

Term of Reference

For national consultancy to develop NCDDS' communication strategy

Programme	Improved Service Delivery for Citizens in Cambodia (ISD)
Project number	21.2197.8-001.00
KOMP Code	01
Activity Code	1.20.002
Duration	46 working days
Timeframe	08 November 2022 – 30 June 2023

I. Introduction

The Government of the Kingdom of Cambodia has acknowledged the values and critical responsibility of sub-national administration in promoting citizens' rights, public service delivery, and local development in a more transparent and accountable manner. The 10-year National Programme phase 2 (NP-2 2021-2030) has recommended the National Committee for Sub-National Democratic Development (NCDD) reviewing and revising its communications strategy for each Five-Year Implementation Plans (IP5). The NP-2 has highlighted 3 priority activities in component 1 as follows:

- Improving and strengthening the communications strategy
- Effective implementation of the communications strategy
- Measuring results of the communications strategy

Improved Service Delivery for Citizens in Cambodia (ISD) is the joint initiative of the Government of the Kingdom of Cambodia, represented by the Secretariat of the National Committee for Sub-National Democratic Development (NCDD-S), the Government of the Federal Republic of Germany, and the Government of Switzerland, represented by the Swiss Agency for Development and Cooperation SDC, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

ISD is supporting NCDD-S in the implementation of the NP-2 which places emphasis on building effective public service delivery at the local level. Digital technology will play a much larger role in administrative and communicative efforts between the government and citizens. The communications strategy will define the key messages to be communicated to each of the following target groups and the most effective communication methods and tools for each group:

- Ministries/institutions and SNA officials including councilors
- Civil Society Organisations
- Private sector firms
- Development partners
- Teachers and students
- Citizens

II. Objectives of the Assignment

The objectives of the assignment are to (i) undertake a baseline study on citizens' communication behavior and adoption in Cambodia and (ii) refinement of NCDDS' existing communication strategy suitable for D&D reform through NP-2 implementation.

III. Scope of Work

The consultancy firm will conduct a baseline study through desk review, household survey, focus group discussion, and key informant interview with overarching quantity and quality data that will be used as the baseline data for measuring communication outcomes and impact and convene stakeholder consultation that helps refine NCDDS' existing communication strategy that will be shaped in the NP-2 implementation.

IV. Consultancy Tasks

The consultant will be required to achieve the following tasks:

No.	Key Tasks	Up to 46 working days
1	Baseline study on citizens' communication and adoption behaviour in Cambodia	22
	- Conduct desk and literature review on relevant documents to develop a conceptual framework (or inception report) and work plan for the study,	2
	- Develop methodologies including questionnaires for household surveys and questions guiding for focus group discussion (FGD) and key informant interview (KII) in consultation with NCDDS and stakeholders,	2
	- Provide orientation/training on developed questionnaires to NCDD-S's responsible staff for further field data collection	2
	- Support and join field data collection with the NCDD-S working group (GIZ provides transportation)	10
	- Consolidate results of field data collection, and develop (1) the summary finding report in Khmer and English on citizens' communication and adoption behavior in Cambodia and (2) baseline of NP-2 communication strategy,	6
2	Refine NCDD's existing communication strategies that will be shaped in the NP-2 implementation	23
	- Prepare and facilitate the reflection workshop with the participation of NCDD-S, subnational level, and stakeholders to reflect on NCDDS's communication strategy (what works well, what does not work well, and what needs to be improved?)	4
	- Refine/revise the communication strategies, based on results of the reflection workshop and finding report on citizens' communication and adoption behaviour in Cambodia,	8
	- Facilitate internal discussion/consultation/reading session with NCDD-S working group to collect comments and feedback,	4

VI. Key Deliverables

No.	Deliverables	Type	Timeline
1	The inception report includes brief background, objectives, key deliverables, methodology, and a detailed work plan in Khmer and English	Report	1 week following contract signing
2	The summary finding report in Khmer and English on citizens' communication and adoption behavior in Cambodia	Report	3 weeks after the preliminary finding
3	A baseline of NP-2 communication strategy	Report	3 weeks after the preliminary finding
4	Drafted refinement of NCDD's communication strategy in Khmer and English	Drafted document	20 working days after completion of the second stakeholder consultation
5	Final Edition of NCDD's communication strategy in Khmer and English	Document	10 working days following receiving comment on the drafted communication strategy
6	Summary of consultancy report in Khmer and English	Report	5 working days after submission of final communication strategy

VII. Reporting

1. The consultant will report to Public Relations and Communication Advisor,
2. Deliverables are to be handed over in MS-Word in Khmer and in excellent English writing and spelled checked the English-United Kingdom.
3. The communication strategy is to be handed over in edited, proofread, and designed with a good layout and ready to be printed.
4. All deliverables shall be provided in soft copy to ISD according to the dates agreed upon in the work plan prepared by the consultant.
5. Confidentiality: The expert requires the explicit approval of GIZ to share with a third party any information or data as well as materials or result, which came into the knowledge of the expert related to this assignment. GIZ-ISD and NCDD are not considered as third party.