Call for proposals for consultant(s) to develop a campaign strategy and campaign materials on the importance of data protection in Kenya

ARTICLE 19 Eastern Africa is inviting applications from consultants to develop ‘Our Data Our Voice,’ a campaign to raise awareness of the importance of strong data protection and its role in supporting freedom of expression and access to information.

The deadline is Thursday, 10 November 2022

ARTICLE 19 Eastern Africa is implementing the project ‘Our Data Our Voice’ in Kenya with the support of GIZ Digital Transformation Centre (DTC) Kenya. The project aims to increase awareness of data protection among a range of stakeholders in Kenya, including journalists, media practitioners, online creatives, bloggers, photographers, and marginalised citizens. Awareness also aims to ensure these parties understand their rights and obligations, and adhere to data protection laws, thus building the trust needed in the data economy and promoting the full exercise of freedom of expression and access to information.

As part of the project, ARTICLE 19 Eastern Africa seeks to roll out a 3-month nationwide online and offline campaign emphasising people
empowerment, leadership, and culture (PELC) geared towards raising awareness among women, youth, sexual and gender minority activists regarding the importance of data protection.

About ARTICLE 19 Eastern Africa

ARTICLE 19 Eastern Africa is the leading non-governmental organisation promoting and protecting freedom of expression and access to information in Eastern Africa, both offline and online. The organisation envisions a region where all people can speak freely, actively participate in public life and enjoy media freedom without fear, censorship or persecution.

Tasks to be performed by the consultant

To roll out this campaign, ARTICLE 19 Eastern Africa seeks the services of a communication expert based in Kenya. The consultant(s) is expected to build upon the findings from ongoing research (to be completed in early December) on data protection in Kenya commissioned by ARTICLE 19, repackaging this research to make them accessible to a wide array of audiences. The consultant(s) will be expected to develop a campaign strategy and campaign material from the research findings including but not limited to:

- 2 educational videos
- 3 infographics
- 5 posters
- 1 pamphlet

Key Deliverables

The consultant(s) is expected to:

- Develop an inception report detailing the process and methodologies to be employed to achieve the objective of this consultancy as stated above. It should include a detailed work plan for this exercise and must be presented to ARTICLE 19 for review and further input.
● Develop a draft campaign strategy, content calendar and campaign material as highlighted above.
● A final campaign strategy, content calendar and campaign material.

Eligibility
The successful consultant(s) will have:
● A degree in communication, social sciences or related fields with understanding of awareness/social change campaigning. Experience of working on digital rights/data protection will be an added advantage.
● Up to 3 years’ experience of developing and delivering high quality creative online awareness and/or social change campaigns.
● Up to 3 years’ experience in the Kenyan social media context, with specific focus on awareness and/ or positive social change campaigning.
● Demonstrated relevant skills in content creation and curation with up to 3 years’ experience of expressing complex information in a simple and succinct manner in English and Kiswahili, including through the development of communication materials as infographics and videos.
● Ability to provide the deliverables strictly within the expected timeline.

Timelines
The consultant(s) is expected to work for a maximum of 30 working days and submit the expected deliverables by 20 January 2023.

Application information
Prospective applicants are requested to submit a technical proposal and financial proposal separately to the emails provided below.

1. A technical proposal to A19EAFProcurement@article19.org with the subject ‘Campaign consultants,’ includes the following documents:
   ● A maximum two-page proposal including key dates and timelines for the project.
   ● CV of the consultant(s) working on the project; including at least one professional referee.
   ● Example of relevant previous work undertaken.
2. **A financial proposal** to [KenyaGIZ@article19.org](mailto:KenyaGIZ@article19.org) with the subject ‘Financial Proposal Campaign Consultant,’ including the following documents:
   - Quotation/itemised budget in Kenya Shillings.

**Deadline**
Prospective applicants are required to send in both the technical proposal and the financial proposal to ARTICLE 19 Eastern Africa **by Thursday 10 November at 5.00PM EAT**.

Please note that offers not delivered as requested – two separate emails as indicated above – or offers submitted after the deadline will not be considered. All offers will be reviewed and considered after the deadline. There will be a two-stage evaluation based on the documents submitted and on interviews. All interested bidders can expect to receive a decision by 16 November 2022.

Interested bidders are invited to ask questions via email to [kenya@article19.org](mailto:kenya@article19.org) by 7 November 2022 at 5.00PM EAT. Please note that responses to any questions raised will be sent to all applicants without reference to who asked the question.