

TVET Learning Festival

SOCIAL MEDIA Campaign

Dakchyata: TVET Practical Partnership

Consultancy title	Design, plan, create and execute two weeks TVET learning Festival campaign via CTEVT Facebook page
Reports to	<i>Communications Manager</i>
Location	<i>Kathmandu – online through social media</i>
Dates	<i>15 Nov 2021 – 28 Dec 2021</i>

Project Background

The TVET Practical Partnership programme is the flagship skills development programme of the European Union in Nepal, delivered under two distinct but interconnected projects: Sakchyamta (managed by CTEVT) and Dakchyata (managed by the British Council), under the leadership of the Ministry of Education, Science and Technology

The specific objective of the programme is to strengthen and implement more effective policies in the Technical and Vocational Education and Training (TVET) sector, responsive to labour market needs. The programme is piloting an integrated Public Private Partnership approach in three key economic sectors **i) agriculture ii) construction, and iii) tourism**, delivered through three components:

- Component 1: improving the quality of TVET provision and scale up implementation ensuring it is made available through outreach to the most disadvantaged (managed by CTEVT)
- Component 2: an innovative grant fund mechanism has been designed to pilot Public Private Partnership projects in the construction, tourism and agriculture sectors. The aim is to generate learning on enhancing the relevance, quality and sustainability of TVET provision in Nepal (managed by the British Council)
- Component 3: technical assistance to the Government of Nepal and national TVET authority to strengthen governance, coordination and reform of the national TVET system, and raise the profile of TVET in Nepal (managed by the British Council)

A number of interlinking activity areas between the components exist, including the delivery of a public information campaign, which is the subject of this TOR.

Overview of the TVET Festival of Learning

The TVET Festival of Learning is a two-week long event designed both to promote TVET in Nepal and bring key stakeholders together to look forward to a labour-market responsive, green, and inclusive TVET sector. It is an online celebration of the role and value of responsive, inclusive, green TVET in creating sustainable skills for Nepal's growth and development. The festival of learning will seek to unlock the energy of a range of key national and local stakeholders to coordinate activities under the Festival of Learning banner.

The TVET Festival of Learning aims to unlock the energy and creativity of technical schools, grantees, employers, TVET trainees and local and national bodies with aim to promote local and national partnerships, focusing on inclusive approaches for the recruitment and selection of TVET trainees, profiling the role and voice of employers in helping to shape effective TVET courses, prioritising TVET's role in green economic growth, and celebrating young people acquiring skills,

Over a two-week period, Dakchyata and its national partners will facilitate several key high-level events that spotlight progress and opportunities for progress as the programme reaches key official milestones around grants and national dialogue. Importantly, the creation of guidance and facilitation for the TVET Festival of Learning, including hashtag and visual assets, will position both CTEVT, GoN and Dakchyata (and, by extension BC and the EU), as solution-providing, engaged, and supportive at all levels of the TVET system.

In terms of capacity building, the TVET Festival of Learning will directly build on the work of the TVET Public Information Campaign in providing a further opportunity for CTEVT, technical schools and others to develop their creative communications skills within a clear, managed campaign vehicle.

GOAL

The festival aims to showcase best practices in TVET training and local private sector engagement, as well as convening key decision makers around evidence for reform.

The campaign further aids to provide a framework for action aimed at leveraging digital platforms to deliver the benefits of TVET and build institutional capacity of CTEVT for effective online communications.

KEY OBJECTIVES

- To spotlight progress and learnings from the programme, official milestones around grants and national dialogue
- To provide platform for dialogue, creativity and unlock the energy of technical schools, grantees, employers, TVET trainees and national bodies
- Build CTEVT's capacity on their digital skills through a clear and precise campaign

CREATIVE APPROACH

The design of the campaign requires the creation of and support for:

- Guidance/toolkits for participating institutions such as technical schools and Dakchyata grantees, Conceptualise, design, develop and execute visual social media assets that articulate festival goals and aims
- Prepare a social media content calendar for the two-week period as well as teaser posts ahead of the festiva;

- Advise on content suitable for target groups (e.g., through the general use/promotion of hashtag) Convene webinars and online events with key stakeholders
- Support stakeholders to develop and generate their own content and online activity that aligns with festival goals and aims
- Interact and communicate with all key stakeholders to ensure that social media content is prepared and planned in advance

In addition, Dakchyata grantees and its senior level stakeholders (private sector/government) need to be closely involved and capitalised to encourage their participation in several set-piece events.

AUDIENCE

The audience for the TVET Festival of Learning is broad.

At a local level, the audience includes communities around technical schools (employers, public, local bodies). Technical schools would be encouraged to develop their own local initiatives. For Dakchyata, we would place particular emphasis on ensuring project partners are supported to showcase their work and to build on engagement with their specific target audiences.

For CTEVT, the audience would be the wider practitioner community, including government-run TVET schools, and key stakeholders at national and local levels (employer groups, government, international partners).

For Dakchyata, there would be specific activities/event designed to engage key government and national decision makers in considering how to maintain momentum for reform. By proxy, Dakchyata would be reaching a much wider group through its support for the activities of others.

- Employers
- Government and CTEVT Officials
- TVET Students
- Secondary School Students
- Returnee Migrant workers
- Parents, Teachers and Wider Community

DELIVERABLES

- Design, coordinate, plan and execute national policy webinars/events (minimum 3)
- Design, plan and conduct interviews/vlogs via Facebook with key stakeholders (students, private sectors, government, CTEVT Officials, general public where applicable explaining why responsive, inclusive, green TVET is vital for economic development)
- Design, develop and execute social media cards celebrating TVET Change Makers
- Design, plan, coordinate and prepare and execute online TVET school Skills demonstrations through Facebook live in coordination with national and local CTEVT officials
- Design, conceptualise and develop grantee short films/clips
- Identify, coordinate, plan and design to align with local celebration events – schools or employer associations should the opportunity arise
- Conduct TVET student/teacher video bytes
- Employer spotlight/profiles – featuring interviews with local business, tours of their premises.

TIMELINE WITH ACTIVITIES:

There were be three parts to the festival: planning, implementation and closing between 15 Nov – 20 Dec 2021 as specified below:

Phase	Activities
Planning (Nov)	<ul style="list-style-type: none"> • Planning meeting/s • Development and approval of detailed costed implementation work plan • Develop pre-comms activities to promote the festival • Design event/s • Planning and development of communication products – number and types • Coordination with local technical schools and central level CTEVT • Preparation of invites and ensuring stakeholders participations
Campaign delivery (Dec)	<ul style="list-style-type: none"> • Design and delivery of campaign activities in accordance with agreed work plan • Execute webinars, events • Execute skills demonstrations • Execute interviewsshort clips • Execute moderated events • Develop and execute campaign products- • Others as agreed work plan
Closure / evaluation	<ul style="list-style-type: none"> • Organise a closing webinar • Production and submission of comprehensive Campaign evaluation and closing report with photographs and info graphs, including data on key indicators. Annexed all supporting documentation (agendas and supporting materials for all the activities above).

KEY ACTIVITIES

- Pre campaign promotions
- 43webinars: planned over the course of two weeks
- Outreach events (recorded or Facebook live, to be agreed in the work plan 1 question and answer session with employers/students – career counselling, spotlight 32TVET schools - school or classroom visits, 2 Employer spotlight/profiles – featuring interviews with local business, 2 industry virtual tours of their premises , 2 TVET learners bytes, 2 faculty bytes, 2 parents bytes

- 2 interview (15 mins) – CTEVT officials, TVET experts or employers at national television on agreed thematic issues
- Skills/project demonstrations: Plan, coordinate and execute at least 4-5 skills/project demonstration in coordination with local TVET schools and CTEVT, employers at different stages of the festival
- Focus on Project partners: Ensuring a focus, on the recipients of Practical Partnership Grants to show how innovative and responsive approaches to TVET implementation are being devised to share best practice – showcase best practices/events from the field (2)
- Change Makers: Develop change makers social media cards to profile best practice, articulate perspectives and to disseminate key narratives to address TVET challenges. Necessary consent should be sought from the Change Makers. Minimum one social media card shared each day.
- Films: Showcase Dakchyata longitudinal films and short films if available
- Key sectors' profile: For all activities, ensuring a focus on employer views and engagement, using campaign 'moments' and periods to profile key sectors (agriculture, construction and tourism), in particular linking employers' skills needs with the specific TVET opportunities available.
- EU visibility: Securing periodic mentions and profile for the EU, as the funder of the initiative

REPORTING

- A final technical (an evaluative report with infographics, audience outreached and lesson learnt) including financial report.

Note: Reports must be written in English, Font – Arial 11. Final deliverables will be provided in hard copies and digital copy (MS Word, PDF and appropriate and agreed files for images).

ALL PHASES

- Responsibility and management: All campaign planning and execution will be done under the oversight of Dakchyata with close coordination with CTEVT
- Coordination: Management, liaison with CTEVT and other public and private TVET organisations to execute campaign activities.
- Reporting: Regular reporting in line with contractual reporting requirements

EVALUATION CRITERIA

ORGANISATION - QUALIFICATION AND EXPERIENCE

- A. The organisation should be registered under Nepal Government and in existence or registered for at least 2 year relevant experience as on the date of submission of the proposal and should provide:
 - Company Registration certificates with latest renewal certificate
 - VAT registration certificate
 - Latest tax clearance certificate
 - Tax Exemption Certificate, if applicable
- B. Organisational Profile, experience and team composition
 - Demonstrate experience of the organisation in related field - Design and delivery of a social media campaign with key activities such as social media content design and execution, online events such as webinars, Facebook live events, interactions, interviews, virtual education fairs, virtual tour of premises, Design and development of communication collaterals for the campaign. Must have the ability to reproduce and translate in Nepali language as required. Experience

working in TVET sector will be an added advantage. Include copies of experience/reference letters and certificate of appreciation as relevant

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- The organisation through its work must provide evidence of having formal or informal networks with civil society, media, local governments, private sectors, community organisations to conduct such outreach activities
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- Experience and skills of the team members (CV assessment) - Overall Technical experts – 1 team leader (Master’s degree in social science, education, statistics, journalism and mass communication, arts or other relevant field), 1 festival coordinator (at least bachelor degree in social science, education and other relevant fields)– organisations must submit signed and dated CVs
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d. Concept, Methodology & Approaches

- A detailed time bound and costed work plan, including timelines, milestones, scheduled events and activities. The work plan must also demonstrate the methodology and approach to coordinate and deliver campaign activities

LOGISTICS AND CONTRACTING ARRANGEMENTS

Contracting arrangements

A framework contract will be put in place covering all three phases with service order raised for each phase.

Logistic support

The organisation will manage its own logistic support for the completion of this project

Location(s) of assignment

The outreach organisation will work through their own office with regular meetings and consultations taking place at CTEVT or Dakchyata office. Maximum outreach activities will take place outside of Kathmandu.

Administrative information

Equipment

The Consultant will be expected to provide their own office equipment i.e. laptops, mobile phone etc. required to perform the services.

Invoicing

Payment will be made in arrears on acceptance of deliverables and receipt of corresponding invoice. An indicative payment schedule will be agreed and form part of the contract.

Fee rate and expenses

The fee rate will be considered an all-inclusive fee, including all applicable taxes such as VAT, and cover all preparation, report writing and all other work required for completion of the services.

Working days

For the purposes of this assignment "Working Hours" and "Working Days" shall mean an 8 hour day, 9 a.m. to 5 p.m. local time Monday to Friday, if nothing else is agreed. (Work on weekend days may be required from time to time, and must be agreed in advance).