

Terms of Reference

National Consultative Dialogue on Role of Media in Disaster Management

Introduction:

As part of its agenda to increase national and provincial capacities in implementing a Child-Centered Disaster Risk Reduction approach in preparing and responding to disasters, as well as early recovery, NDMA in partnership with UNICEF, intends to engage the services of a reputed Event Management Firm to conduct half-day “*National Consultative Dialogue on Role of Media in Disaster Management*” in Islamabad.

The National Disaster Management Authority (NDMA) is the lead agency at the Federal level responsible to deal with the entire spectrum of disaster management nationwide. The Disaster Management Act of 2010 mandates NDMA to develop guidelines and SOPs for adequate response to disasters with a special focus on the needs and concerns of vulnerable groups. Gender and Child Cell (GCC), NDMA, primarily focuses on the needs of vulnerable groups in disasters both at policy and operational levels. For this purpose, NDMA intends to take important stakeholders on-board for a befitting response in all phases of disasters.

Rationale:

Pakistan has suffered 133 climate change-induced disasters from year 1996 to 2015, which have caused huge life and economic losses, ranking it the seventh most affected country in the world because of climate change-related disasters. Protecting lives and livelihoods of the people, particularly in the country’s disaster-prone areas through advocacy and capacity building initiatives is important to reduce their vulnerabilities to natural and human-induced disasters. In this regard, the role of the government and media along with other stakeholders is key to highlight importance of disaster risk reeducation in the country which is ranked among the top 10 most vulnerable countries to climate change-caused disasters.

In the event of disasters, developing countries, like Pakistan are primarily focused on managing response rather than preparedness towards managing risks. Disaster risk communication is the foundation of disaster risk management (DRM) process and is especially useful in conveying pertinent information from the authorities to the public and from the public in disaster stricken areas to the relevant organizations. Knowledge management, preparedness and response are a few key tools that have proven valuable in DR communication before, during and after disasters.

Disaster risk reduction and management activities through the cycle of mitigation, preparation, response and recovery involves communication among multiple

stakeholders. This makes it imperative that they have a common platform to share their opinions and identify commonly agreed solutions.

Mass media is effectively used to communicate information to large groups of people, by regularly conveying information to the media personnel, general public, government and international decision makers. Media constituents are also stakeholders with respect to adequate preparedness and response to disaster. They can greatly influence the decisions of policymakers, legislators, communities and other sectors in terms of reducing and responding to crisis and disasters. Hence, media is among the most important allies to the humanitarian community which makes sensitizing journalists an integral part of any effective media outreach campaign.

Goal of the Project:

“To highlight the role of media as ambassadors of national disaster management systems in collaboration with NDMA”

Expected Outcome:

1. To gather insights and inputs from key media stakeholders for development and comprehensive roll-out of communication strategy in disasters
2. To identify gaps and challenges in disaster reporting and propose recommendations to address them at national and provincial level
3. To define integrated and collaborated approaches among key stakeholders in all phases of disasters
4. To identify role of media, in collaboration with NDMA, in furthering its efforts in disaster mitigation, prevention, preparedness and response.

Objective of the Assignment:

- To conduct half-day National Consultative Dialogue on Role of Media in Disaster Management
- To share the initiative taken by the NDMA to engage with civil society, media, media schools and other relevant stakeholders
 - a) Pakistan School Safety Framework (PSSF)
 - b) Media Trainings 2016
 - c) Development of Media Toolkit
 - d) University Workshops on Disaster Risk Reduction (DRR) (Engaging Mass Communication students)

- To seek guidance and expert opinion on how media can be utilized more effectively in reporting disasters
- To identify challenges, gaps and opportunities for media in the field of disaster reporting, especially in disaster prone areas and chalk out viable solutions
- To reflect on the best practices/SOPs/Code of Conduct as well as means to improve media from global and national disaster reporting case studies
- To seek recommendations on how NDMA, development agencies and media can facilitate in providing support/platform to build capacity of local journalists in reporting disasters to improve humanitarian support in times of disasters

Major Outputs of the Activity:

Output 1: Conduct and facilitation of half-day “National Consultative Dialogue on Role of Media in Disaster Management” in Islamabad, for key national/provincial journalists/media representatives

Output 2: Invite senior media persons from all over Pakistan, with substantial experience of reporting/broadcasting on issues including economy, politics, climate change, crisis/disaster management, development and public policy etc.

Output 3: Develop a comprehensive report including the details of the entire activity, observations, recommendations, photographs etc.

Output 4: Event coverage in the form of high-resolution photographs and video

Detailed Scope of Work:

Conduct half-day “National Consultative Dialogue on Role of Media in Disaster Management”.

The TORs are as follows:

1. Develop a detailed work plan with clear timelines and submit for approval to NDMA
2. Develop event agenda and structure in close consultation with NDMA, including dates and venue
3. Conduct desk review to understand the needs, capacities, issues and opportunities faced by the Pakistani media in terms of disaster risk and crisis management;
4. Develop IEC material and key messages for the media dialogue
6. Facilitate/moderate the media dialogue

8. Venue branding with key messages on role of media in all phases of disasters
9. Prepare a list of participants comprising key media personnel, editors, and director news from mainstream national and regional newspapers, TV channels and radio stations reporting on disasters
11. Ensure follow-up of all participants invited to the event
13. Ensure proper seating arrangement for all participants (approximately 50)
14. Provide on ground rapporteur for the proceedings including high-res photographs
15. Produce a comprehensive post activity report of the event
16. Develop/design and print venue branding material, backdrop of the trainings, X-stands, conference folders, IEC material and key messages
17. Provide complete multimedia support, video screens, internet facility at the venue, with public address system
18. Provide and ensure complete IT, communication and technical support throughout the event
19. Provide a complete record of attendance of participants
20. Provide refreshment for around 50 participants
21. Provide boarding and lodging of all outstation participants

Qualification & Experience:

Firm for Conduct of Event/Dialogue:

1. Must have atleast more than 5 years of prior experience of media engagements at national and provincial levels
2. Must be have prior experience and demonstrated ability of conducting similar events and be knowledgeable in areas of disaster risk reduction/management and role of media in disaster reporting
4. Excellent written and spoken English/Urdu language skills;

Lead Facilitator:

1. Seasoned moderator/media person/facilitator to conduct the media dialogue
2. Demonstrated ability to conduct participatory sessions and use interactive approaches for media engagements on similar platforms

3. Must have more than 5 years of track record of conducting trainings and facilitation sessions with media personnel
4. Strong background in the areas of disaster risk reduction/management projects, role of media and disaster reporting

Photographer:

1. Should have at least 5 years' experience as a professional photographer.
2. Should be equipped with professional photography equipment (camera, lens, and essential peripherals)

Payment Schedule:

- On submission of final report (with photographs) in hard and soft copy (after approval and technical review/incorporation of all changes suggested by NDMA)

All related travel will be sole responsibility of the firm/technical consultant etc.

Duration of the Assignment

The consultancy is open to organizations/event management companies. It is anticipated that the media dialogue will take place end of June. Please develop your offers maximum by 3rd June, 2018.

Disclaimers:

NDMA will not be responsible for booking and payments of training venues

NDMA will not be responsible for boarding and lodging of participants

NDMA will not be responsible for travel allowance of any of the participants

NDMA may require the applicant to clarify their quotation during presentation. However the applicant may not modify their quotation after the deadline for submission of quotations.

NDMA reserves the right to stop the service hiring procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations applicants are not entitled to reimbursement of any costs or damages incurred in connection with this service hiring procedure.

Financial quotations should be valid for at least three months after the deadline for handing in quotations.

NDMA cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.

The risk of any costs and/or damages which may arise by not awarding this contract to a bidder lay solely with the bidder. NDMA cannot be held responsible for any such costs or damages.

By submitting a proposal to NDMA, the applicant/firm agrees all the terms and conditions specified in this procedure and the provisions of the contract template. The proposal will not contain any reservation(s) to these terms and conditions. A proposal with one or more reservations can be excluded from the procedure.

All interested candidates may send their technical and financial proposals to pogcc@ndma.gov.pk by 3rd June, 2018.