



Call for Proposals

Citizens' Coalition for Electoral Democracy in Uganda (CCEDU) is calling for expressions of interest from reputable organizations/individuals/firms to assist in the conceptualization, production and implementation of a countrywide multi-media messaging campaign in respect to elections to fill vacancies in the newly-created 261 Municipalities, Municipal Divisions, Town Councils and Sub Counties set to be held on July 17 and 19 2018.

CCEDU intends, through the messaging campaign to promote active, informed and meaningful citizen participation in (the above) local government elections while inspiring state accountability towards citizens. It is expected that the campaign will contribute to the CCEDU's long-term goal of promoting inclusive and participatory democracy in Uganda.

CCEDU expects respondents to this call to design a clear and well-thought out messaging strategy that specifically targets voters and candidates in the respective municipalities, municipal divisions, town councils and sub counties, wards and parishes. The strategy should integrate special focus on youth, women, persons with disabilities and indigenous peoples of Uganda both in the rural and urban setting.

The objective is to implement a highly innovative but low-cost, motivational, persuasive and impactful communications' campaign effectively reaching the largest segment of Ugandan society using a range of low cost messaging formats and media channels, both conventional (radio, TV, newspapers etc) and non-conventional (social/new media, song, theater, branding and advertising using diverse materials, local cinemas, tapping into existing [used, under-utilized and un-utilized] community-based platforms etc).

The campaign will build on and expand CCEDU's previous voter mobilization campaigns such as **Honour Your Vote** (2011 general elections), **Votability** (2015 national voters registration) and **Topowa** (2016 general elections). The campaign will recognize CCEDU's other on-going work around election observation and advocacy for electoral reforms. Implementation of the campaign will as much as possible integrate CCEDU's broad membership and configurations. It will complement and require close coordination with CCEDU's other citizen mobilization and empowerment efforts, particularly around voter education and sensitization. Conceptualization and implementation of the campaign will be undertaken within a period of about three (3) weeks:

June 14 – 21:	Identification & contracting of partner(s);
June 22 – July 20:	Joint implementation of campaign;
July 20 – 31:	Post campaign evaluation and reporting.

Messages under the following broad themes taking gender dynamics into consideration will be promoted: informed active citizen engagement based on policy issues; and citizen empowerment to actively counter and report electoral challenges such as: apathy, voter bribery, vote rigging, electoral violence etc. CCEDU will maintain ownership of the message content: a consultative process involving CCEDU member organizations, partners such as the Electoral Commission (EC) and interest groups will help define the thrust of the

messages and provide final approval of content. The contracted organization/individuals/firm will propose messaging concepts and formats accordingly for comments and final CCEDU approval.

The campaign will have a unity of purpose and concept; and embrace a distinctive style in order to achieve maximum impact within a short period. In other words, there should be a 'red thread' running throughout the different messaging formats and media channels that clearly identify the campaign as CCEDU's voter mobilization and empowerment drive.

Media channels will be targeted and strategically selected for maximum impact in a cost effective manner. Radio will be a central component, as it remains the most utilized media in Uganda. Other media channels may be included, based on their potential impact and cost. Television could broadcast spot messages, informational/comic screen banners and newscasters' endorsements; newspapers, both national and regional, could include advertorials and/or articles on selected themes. Visual messaging could include outdoor billboards and/or posters and/or messaging on automobiles etc. The mix and composition of the media channels will be determined by strategic need, intended impact and cost considerations. To ensure that ordinary people across the country are reached, the campaign will purposefully target informal spaces that are more open and more difficult to censor than traditional broadcast channels. Messages will be disseminated in at least seven (7) selected local languages in addition to English (based on the areas in which the elections are to be conducted).

Organizations/firms/individuals interested in working with CCEDU in conceptualizing and producing the media campaign should address the following 5 main areas in their proposals:

+ *Campaign strategy*: proven ability and track record in defining a multi-media campaign strategy to achieve the objective of reaching and affecting as many Ugandans as possible, as defined above. Strategic considerations should include discussion of message design, message formats and media channels.

+ *Content development*: proven ability and track record in working collaboratively with a selected concept, helping further define content and design creative, powerful social change messages (in this case around local government elections) in various formats.

+ *Production*: proven ability and track record in producing impactful, satirical, humorous audio and visual messages to deliver the approved content and design in English and 7 local languages.

+ *Dissemination*: proven ability and track record in organizing the dissemination of multi-media messages, including jointly negotiating broadcasting arrangements with online media channels; radio and TV; securing newspaper advertising, outdoor billboard hire, printing, using (high influence) community campaign ambassadors, public relations support etc, as appropriate. Proposals must show a detailed media buy plan including items such as frequency of presence on each of the selected media channels (considering the shortness of the media campaign period, proposals should integrate strategic and high presence components on each of the chosen media channels such as radio, TV, newspapers, social/new media, experiential mediums etc).

+ *Monitoring and evaluation*: proven ability to track and report on qualitative and quantitative results as well as assess the impact of campaigns of such nature, as appropriate.

The proposals should clearly define and demonstrate how they would creatively utilize a 'rallying call' tagline throughout the voter mobilization campaign as appropriate.

The proposals should include the profile of the interested organization/firm; highlighting the key individuals involved. The total indicative budget amount for the conceptualization, production of messages and materials as well as the actual implementation of the campaign is Ushs 362,132,800. Financial aspects of the proposals should be broken down in professional fees, content development costs, production costs as well as dissemination costs in various media formats, media monitoring and evaluation costs. Costs relating to media-buy should be provided in detail indicating selected media outlets, negotiated message broadcast packages and rates.

Five (5) copies of the proposals accompanied with Visual DVDs and still images are to be submitted by close of business, June 20 2018, 5:30pm (Kampala time) at the address below:

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E:mail:info@ccedu.org.ug

Website: www.ccedu.org.ug

Ps:

- Clearly mark your application and envelope: **"Response to CCEDU CFP 001/2018"**
- Proposals will be reviewed on a 'first come, first serve' rolling basis.