



CALL FOR EXPRESSION OF INTEREST

Consultancy title	Short-term Consultancy to develop communication and advocacy strategy for engagement with key stakeholders
Type of contract	Consultancy contract
Location	Indonesia
Starting date	from the day of the signature of the contract
Breakdown of deliverables	Lot n°1 - Development of multi-sectoral One Health advocacy and communication strategy to mitigate AMR Lot n°2 – Designing of AMR/AMU awareness materials
Expected working days	Lot n°1: 25 days Lot n°2: 25 days
Expected duration	Lot n°1: 3 months Lot n°2: 3 months.
Submission deadline	17/08/2021

1. CONTEXT

1.1 BACKGROUND

The World Organisation for Animal Health (OIE) is the intergovernmental organisation responsible for improving animal health worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules (<http://www.oie.int/fr/>).

The OIE, then known as the “Office international des epizooties” was created on the 25th of January 1924. Its headquarters are based in Paris. OIE presently has 182 Member Countries and is present on all continents through 13 Representations or Bureaus in total.

As part of the Tripartite Alliance with the World Health Organization (WHO) and Food and Agriculture Organization of the United Nations (FAO), the OIE is participating in the implementation of the Multi-Partner Trust Fund (MPTF) project to combat antimicrobial resistance (AMR) in Indonesia. The project will be coordinated by the OIE Sub-Regional Representation for Southeast Asia (SRR SEA) based in Bangkok, Thailand with technical and administrative support of OIE headquarters based in Paris. For the actual implementation of the project activities, the SRR SEA will liaise and coordinate closely with the Directorate General of Animal Health and Livestock (DGAHLS) under the Ministry of Agriculture of the Indonesian government, and the regional and country offices of FAO and WHO. The MPTF project aims to use multisectoral approaches at bringing behavioral changes amongst the key stakeholders and the public in the responsible and prudent use of antimicrobials in humans, animals, and the environment.



1.2 PURPOSE

In recent decades, the world has been confronted with the accelerated emergence of resistant bacteria, viruses and parasites due to the overuse and misuse of antimicrobial agents. Antimicrobial resistance (AMR) is currently posing an extraordinary threat not only to human and animal health, but also to the world ecosystem. A shared responsibility from the human, animal and plant sectors is required to minimize pressure for the selection of AMR factors under the One Health approach from regional, national and international levels. The OIE has taken global leadership in taking actions to address AMR and antimicrobial usage (AMU) [Antimicrobial Resistance - OIE - Asia](#).

The (Asia Pacific) Regional Resistance Surveillance (RRS) Program, upon analysing the hospital-based data managed by SENTRY Antimicrobial Surveillance Program and sampling from several countries has identified that Indonesia has higher Extended Spectrum Beta Lactamase (ESBL) producing *E. coli* compared to the regional level of other Asia Pacific countries and also Indonesia reported the highest occurrence of Carbapenem Resistant Enterobacteriaceae (CRE) among Asian countries becoming a threat to public health within the last decade drew the global attention. Since then, many efforts have been made including developing the [multi-sectoral action plan on AMR](#) in Indonesia (2017-2019) to address the threat of AMR in human, animal, and environment sectors. However, Indonesia still faces several challenges including weak intersectoral coordination among key stakeholder

rs, inadequate or poor enforcement of regulations, limited capacity for surveillance, limited research capacity, and lack of awareness amongst the key stakeholders. Therefore, the AMR MPTF project on “Combating AMR in Indonesia through multi-sectoral approaches to infection reduction and improved stewardship FAO, OIE and WHO” is currently being implemented (from 19 October 2019 until 31 December 2022 to address the current gaps and challenges faced in combating AMR and AMU issues in Indonesia.

The OIE takes lead in implementing activities related to developing advocacy and communication strategy, improving capacity to design awareness raising, behaviour change and educational activities to support responsible and prudent use of antimicrobials in humans, animals and the environment. Key activities to be undertaken include developing national multisectoral AMR communication strategies, developing and disseminating information, education and communication (IEC) materials in Bahasa Indonesia, and supporting activities to mark the World Antimicrobial Awareness Week (WAAW).

2. DUTIES AND RESPONSIBILITIES

2.1 OBJECTIVES OF THE ASSIGNMENT AND SCOPE OF WORK

The services are divided into two (02) lots, as described here after.

Tenderers may bid for one or both lots.

If tenderers want to bid for both lots, they are required to bid on each lot separately in case they will be selected for one lot only.

Lot n°1 : The consultant will develop a multisectoral advocacy and communication strategy to mitigate AMR for Indonesia in consultation with the tripartite (FAO, OIE, WHO) staff; AMR technical working groups under the Ministry of Agriculture, Ministry of Health, Ministry of Environment and Ministry of Fisheries and Aquaculture of the Indonesian government; and other relevant stakeholders working on AMR/AMU issues in Indonesia. The strategy will explain the overarching framework for One Health advocacy and communication leading to effective behavioural changes across all relevant sectors to enhance responsible and prudent use of antimicrobials, enhance IPC and biosecurity and establish good practices.



Lot n°2 : The consultant will develop content (script conception, and layout) for IEC materials on AMR/AMU suitable for posters, leaflets, infographics/social media tools, in consultation with the tripartite (FAO, OIE, WHO) staff; AMR technical working groups under the Ministry of Agriculture, Ministry of Health, Ministry of Environment and Ministry of Fisheries and Aquaculture of the Indonesian government; and other relevant stakeholders working on AMR/AMU issues in Indonesia. The consultant shall reference available literature/materials on AMR/AMU from the OIE, FAO, WHO and other relevant organisations ([OIE Antimicrobial Resistance – We need you \(oie-antimicrobial.com\)](http://oie-antimicrobial.com); [World Antimicrobial Awareness Week 2020 - Campaign materials \(who.int\)](http://who.int); [World Antimicrobial Awareness Week | Trello](https://www.trello.com)) and shall integrate the information to design appropriate IEC materials for specific audiences in Indonesia.

2.2 EXPECTED OUTPUTS AND DELIVERABLES

Lot n°1 Development of multi-sectoral One Health advocacy and communication strategy to mitigate AMR

Deliverables		commencement of execution	Days of work (prov.)
A	<ol style="list-style-type: none"> 1. Preparatory meeting prior to country workshop in Jakarta -1 days/ 10 participants (3 tripartite + 7 local) – consultant/service provider is expected to identify participants in consultation with Tripartite and country stakeholders, deliver invitations, organise the venue and conduct the workshop, identify incidental expenses and collect necessary payment vouchers from participants and any other relevant activity leading to successful implementation of the workshop 2. Consultation workshop – to introduce concepts of communication for behaviour change, brainstorming for advocacy and communication strategy development, identify/select the awareness materials to be developed - in Bogor/Jakarta/2 days /20 participants (3 tripartite + 17 local) 3. Make recommendations to develop communication, Prepare and pilot test communication concepts with workshop participants, such as key messages and designs for the development of communication materials under under “Lot n°2” (3 posters, 3 leaflets, and 3 social media infographics targeting prudent and responsible use of antimicrobials in human, animal, and environmental sectors, 2 posters, leaflets, and 1 social media infographic promoting good animal production practices including biosecurity, vaccination, use of alternatives to antimicrobials, 2 posters and 2 leaflets promoting IPC and biosecurity in human and animal health sectors) 	Upon signature of the contract	10
B	Development of advocacy and communication strategy and review with the relevant stakeholders	At the end of step A	10



C	Presentation of the advocacy and communication strategy - - in Bogor/Jakarta/1/2 day /30 participants (3 tripartite + 27 local) – consultant/service provider is expected to identify participants in consultation with Tripartite and country stakeholders, deliver invitations, organise the venue and conduct the workshop, identify incidental expenses and collect necessary payment vouchers from participants and any other relevant activity leading to successful implementation of the workshop	At the end of step B	5
Total days			25

The lot n°1 is expected to be finished at least by 30 October 2021

Lot n°2 – Designing of AMR/AMU awareness materials

Deliverables		commencement of execution	Days of work (prov.)
A	1. Develop contents and layout in English for 3 posters, 3 leaflets, and 3 social media infographics targeting prudent and responsible use of antimicrobials in human, animal, and environmental sectors. 2. Develop contents and layout in English for 2 posters, leaflets, and 1 social media infographic promoting good animal production practices including biosecurity, vaccination, use of alternatives to antimicrobials 3. Develop contents and layout in English for 2 posters and 2 leaflets promoting IPC and biosecurity in human and animal health sectors	Upon signature of the contract	7
B	Consult the relevant stakeholders and revise materials based on feedbacks	At the end of step A	5
C	Translation of all contents/storyboard into Bahasa Indonesia, and production of all material in Bahasa	At the end of step B	5
D	Coordinate and advise designer and printing company to develop the IEC materials	At the end of step C	3
E	Handover of both the original (English) contents/script and the translated(Bahasa Indonesia) version to SRR-SEA - Documents: High-definition PDF with cut marks, HD PDF without cut marks, Low-definition PDF optimised for web, source files	At the end of step D	5
Total days			25

3. QUALIFICATIONS AND EXPERIENCE

Lot n°1 Development of multi-sectoral One Health advocacy and communication strategy to mitigate AMR

3.1 Required qualifications and experiences (service provider)

- Should be based in Indonesia with proper work approval in the country
- Graduate Degree in communications/education/similar field with at least 5 years of work experience in public health/animal health communication in Indonesia and Asia (in case if the service provider is an organization, the bidder should prove the qualified persons are employed either full or part time basis under the organisation to deliver the service)



- Proven exposure related to animal production and animal health issues including AMR/AMU issues in Asia and low-income countries
- High level competencies in developing advocacy and communication strategy for AMR/AMU/animal and/or public health issues for Indonesia or other countries in Asia and low-income countries
- Demonstrated experience in the development and delivery of communication products

3.2. Additional experience

- Experience certificates/letter of references/testimonials of previous works recommended

3.3. Required skills

- Excellent command of English and Bahasa Indonesia both written and
- Proficiency in the use of MS Office tools (Word, Excel, PowerPoint)
- Ability to be highly organised and work independently
- Keen sense of observation, attention to detail and accuracy
- Capacity to work with multiple team members in a multi-cultural environment and ability to meet strict deadlines
- Strong communication, editorial and reporting skills

Lot n°2 – Designing of AMR/AMU awareness materials

3.4. Requirements

- Designers

- Should be based in Indonesia with proper work approval in the country
- Appropriate expertise in designing communication materials including posters, leaflets, social media infographics etc.
- Have access/subscription to design software such as InDesign or Illustrator (or specify if otherwise)
- Work experience in designing such high-quality communication materials in public health/animal health/environmental sectors in Indonesia/Asia is recommended.
- Work experience in developing high-quality communication materials specifically for AMR/AMU related topics in Indonesia/Asia is recommended.
- Demonstrated experience in the designing of high-quality communication materials with appropriate testimonials.

3.5. Required skills

- Excellent command of English and Bahasa Indonesia both written and oral
- Proficiency in the use of MS Office tools (Word, Excel, PowerPoint) and other relevant software required for designing communication materials
- Ability to be highly organised and work independently
- Keen sense of observation, attention to detail and accuracy
- Capacity to work with multiple team members in a multi-cultural environment and ability to meet strict deadlines
- Strong communication, editorial and reporting skills



4. WORK ARRANGEMENTS

4.1 ORGANISATION OF THE WORK

The work will be conducted from Indonesia. The consultant/Service Provider should be available for meetings with the OIE staff and Tripartite/government agencies in Indonesia to discuss about details of the work. The deliverables should be submitted to OIE SRR SEA.

4.2 PAYMENT SCHEDULE

The following schedule of payments will be finalised in the Contract based on the agreed-upon workplan and set of deliverables:

Lot n°1 - Development of multi-sectoral One Health advocacy and communication strategy to mitigate AMR

- Fifty percent (50%) of the total price will be paid after the completion of the planning meeting upon submission and OIE validation of the detailed plan for consultation workshop to develop the advocacy and communication strategy and after the OIE validates the detailed consultation workshop
- Fifty percent (50%) of the total price will be paid after the OIE validates the final advocacy and communication strategy and completion of the final workshop.
- Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. The OIE will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.

Lot n°2 – Designing of AMR/AMU awareness materials

- Fifty percent (50%) of the total price will be paid after the OIE validates the design of social media infographics, Posters, and Leaflets.
- Fifty percent (50%) of the total price will be paid as soon as all materials are finalized and submitted to the OIE.
- Payment throughout the Contract will be made upon receipt of the corresponding undisputed invoice, which should be raised after validation of each deliverable. The OIE will proceed to the payment of undisputed invoices within 45 days of their reception by bank transfer or cheque.

5. STRUCTURE OF THE RESPONSE

While it is understood that the methodology, approach, and timeline will be finalised between the OIE and the chosen consultant/service provider and constitute an important deliverable of the project once started, responses to the call for expression of interest should cover the following elements to provide sufficient background to the evaluation of the offers and ensure homogenous assessment.

Lot n°1 Development of multi-sectoral One Health advocacy and communication strategy to mitigate AMR

- CV
- Cover letter
- Financial offer (annex 1 to be completed and returned as financial offer)
- Examples of advocacy or communication strategies, awareness raising materials produced (if any)



- Declaration of integrity (annex 2)

Lot n°2 Designing of AMR/AMU awareness materials

- CV
- Cover letter
- Financial offer (annex 2 to be completed and returned as financial offer)
- Examples of awareness raising materials produced (if any)
- Recommendation of a graphic designer company,
- Declaration of integrity (annex 2)

6. EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT

For both lots, the OIE will proceed to an evaluation of all proposals according to the criteria described below:

Criteria 1: Technical criteria (80%)

- o Expertise (70%)
- o Demonstrated understanding of the context (30%)

The three tenderers who will receive the best score according to the technical criteria, will be invited to an oral presentation of its organisation, expertise and experience relevant to the tender. This presentation will allow us to review the analysis of the technical criteria.

The oral presentation format will be the following:

- Self-Introduction: 5'
- Methodology proposed 10'
- Questions and answers: 10'.

Criteria 2 : Financial criteria (20%)

- o Daily rate (30%)
- o Global cost (70%)

7. RESPONSE PROCEDURE

The OIE places high value on a multicultural and positive work environment and seeks gender and geographical balance in its international consultants. The OIE welcomes proposal of all qualified consultant, irrespective of their ethnic origin, gender, opinions or beliefs.

If you are interested in the consultancy call, please complete your proposal online by 17/08/2021 at the latest by clicking on the link below.

[APPLY HERE](#)

The OIE, as a data controller, will process the personal data you provide in the application form for the purposes of its consultant selection process. The data collected will be processed internally for the aforementioned purposes and it shall be kept for 5 years. You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances. You may withdraw your consent to the processing of your data at any time by contacting



srr.seasia@oie.int To exercise these rights or if you have any questions about the processing of your data, you can contact our data protection officer at dpo@oie.int. For more information check our Privacy Policy: <https://www.oie.int/en/privacy-policy>.

Should you have any questions, please contact srr.seasia@oie.int

8. ANNEXES

ANNEX 1 A. (to be returned as financial offer of the lot n°1)

ANNEX 1 B. (to be returned as financial offer of the lot n°2)

ANNEX 2 DECLARATION OF INTEGRITY (to be returned with the offer)