

**Terms of Reference
World Bank Group**

Finance, Competitiveness and Innovation Practice

Crisis and Disaster Risk Finance Unit

Communications Packages for Global Risk Financing Facility (GRiF)

1. Background

GRiF is a \$200+ million Multi-Donor Trust Fund (MDTF) that co-finances World Bank investments to strengthen the financial resilience of vulnerable countries by enabling earlier and more reliable response and recovery to climate shocks, disasters, and other crises.

GRiF provides grants and technical expertise to test, pilot, and scale up pre-arranged financing instruments that help developing countries safeguard progress and recover more quickly from the financial impacts of climate shocks, disasters, and crises. GRiF grants are embedded in World Bank projects, reaching ultimate beneficiaries on the ground through country-owned delivery systems. It will complement and leverage other existing donor-supported risk financing programs that focus on upstream technical assistance that create the enabling environment for these instruments

GRiF aims primarily to enable faster, more cost-effective response and recovery. But it also aims to drive greater disaster preparedness and resilience by both directly investing in and providing incentives for strong national delivery mechanisms, such as national disaster funds or safety net mechanisms, linked to the pre-arranged funding.

Launched in October 2018, with initial contributions from Germany and the United Kingdom, the GRiF Secretariat (“Secretariat”) is hosted by the World Bank. The GRiF Secretariat is jointly formed by the World Bank’s Disaster Risk Financing and Insurance Program (DRFIP) and the Global Facility for Disaster Reduction and Recovery (GFDRR). The program aligns with the principles of the InsuResilience Global Partnership and it’s recently adopted Vision 2025.

2. Objective

The objective of this assignment is to support the Secretariat to effectively collect, curate, and communicate information from the projects that it finances to demonstrate the importance of making financial planning for climate shocks, disasters, and crises central to development planning. The primary channel for driving GRiF communications will be through highlighting country projects it invests in and disseminating results through stories and other products.

To achieve this goal, the Secretariat will support World Bank teams implementing GRiF grants to better communicate about their work and related progress and achievements. The Secretariat will

provide teams with ready to use tools, templates and guidance to more easily produce and disseminate relevant and appropriate messages and outreach that efficiently communicates their work with a minimum level of effort and need for Communications expertise within the team. Through the development of a package of communication protocols and templates, and hands-on support to teams, GRiF aims to develop standardized outputs across the GRiF portfolio of client projects.

The audiences that we intend to reach are diverse and require a holistic set of tools that can be customized and deployed accordingly. Those audiences include: 1) World Bank Project team leaders and internal audiences within the World Bank Group including Senior Management; 2) donors and affiliated stakeholders; 3) developing country Government counterparts, including Ministries of Finance globally; 4) in-country civil society; and 4) the general interested public.

Due to the variety of the audiences we seek to reach, we would like to standardize templates, guidance and in-kind support to enable standardized communication of the impact of GRiF grants.

3. Scope of Work

1. Produce a comms strategy for the country packages.
2. Produce templates for the items included in this “standard package”.
3. Produce guidelines for development and TORs for hiring firm/consultant for delivery of country packages.
4. One country pilot to implement outputs to test the utility and ease of use, and to refine as needed. This will need to be done virtually.

1. *Strategy for the development of standard country packages and outputs.*

The GRiF standard package should include: a collection of templates, tools and guidance that will enable standard communication of the impact of GRiF grants to a variety of stakeholders. Templates and tools should be roughly 75%+ static e.g. all outputs using the same template or tool would reflect a standard and uniform quality of information and look and feel, but with custom content. This will provide the opportunity to customize some aspects such that it can meet the needs of a particular country context and/or audience while adhering to a high level of quality and professionalism.

Output 1 should propose a simple strategy for the development and dissemination of such country packages and propose a standard package of outputs, to be agreed with the GRiF Secretariat.

2. *Templates for all assets in the standard package*

An indicative list for this standard package is below. The assets listed below should be refined/recalibrated by the firm under the Strategy developed in activity 1 and agreed with the Secretariat.

- Templates for comms products that can be applied, with modification as needed, to other countries:
 - Script for Videos:
 - 1-minute video that provides an overview of the project and lessons learned per country.
 - The “template” for the script should include key questions, ideas, suggestions to build a script which can be easily customized.
 - Template for Feature story: >750-word story with 1-2 visuals that summarizes a project and serves to “market” the project
 - Template for Blog: 500-word blog that can provide updates on a project’s progress
 - Template for a country 2-page note: provides country context, objectives of the project, lists partners, short narrative of project, 2-3 highlights, 2-3 visuals such as photo, graphs, data, contact info for relevant person(s) for more information, quote or testimonial
- A template for editorial calendar including:
 - A template that teams can use to plan and schedule traditional and social media outputs
 - An example of an editorial calendar for use in a GRiF supported country

3. Guidelines and TORs

As the final step the firm will develop simple guidelines how to implement the above package and generic terms of reference for hiring a communications firm or individual consultant to deliver the individual outputs in the standard package (this should be able separated so it can be either procured independently or as one package).

The firm will also create a general Communications primer to provide an overview of general comms principles and guidance with examples included to illustrate concepts e.g. persuasion, key messages, audience identification, KPIs for comms efficacy and reach, etc. This will also include specific guidance/tips on how to:

- Take a compelling project or partner photo to be used for collateral
- Craft a good quote or testimonial
- Write a concise and compelling Op-ed
- 10-15 key words and phrases that can be used for tagging content, as hashtags for social media posting, etc

4. Deliverables / Specific Outputs

Acceptance of Deliverables is subject to timely submission of work and acceptance of quality by the World Bank team, in line with requirements set out in these terms of reference.

This work will be delivered to and managed by DRF TTLs for the GRiF program.

5. Specific Inputs to be provided by the Client:

GRiF/DRFIP will provide:

- GRiF visibility guidelines.
- GRiF program information and content.

- Access to relevant WBG staff and specialists for inputs and review processes. Vendor is expected to propose schedule for providing technical input.
- Relevant documents on the Global Risk Financing Facility.
- Examples of WBG Communications that can be referred to for ideas.
- Timely feedback on drafts.
- Other materials and access as discussed at the time of contracting.
- Ongoing feedback and consultation during both phases of work.

The successful vendor is expected to carry out all the work and not be reliant on inputs provided by the World Bank for completion of the activities. The vendor is encouraged as far as possible to use existing content, guidelines etc. as a starting point for all work in this contract.

6. Special Terms & Conditions / Specific Criteria

Interested vendors should send a proposal of no more than 10 pages to Peijing Li pli2@worldbank.org with subject line “GRIF Comms Proposal” by May 8th, which should include:

- 1) Description of Approach, Methodology and Work Plan
- 2) Work Schedule
- 3) Team Composition, Task Assignments & Level of Effort (LOE)
- 4) Contractor’s Experience
- 5) Financial Proposal

7. Timeline and payment schedule

The scope of work should be completed by June 15th, 2020.

The tentative payment schedule will be:

- 25% upon provision of first draft templates for video, feature story, blog, and country 2-pager
 - 25% upon provision of final templates for videos, feature stories, blogs, 2 pagers etc.
 - 25% upon provision of guidance notes and insights
 - 25% upon approval of all final templates and guidance notes
- The payment schedule is flexible and if a different schedule is preferred, kindly indicate the preferred disbursement method clearly in your RFP.