



United Nations  
Educational, Scientific and  
Cultural Organization

## Call for Proposal

**Ref. no.: FO/CFP/05/2019-149**

15 May 2019

### To engage an organization for general awareness raising on respect for cultural heritage and diversity

<b>Location :</b>	Pakistan
<b>Type of Contract :</b>	Contract for Services
<b>Languages:</b>	English
<b>Duration:</b>	3 Months
<b>Background information</b>	<p>UNESCO's Convention on World Heritage advocates for giving heritage a function in the lives of people and enhancing the role of community in the management and protection of heritage sites. There is an increased recognition of the need for local community involvement specifically youth, in the conservation and preservation of its cultural and natural heritage. The future of Pakistan's remaining heritage will depend largely on the decisions and actions of the present generation of young people who will soon become the leaders and decision-makers of tomorrow. Recognizing this, UNESCO Islamabad with the support of the Government of Italy is funding a project focusing on engaging the community and school going youth in safeguarding cultural heritage, while complementing the efforts of the Government(s). This will be achieved through the following:</p> <ol style="list-style-type: none"><li>1. School going youth engaged in safeguarding the cultural heritage through teachers' capacity building in integrating heritage into teaching and learning, and resource material development.</li><li>2. The community and out of school youth mobilized to safeguard the cultural heritage.</li><li>3. The Government mobilized and capacitated to involve the communities in the safeguarding of cultural heritage.</li></ol> <p>Pakistan is fully behind the sustainable development goals (SDGs) and the most relevant to the proposed intervention are the targets 4.7 and 11.4. The target 4.7 emphasizes, "all learners acquire knowledge and skills needed to promote sustainable development through education and appreciation of cultural diversity and of culture's contribution to sustainable development". Target 11.4 specifically focuses on the protection cultural heritage, "Strengthen efforts to protect and safeguard the world's cultural and natural heritage."</p>
<b>Objectives of the project</b>	The project is aimed at supporting the Government of Pakistan's efforts to safeguard the country's cultural heritage by mobilizing school going youth and the local community through educational interventions and awareness raising campaigns.
<b>Specific aim of this Call</b>	Advocacy and general awareness raising activities and campaigns on promoting local community engagement in safeguarding cultural heritage, to be achieved via print and electronic media.
<b>Tasks</b>	<p>The selected media organization will be responsible for undertaking the following tasks:</p> <ol style="list-style-type: none"><li>1. A detailed strategy and work plan that includes the identification of varying target audiences, type/mode of broadcasting material and a strategy designed to implement the objectives stated above.</li></ol>

	<ol style="list-style-type: none"> <li>2. Work closely with UNESCO and provincial Departments of Archaeology and culture in communication planning and development of public services messages advocating for protection and promotion of heritage. This will include the conceptualization of broadcasting material as per the types/modes of communication identified in Task 1, and in accordance with the objective and specific aim of the Call defined above.</li> <li>3. Videography and photography for the purposes of content generation and creation for the project in KP (at selected sites in Swat, Mardan or Peshawar), Rohtas Fort and Makli.</li> <li>4. Liaise with media organizations for broadcast and distribution of generated awareness-raising content. Radio broadcast must include public service announcements recorded to be broadcast on radio stations in Punjab, Sindh and KP in English, Urdu and at least one local language per province. These PSAs must reinforce the ownership of Pakistan’s diverse heritage, and the importance of taking responsibility in safeguarding it. Discussions on the topic arranged for TV and radio platforms. Develop a mechanism to monitor the outreach/impact of the public service announcements.</li> <li>5. Identify and develop the do’s and don’ts – guidelines for visiting heritage sites in Pakistan, information on protection under the law, and consequences of breaking the law.</li> <li>6. Proper documentation of all activities related to content generation and creation with video/photography and project reports.</li> <li>7. Acknowledge UNESCO and Government of Italy in all the press releases, broadcast and promotional material and related announcements with the use of UNESCO and donor’s logo. A prior consultation and approval is required to use the UNESCO logo.</li> <li>8. Submit a final report along with all deliverables, describing all lessons learnt, and challenges faced.</li> </ol>
<p><b>Deliverables</b></p>	<p><b>The selected media organization is expected to deliver the following outputs</b></p> <ol style="list-style-type: none"> <li>1. A comprehensive project implementation strategy and work plan, specifying performance milestones and targets.</li> <li>2. A series of minimum 10 short videos for social media, highlighting the significance and respect for cultural heritage and diversity, its contribution to Pakistan’s diverse history and identity as a nation, safeguarding principles and man-made issues facing heritage sites across the country. These include graffiti, encroachment, vandalism, illegal excavations, littering and so on. Emphasis on the laws protecting such sites and consequences of breaking these laws. Special focus on the importance and meaning of sites on the UNESCO World Heritage List. Videos must also invite and inform viewers on how to contribute to the efforts of safeguarding their heritage locally.</li> <li>3. 10 programs/public service announcements created for broadcast on radio in national and local languages, covering aspects described in Deliverable 2, including a minimum of 2 TV appearances. To be aired over a period of 4-6 weeks throughout various radio and TV channels across the country.</li> <li>4. At least 1 brochure designed and printed per province with 500 copies each (in English, Urdu and the prominent local language, if applicable), as part of promotional and awareness raising material as described in Deliverable 2, with the addition of specific information on the respective site/historical area to guide the visitors. Digital versions of brochures created</li> </ol>

	<p>to be available for download on relevant government websites. Public service messages created for publication in local newspapers, as per aspects described in Deliverable 2. Minimum 3 newspaper/magazine articles, one per province, highlighting the aspects described in Deliverable 2, for publication in local and national newspapers.</p> <ol style="list-style-type: none"> <li>5. A list of dos and don'ts – guidelines for visitor behavior at heritage sites to be provided to the provincial Departments of Archaeology and other relevant government departments for publication on their website, and for dissemination on social media.</li> <li>6. Complete and unedited HD video footage of minimum 5 hours, and all photographic material generated during production.</li> <li>7. A comprehensive final project report on the implementation of activities as per the work plan, achieving milestones and objectives as well as the impact assessments of deliverables, challenges, lessons learnt and the way forward, along with all relevant resource material.</li> </ol>
<p><b>Qualification/ Requirements</b></p>	<ol style="list-style-type: none"> <li>1. A media organization with expertise in awareness raising and advocacy campaigns, and/or heritage awareness communications and education.</li> <li>2. The organization must have at least 05 years of experience in media advocacy practices, preferably on culture, and/or community mobilization through media and communications.</li> <li>3. The organization must have implemented at least 3 media advocacy projects.</li> </ol>
<p><b>Minimum Content of the Proposal</b></p>	<ol style="list-style-type: none"> <li>1. Please submit a detailed technical proposal (70% weightage) consisting of the following: <ol style="list-style-type: none"> <li>a.) Profile of the Organization: (provide name, and address, legal status and detail of the work experience /relevant projects, in the required area.)</li> <li>b.) How you understand UNESCO proposal: (Describe your understanding and responsiveness to the Objective, TORs and deliverables and include detailed description of the manner in which the organization would respond to the TOR and achieve the required deliverables)</li> <li>c.) Approach: (how you intend to carry out the assignment to make it the most fruitful)</li> <li>d.) Implementation Methodology: (Describe in detail the methods, techniques and tools involved to deliver the TORs and achieve the given objectives)</li> <li>e.) Provide a realistic work plan</li> <li>f.) List of CVs (Provide the detailed CVs of the resource persons, staff, artists etc proposed to be involved to deliver the project)</li> <li>g.) Budget: (provide estimates of all types of costs involved in PKR)</li> </ol> </li> <li>2. A financial proposal (30% weightage) for the assignment, broken down by activity as well as specifying the total cost and quoted in PKR.</li> </ol> <p>The proposal and any supporting documents must be in English.</p> <p>Submissions will be acknowledged by email upon receipt but ONLY selected organizations will receive further notification and correspondence. It is the applicant's responsibility to ensure that the proposal is received by the deadline.</p> <p>For any clarifications, please contact UNESCO on the email addresses below.</p>
<p><b>Deadlines to submit proposal</b></p>	<p>The organizations/institutions interested in responding to this call, depending on their skills and expertise, may submit proposals to Mr. Papa Makhtar Mbaye (Admin. &amp; Finance Officer) at email <a href="mailto:pm.mbaye@unesco.org">pm.mbaye@unesco.org</a> copying to Ms. Rida Arif at email <a href="mailto:r.siddiqui@unesco.org">r.siddiqui@unesco.org</a> by 31 May 2019</p> <p>For any enquiry, please contact Rida Arif at e-mail <a href="mailto:r.siddiqui@unesco.org">r.siddiqui@unesco.org</a> with CC to Mr. Papa Makhtar Mbaye at email <a href="mailto:pm.mbaye@unesco.org">pm.mbaye@unesco.org</a>, latest by 24 May 2019.</p>