties/challenges are not eligible.);
- b) Illegal actions such as bribery and influence peddling/traffic of influence.

Other criteria:

Action-oriented projects and concrete results must be demonstrated.

Partnerships with local authorities, media, private sector, formal education institutions (universities/faculties/ high schools / schools) and innovative ideas are highly encouraged.

Implementation period: September 2016 - April 2017

Call open to:

The call is open to civil society organizations and media associations from Romania with experience in implementing communication and advocacy campaigns or other related activities, particularly in the development cooperation field.

Application Language: English

Visual identity:

The information materials (posters, brochures, leaflets, banners etc) produced by contractors under this call must contain the visual identity of the Romanian MFA, Romania's development cooperation programme (RoAid), and the UNDP which will be provided by the UNDP project team.

Total maximum amount to be disbursed: 55.000 USD

Evaluation Criteria

	<i>Evaluation of Proposed Initiative</i>	<i>Maximum Points Obtainable</i>
1	SMART objectives of the project	10
2	Project strategy: project clearly and concisely presented, well planned, realistic and effective activities; innovative ideas	20
3	Specific identification of the beneficiaries and their involvement	5
4	Specific and clearly articulated results	10
5	Strategic visibility plan showing knowledge in terms of communication means	15
6	Relevant partnerships	10
7	Previous experience in communication, advocacy, and public campaigning particularly in the field of development cooperation	10
8	Clearly identified roles of team members	5
9	Well-planned and efficient budget	15
		Total: 100

Application Form

Title of the proposed project:

Name of the applicant:

Period of implementation:

Contact person (please specify e-mail, phone number, address):

Date of application:

Please, do not forget to complete Annex 4: Budget!

Please see below a few questions that will help us understand your idea: what vision you have for the initiative you are proposing and how you intend to implement it.

We strongly recommend that you answer these questions in a concise and logical manner. Please use clear arguments. Be brief and convincing. Usage of bullet points is strongly encouraged.

1. **What are the objectives of your project and how do they meet the objectives mentioned in the Terms of Reference?**

The objectives must be SMART (specific, measurable, achievable, realistic and time bound). (max 100 words).

OBJECTIVES

2. **What is the strategy of your project?** *Please briefly describe the project activities. Activities must be clear, well planned, realistic and effective. Innovative ideas are encouraged. Please use specific indicators such as number of participants, public reach of an event, etc.*

*For example: Activity 1: 1 training about conflict resolution taking place for 3 days in June for 12 participants from the "x" public institution
(max 200 words)*

PLANNED ACTIVITIES

3. **Who are the specific beneficiaries of your project and how do you plan to involve them?** (Max. 100 word)

BENEFICIARIES

4. **What are the results you intend to achieve through your project/initiative?** *What are the outputs & indicators of your project? Please make sure they are clear and measurable. (max. 200 words)*

OUTPUTS & INDICATORS

5. **How will you assure the visibility of the initiative during the implementation of your project?** *What is your visibility plan to communicate your idea to a broader public? Will visibility be maintained after the activities have ended?— please explain how (max. 150 words)*

VISIBILITY PLAN

6. **Who are the main partners you will work with?** *We would like to understand more about the type of partners and their roles in putting your idea to action. For example, will your partners help you in reaching a wider audience? (max. 150 words)*

PARTNERSHIPS

7. **Tell us briefly about your experience in communication, advocacy or public campaigning on social or civic issues, particularly in the field of development cooperation?** *(max. 200 words)*

PREVIOUS EXPERIENCE

8. **Tell us the roles and responsibilities of the team members who are going to implement this project.** *(max 50 words)*

DESCRIPTION OF THE IMPLEMENTING TEAM

Project Budget

Anexa 3.a - Bugetul acțiunii Cheltuieli	Toți anii			
	Unitate	# unități	Preț unitar (în USD) ³	Costuri (în USD) ³
1. Resurse umane				
1.1 Salarii (salarii brute, inclusiv contribuțiile la asigurările sociale și alte costuri conexe, personal local)				
1.1.1 Personal tehnic (precizați funcțiile)	Pe lună			0.00
1.1.2 Personal administrativ / asistent (precizați funcțiile)	Pe lună			0.00
1.2 Salarii (salarii brute, inclusiv contribuțiile la asigurările sociale și alte costuri conexe, personal expatriat/internațional)				0.00
1.2.1 Manageri (precizați funcțiile)	Pe lună			0.00
1.2.2 Personal asistent (precizați funcțiile)				0.00
1.3 Diurne pentru misiuni/deplasări				0.00
1.3.1 În străinătate (personal desemnat pentru acțiune)	Pe zi			0.00
1.3.2 Local (personal desemnat pentru acțiune)	Pe zi			0.00
1.3.3 Participanți la seminarii/conferințe	Pe zi			0.00
Subtotal resurse umane				0.00
2. Deplasări				
2.1 Deplasări în străinătate (incl. viză și taxe de aeroport)	Pe zbor			0.00
2.2 Transport local	Pe lună			0.00
2.3 Altele (examen medical, medicație, asigurare de călătorie...)				0.00
Subtotal deplasări				0.00
3. Echipament și furnituri				
3.1 Achiziție sau cumpărare vehicule	Pe vehicul			0.00
3.2 Mobilier, echipament informatic				0.00
3.3 Mașini, unelte...				0.00
3.4 Piese/echipament de rezervă pentru mașini, unelte				0.00
3.5 Altele (precizați)				0.00
Subtotal echipament și furnituri				0.00
4. Birou local				
4.1 Costuri cu vehiculele	Pe lună			0.00
4.2 Chirie birou	Pe lună			0.00
4.3 Consumabile - birotică	Pe lună			0.00

4.4 Alte servicii (tel/fax, electricitate/încălzire, întreținere...)	Pe lună			0.00
Subtotal birou local				0.00
5. Alte costuri, servicii				
5.1 Publicații				0.00
5.2 Studii, cercetare				0.00
5.3 Verificarea cheltuielilor				0.00
5.4 Costuri cu evaluarea				0.00
5.5 Traducere, interpreți				0.00
5.6 Servicii financiare (costuri cu garanțiile bancare etc.)				0.00
5.7 Costuri cu conferințe/seminarii				0.00
5.8 Acțiuni pentru vizibilitate				0.00
5.9 Altele (precizați)				0.00
Subtotal alte costuri, servicii				0.00
6. Altele				
6.1 Precizați				0.00
Subtotal altele				0.00
7. Subtotal costuri eligibile directe ale acțiunii (1-6)				0.00
8. Provizion pentru rezerva de urgență (maxim 5% din 7, subtotal costuri eligibile directe ale acțiunii)				
9. Total costuri eligibile directe ale acțiunii (7+ 8)				0.00
10. Costuri administrative (maxim 7% din 9, total costuri eligibile directe ale acțiunii)				
11. Total costuri eligibile (9+10)				0.00