

INVITATION TO BID FOR CONSULTANCY

REF#:ITB/2025/10/ PR656906

1	Title of Consultancy	Terms of Reference for Consultancy to Conduct Impact Visibility Campaign and Documentation Consultancy for Somalia Education Sector Reform for Federal Ministry of Education, Culture & Higher Education
2	SCI Contracting Office	Save the Children Somalia Country Office
3	Period of Consultancy	The assignment will be December 1 st , 2025 – February 28 th 2027
4	Consultant type required	Consultancy Firm.
5	Responsibility for Logistics arrangements and Costs	Save the Children will pay the fees for the consultancy in a lump sum and will not reimburse any incurred costs during the assignment. The consultant will cover their Logistical arrangements and costs in the country to coordinate and implement the consultancy.
6	Taxation Provisions	The consultant shall be responsible for all Taxes arising from the consultancy in line with the local Tax regulations applicable at the SCI contracting office named above.
7	Travel requirements	The consultant will cover their travel costs (tickets) and arrange local travel to field sites if needed
8	Security requirements	The consultant will comply with standards of the government and Save the Children Security procedures, including the completion of SCI online security training prior to travel to Somalia.
9	Professional quality and Expertise	<p>The firm must demonstrate:</p> <ul style="list-style-type: none"> Minimum of 7 years of experience in designing and implementing large-scale communication and campaigns, preferably in the education or development sector Demonstrated experience in campaign development, management, tracking and impact analysis Proven experience working in Somalia or similar fragile and conflict-affected contexts Strong track record in documentary production, multimedia content creation, and digital media campaigns Demonstrated expertise in policy advocacy and stakeholder engagement at national and international levels Experience working with government ministries, UN agencies, and international NGOs Established relationships with Somali media houses, journalists, and influencers
KEY PROFESSIONAL STAFF REQUIREMENT		
	Description	The consultancy team must include professionals with
	<p>Technical Expertise</p> <p>Guiding the entire Impact Visibility Campaign and Documentation Consultancy</p>	<ul style="list-style-type: none"> Strategic communication planning and campaign management Documentary filmmaking and video production Graphic design and visual communication Radio and television content development Digital media and social media strategy

	For Somalia Education Sector Reform.	<ul style="list-style-type: none"> • Policy analysis and brief writing • Monitoring, evaluation, and analytics • Event management and facilitation
	Team Composition	<p>The firm must provide a team structure including:</p> <ul style="list-style-type: none"> • Campaign Manager/Lead Consultant • Media Production Specialist • Documentary Filmmaker/Video Producer • Graphic Designer • Policy Analyst/Writer • Digital Media Specialist • Monitoring and Evaluation Specialist • Event Coordinator
EVALUATION CRITERIA		
The proposals submitted by consultant firms will be evaluated based on the following criteria:		
	Essential Criteria	Pass/Fail
1	If the consultant operates as a firm, a valid Commercial License issued by the Ministry of Commerce and Industry of the Federal Government of Somalia is required.	Essential-Pass/Fail
2	A valid Tax Compliance Certificate from the Ministry of Finance and Industry - Federal Government of Somalia is required from the Firm with good standing of Q4 2025	Essential-Pass/Fail
Capability Criteria (Technical Evaluation):		
3	<p>The consultant must provide a comprehensive technical proposal that outlines the methodology for conducting the media campaign, visibility and documentation. This should clearly demonstrate understanding of the assignment and outline a practical, context-specific strategy for achieving objectives through sound methods, feasible implementation, and effective risk and quality management. Additionally, the consultant is expected to include a detailed work plan with clear milestones, methodologies, data analyses, interpretation, and reporting. The proposal will be evaluated based on:</p> <p>(a) Overall quality, clarity, organization, expertise, team experience and relevance of the technical proposal document – (20 marks max.)</p> <p>(b) Detailed work plan of delivery and proposed methodology - (10 marks max.).</p> <p>(c) Approach to impact visibility and documentation: submission of a proposal that presents a clear approach to, impact visibility, and documentation, detailing how progress and results will be tracked, analyzed, monitored, documented and communicated through effective reporting and visibility tools to maximize impact and learning (10 marks max)</p>	40 marks

	<p>Experience in conducting similar assignments related to media, visibility campaigns and documentation or related field. This to be evaluated based on:</p> <ul style="list-style-type: none"> a) Prior experience in conducting impact visibility campaign and documentation or related activity– Please provide at least two contracts and/or LPOs - (10 Marks each carry 5 marks) b) Submission of two CVs for the proposed technical team clearly detailing relevant qualifications and professional experience in media, graphics, Journalism, or related fields (10 Marks each carry 5 marks) c) Cover letter introducing the company, outlining their technical expertise and interest in the assignment as well as their availability and commitment. (5 marks max). d) Updated Company Profile (Optional) 	<p>25 marks</p>
	<p>Portfolio and quality of previous work :The consultant must share at least Three Copies of previous and similar work relevant with the subject matter. (15 marks – with each similar report being awarded 5marks)</p>	<p>15 marks</p>
	<p>Financial proposal: Submit a signed budget broken down by components, including consultancy fees, tools development, data processing, travel costs& analysis, communication, reporting, and other miscellaneous costs (e.g., stationery, printing), inclusive of all mandatory taxes under Somali law.</p> <p>Detailed financial proposal with budget breakdown including all expenses, fees, and taxes.</p> $\left\{ \frac{100\% \times \text{Lowest bid value}}{\text{Current value bid}} \right\} \times 0.20$	<p>20 marks</p>
<p>Total</p>		<p>100 marks</p>
<p>Note: For the technical analysis, the Firm must score 60% and above on the capability to be considered in the next evaluation process and the ultimate decision will be based on interview performance.</p>		

11	<p>Application Procedure</p>	<ul style="list-style-type: none"> Interested firms who meet the consultancy requirements are requested to submit their bid and each application package should include the above required minimum requirements. <p>Applications can be submitted by either:</p> <p>Electronic Submission via ProSave (Recommended)</p> <ul style="list-style-type: none"> ➤ Submit your response in accordance with the guidance provided in the below document: <div style="text-align: center;">  <p>Bidding on a Sourcing Event.pptx</p> </div> <ul style="list-style-type: none"> Bidders are encouraged to apply via Ariba system. Please request the Ariba link via email sending your company profile and Business registration certificate/CV. Please address your Ariba link request to css.logistics@savethechildren.org <p>Electronic Submission via Protected Email box (Optional)</p> <ul style="list-style-type: none"> Email should be addressed to Somalia.sstenderbox1@savethechildren.org Note – this is a sealed tender box which will not be opened until the tender has closed. Therefore, do not send tender related questions to this email address as they will not be answered. <p>The subject of the email should be Terms of Reference for Consultancy to Conduct Impact Visibility Campaign and Documentation Consultancy for Somalia Education Sector Reform for Federal Ministry of Education, Culture & Higher Education</p> <ul style="list-style-type: none"> All attached documents should be clearly labelled so it is clear to understand what each file relates to. Emails should not exceed 15mb – if the file sizes are large, please split the submission into two emails. Do not copy other SCI email addresses into the email when you submit it as this will invalidate your bid.
12	<p>Closing date for Applications</p>	<p>Interested consultants shall submit their applications through the above procedures on or before 25th November 2025.</p>

We, the Bidder, hereby confirm we compliance with the following policies and requirements:

Policy	Policy Document /	Signature
Terms & Conditions of Bidding	 1. Terms & Conditions of Biddi	
Supplier Sustainability Policy and the included mandatory policies	Click Here To Access	

We confirm that Save the Children may in its consideration of our offer, and subsequently, rely on the statements made herein.

Signature:

Name:

Title:

Company:

Date:

Terms of Reference for Consultancy to Conduct Impact Visibility Campaign and Documentation Consultancy for GPE program for the Federal Ministry of Education, Culture & Higher Education

Background

Somalia's education sector has faced decades of systemic challenges resulting from protracted conflict, political instability, and the absence of a functional central government. For more than three decades, the education system experienced severe deterioration, with destroyed infrastructure, depleted human resources, weak governance structures, and minimal investment. The consequences have been devastating. Somalia has consistently ranked among the countries with the lowest education indicators globally, with millions of children denied their fundamental right to quality education.

However, in recent years, Somalia's education sector has undergone transformative and unprecedented changes. The Federal Government of Somalia (FGS), through the Federal Ministry of Education, Culture & Higher Education (MoECHE), has demonstrated remarkable commitment to rebuilding and reforming the education system as a cornerstone of national development and state-building. This commitment is strongly aligned with the country's National Transformation Plan (NTP), which positions education as a critical pillar for social and human capital transformation.

1.1. The International partners Initiative

The Global Partnership for Education (GPE) and world bank has emerged as a transformative partner in Somalia's education renaissance. Through substantial financial investment and technical support, GPE and world bank, in collaboration with the government has catalyzed comprehensive reforms across the education sector. These reforms are multi-dimensional and address the most pressing challenges facing Somali children and the education system.

Access Expansion: Thousands of new classrooms have been constructed across Federal Member States, bringing education closer to children in remote and underserved communities. Schools that were once ruins, as a result of conflicts, have been rehabilitated, and new learning spaces, including new early childhood centres, have been created in areas that had never seen a school building. This infrastructure development has directly contributed to increased enrollment rates, particularly among girls, internally displaced children, and children with disabilities who were previously excluded from educational opportunities.

Teacher Quality Improvement: Recognizing that quality education depends fundamentally on quality teaching, major investments have been made in teacher recruitment, training, and professional development. Thousands of teachers have received pre-service and in-service training, equipping them with modern pedagogical skills, child-centered teaching methodologies, and inclusive education approaches. Teacher management systems have been strengthened, and efforts to professionalize the teaching workforce are showing tangible results in classroom practice and student learning outcomes.

Governance and System Strengthening: Education governance structures at federal and state levels have been significantly strengthened. Education management information systems (EMIS) have been established or upgraded, enabling evidence-based planning and decision-making. Policy frameworks have been developed or revised, including curriculum reforms that ensure Somali children receive relevant, quality education that prepares them for the challenges and opportunities of the 21st century. Decentralization efforts have empowered Federal Member States to take greater ownership of education service delivery while maintaining national coherence and standards.

Inclusion and Equity: Deliberate and targeted interventions have focused on reaching the most marginalized and vulnerable children. Girls' education programs, including scholarships, community awareness campaigns, and gender-sensitive school environments, have contributed to narrowing gender gaps in enrollment and completion. Programs targeting internally displaced children and children with disabilities have ensured that Somalia's education transformation is truly inclusive, leaving no child behind.

1.2. The Communication and Visibility Challenge

Despite these remarkable achievements and the transformative impact of education reforms on thousands of Somali children and communities, a critical gap remains: the impact of these reforms remains insufficiently visible, understood, and celebrated by the Somali public and other key stakeholders. Somali citizens, particularly in rural and remote areas, often lack awareness of the investments being made and the opportunities available for their children. Parents and communities may not fully understand how education contributes to peace, prosperity, and personal development, which affects enrollment decisions and community support for schools.

At the policy level, education sometimes struggles to compete with other sectors for budgetary allocations and political attention. Decision-makers in the Ministry of Finance and Parliament may not have adequate information about the return on investment that education delivers, not only in terms of individual empowerment but also in terms of economic productivity, social cohesion, and national security. This information gap undermines efforts to secure increased and sustained domestic financing for education.

Internationally, Somalia's education success story remains largely untold. Donor fatigue, competing global priorities, and limited visibility of Somalia's progress risk reducing the flow of external financing precisely when it is most needed to consolidate gains and expand reforms. Development partners, while supportive, require regular evidence of impact, compelling success stories, and clear accountability mechanisms to justify continued and increased investment.

Furthermore, the historical narrative of Somalia has been dominated by stories of conflict, fragility, and humanitarian crisis. While these realities cannot be ignored, they have overshadowed the equally important story of resilience, reform, and rebirth that is unfolding in sectors like education. There is an urgent need to reframe Somalia's narrative, positioning education as the foundation upon which peace, stability, and prosperity are being built.

1.3. The Strategic Imperative

Public awareness, trust, and active participation are essential to sustain momentum, secure further investment, and ensure that every Somali child benefits from these transformative reforms. Communication is not merely about information dissemination; it is a strategic tool for behavior change, policy influence, resource mobilization, and accountability. Without effective communication, even the most successful reforms risk losing public and political support, and opportunities for scaling and sustaining impact may be missed.

This consultancy will support a comprehensive Media campaign and Documentation initiative that addresses these challenges head-on. The initiative will elevate education investment as both a national and donor priority, linking it explicitly to broader national goals of peace-building, economic growth, and human capital development. It will document the country's reform journey comprehensively, creating an enduring record for history, accountability, and continued advocacy. Most importantly, it will engage and inspire diverse audiences—from rural parents to parliamentary committees, from students to international donors—to see education not as a cost but as the smartest investment Somalia can make in its future.

2. Purpose of the Consultancy

The purpose of this consultancy is to engage a qualified firm or consortium to design, implement, and monitor a 12-month nationwide impact communication and documentation campaign. The campaign will amplify Somalia's education reforms, engage diverse stakeholders, and document the transformation journey through compelling storytelling, strategic advocacy, and evidence-based communication.

3. Objectives

3.1. General Objective

To advance education as a pillar of Somalia's human capital transformation through coordinated communication, advocacy, and media engagement that demonstrates achievements, influences policy, increases investment, and inspires public participation.

3.2. Specific Objectives

The consultancy will support the achievement of the following specific objectives:

- Promote education as a strategic national investment in peace, productivity, and governance
- Consolidate changes, celebrate successes, and advocate for further investments in the education sector
- Raise public awareness and participation in education reform across Somalia
- Align education communication with the National Transformation Plan's (NTP) Social and Human Capital Transformation goals, including access, quality, inclusion, and employability
- Mobilize government, donors, and private sector actors to increase and sustain education financing
- Document progress and human stories from GPE-supported initiatives for national and international audiences

4. Theory of Change

Education is the cornerstone of Somalia's human capital transformation. When Somali citizens, policymakers, and development partners see, understand, and believe in the tangible value of education, they are more likely to invest, participate, and sustain reforms.

The theory of change underpinning this consultancy states that:

Effective media advocacy and strategic communication will position education as a high-return investment and promote behavioral change around enrollment, literacy, and skills development. By making education a top media and policy issue, framing it as the foundation of economic transformation and resilience, and aligning advocacy with policy windows such as national budgets, national plans, and donor supported projects milestones, this initiative will drive participation, accountability, and community ownership of education reform. Ultimately, education will be reframed as the story of Somalia's rebirth, where classrooms become homes for peace, gender equality, and innovation.

5. Target Audiences

The consultant will develop tailored communication strategies for the following key audiences:

Target Audience	Communication Goal
Government (Line ministries such as Ministry of Finance & Parliament)	Secure higher budget allocation for education
Donors and Development Partners (Individual countries, GPE, WB, Islamic Development Bank, UNICEF, , Save the Children, CARE, etc)	Strengthen alignment and long-term financing commitments
Academia and Researchers	Support policy and evidence generation
Media and Influencers	Promote education investment as a national success story
Somali Public and Parents	Increase enrollment and support for education reform

6. Scope of Work

The consultancy firm will be responsible for the nationwide implementation of a Comprehensive impact communication and documentation campaign through three integrated pillars. The scope encompasses planning, production, implementation, monitoring, and reporting across all activities.

PILLAR 1: Public Awareness and Mobilization (GPE Outreach)

The consultant will design and implement a comprehensive public awareness campaign to reach Somali families, communities, and stakeholders across rural and urban areas. Specific responsibilities include:

- Launch and manage a nationwide media campaign showcasing education reforms over a 12-month period
- Develop and produce weekly radio talk shows and call-in programs that engage families and communities in education issues
- Create television and digital content, including Public Service Announcements (PSAs), storytelling videos, and reform updates
- Design and produce visibility materials including posters, banners, and billboards promoting enrollment, inclusion, and education reform
- Coordinate with national and regional media outlets to ensure consistent and impactful messaging
- Develop a digital media strategy by leveraging social media platforms to reach youth and urban audiences

PILLAR 2: Storytelling and Documentation

The consultant will capture and communicate the human dimension of Somalia's education transformation through compelling storytelling. Key activities include:

- Produce short, appealing documentaries and films capturing changes in infrastructure, classroom progress, teacher recruitment, and school construction
- Record and amplify children's and teachers' voices to humanize policy achievements and demonstrate real-world impact
- Develop a series of flagship 7–10-minute national documentaries documenting and communicating the education reform journey for national and international audiences
- Develop comprehensive publications, statements and key messages, documenting the reform process, achievements, and lessons learned
- Ensure all storytelling content adheres to child safeguarding protocols and ethical standards

PILLAR 3: Policy Advocacy and Donor Engagement

The consultant will support strategic policy advocacy and high-level engagement to secure sustained investment in education. Responsibilities include:

- Produce Education Investment Policy Briefs highlighting the strategic importance and return on investment (ROI) in education financing
- Design compelling ROI infographics that translate complex data into accessible visual communications
- Organize and facilitate one major donor roundtable bringing together government, development partners, and private sector stakeholders
- Support high-level dialogue on sustainable education financing mechanisms
- Document and disseminate Somalia's education success stories at international forums and platforms
- Develop quarterly impact updates for key stakeholders demonstrating campaign reach and influence

7. Key Deliverables

The consultant/consultancy firm will be expected to deliver the following:

Planning Strategy:	and	<ul style="list-style-type: none"> • <i>Comprehensive communication strategy and messaging framework</i> • <i>Content templates and production plans</i> • <i>Media partnership agreements and coordination protocols</i>
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Public Awareness Materials:	<ul style="list-style-type: none"> • Weekly radio talk shows and call-in programs (minimum 48 episodes) • Television content including PSAs, storytelling videos, and reform updates • Visibility materials: posters, banners, billboards (designs and production-ready files) • Digital media content for social media Platforms
Documentary and Storytelling:	<ul style="list-style-type: none"> • Minimum of 12 short documentaries (3-5 minutes each) throughout the campaign period • Human interest videos featuring children, teachers, and community members • At least 5 flagship national documentaries (7-10 minutes) • Comprehensive publication documenting the education reform journey • Minimum of 30 success stories/case studies written from first person point of view showing impact and changes in the sector • Develop and publish in the global media at least Five (5) feature stories on the transformational changes the program the education sector has gone through over the years. • 250 well edited and well captioned photos in Jpeg format- at least 4MB in size/quality. The photos should clearly show different activities and interventions.
Policy Advocacy Materials:	<ul style="list-style-type: none"> • Education Investment Policy Briefs (minimum 3) • Return on Investment (ROI) infographics (minimum 5) • Donor roundtable concept note, agenda, and proceedings report • Key advocacy messages and talking points • Quarterly campaign impact updates (4 reports)
Reporting:	<ul style="list-style-type: none"> • Monthly progress reports • Quarterly analytical reports with recommendations • Mid-term evaluation report • Final comprehensive report with lessons learned and recommendations

8. Implementation Timeline

The consultancy will run for 15 months with the following implementation phases:

Weeks 1-2 (December 2025):	Planning and Preparation	<i>The consultant will finalize the communication strategy and messaging framework, develop content templates and production plans, coordinate with media partners and stakeholders nationwide, and finalize all procurement requirements.</i>
Weeks 3-5 (January 2026):	Pre-Launch Preparation	<i>During this phase, the consultant will draft Education Investment Policy Briefs and ROI infographics, plan and produce initial short documentaries and storytelling videos, record children's and teachers' voices, and finalize logistics and media arrangements for the donor roundtable and nationwide campaign launch.</i>

Week 6 (February 10-16, 2026):	Launch Phase	<i>The launch phase includes organizing and facilitating the donor roundtable and high-level dialogue, launching the nationwide public awareness campaign across TV, radio, digital, and print platforms, releasing Education Investment Policy Briefs and ROI infographics, and sharing Somalia's education success stories at national and international forums.</i>
Weeks 7-8 (February – August 17-30, 2026):	Early Implementation and Somalia Education Conference	<i>The consultant will support the Somalia Education Conference through organizing livestreamed panel discussions, producing policy briefs and impact analysis, managing high-end conference visibility and engagements (online and offline), sharing videos, stories and narratives, and organizing children's sessions and engagements with policymakers. Additionally, media campaigns, radio shows, and distribution of visibility materials will continue.</i>
Months 3-12 (August 2026 - February 2027):	Full Implementation and Monitoring	<i>Throughout this period, the consultant will maintain nationwide media campaigns across all platforms, conduct periodic radio talk shows and community outreach events, continue visibility material rollout, produce and release short documentaries regularly, compile the flagship national documentary and publication, release updated briefs and infographics at strategic intervals, track reach and engagement of all activities, adjust tactics based on analytics and feedback, and provide monthly and quarterly progress reports to stakeholders.</i>

9. Reporting Requirements

The consultant will report directly to the Communication and Media Lead at the Ministry of Education, Culture & Higher Education, with technical oversight from Save the Children's Advocacy and Education Experts.

Regular Reporting:

- Monthly progress reports detailing activities implemented, materials produced, reach and engagement metrics, challenges encountered, and planned activities for the following month
- Quarterly analytical reports providing in-depth analysis of campaign effectiveness, audience engagement data, media coverage analysis, recommendations for tactical adjustments, and success stories and case studies

Milestone Reports:

- Mid-term evaluation report (Month 6) assessing progress against objectives, evaluating the effectiveness of different communication channels, analyzing stakeholder feedback, and providing strategic recommendations for the remaining period
- Final comprehensive report documenting all activities and deliverables, analyzing overall impact and reach, documenting lessons learned, providing recommendations for future campaigns, and including appendices with samples of all materials produced

10. Qualifications and Experience

Organizational Requirements:

The firm must demonstrate:

- Minimum of 7 years of experience in designing and implementing large-scale communication and campaigns, preferably in the education or development sector
- Demonstrated experience in campaign development, management, tracking and impact analysis
- Proven experience working in Somalia or similar fragile and conflict-affected contexts
- Strong track record in documentary production, multimedia content creation, and digital media campaigns
- Demonstrated expertise in policy advocacy and stakeholder engagement at national and international levels Experience working with government ministries, UN agencies, and international NGOs
- Established relationships with Somali media houses, journalists, and influencers

Technical Expertise:

The consultancy team must include professionals with:

- Strategic communication planning and campaign management
- Documentary filmmaking and video production
- Graphic design and visual communication
- Radio and television content development
- Digital media and social media strategy
- Policy analysis and brief writing
- Monitoring, evaluation, and analytics
- Event management and facilitation

Team Composition:

The firm must provide a team structure including:

- Campaign Manager/Lead Consultant
- Media Production Specialist
- Documentary Filmmaker/Video Producer
- Graphic Designer
- Policy Analyst/Writer
- Digital Media Specialist
- Monitoring and Evaluation Specialist
- Event Coordinator

11. Management And Coordination

Lead Team and Coordination Structure:

<p>Ministry of Education, Culture & Higher Education:</p>	<ul style="list-style-type: none"> • Permanent Secretary: Coordinates donor roundtables, signs off on policy briefs, and oversees high-level advocacy activities • Education Technical Advisor: Ensures alignment with national education policies and facilitates stakeholder engagement • Communication and Media Lead: Coordinates communication and campaign activities with the consultancy, ensures alignment with national priorities
<p>Save the Children:</p>	<ul style="list-style-type: none"> • Advocacy Expert: Supports policy advocacy initiatives, stakeholder engagement, and donor relations • Education Expert: Provides technical guidance on education reforms, program content, and messaging
	<ul style="list-style-type: none"> •
<p>Consultancy/Technical Advisor (External):</p>	<ul style="list-style-type: none"> • Provides expertise in media and campaign design, implementation, and nationwide rollout • Leads public awareness campaigns, visibility materials, and media content production • Oversee monitoring, evaluation, and optimization to ensure campaign effectiveness

The consultant firm will participate in bi-weekly coordination meetings with the Ministry and Save the Children, provide regular updates to the broader stakeholder group including GPE and development partners, and coordinate closely with Federal Member States' education authorities for field activities.

12. BUDGET

The budget will cover:

- Consultancy fees and team costs
- Media production (radio, TV, digital content, documentaries)
- Broadcasting costs on national and regional outlets
- Design, printing, and placement of visibility materials
- Field coverage and documentation across all Federal Member States
- Production of the final documentary and publication
- Advocacy conference preparations and support
- Production of policy briefs and impact analysis
- Monitoring, evaluation, and reporting costs
- Capacity building for the ministry communication unit.
- Contingencies

Interested consultancy firms should submit a detailed budget breakdown as part of their technical and financial proposals.

13. Expected Outcomes

By the end of the consultancy period, the following outcomes are expected:

- **Increased Public Awareness:** A significant increase in public awareness of investments, efforts, and progress in Somalia's education sector through a cohesive 12-month nationwide communication campaign.
- **Amplified Success Stories:** Somalia's education reforms and success stories are amplified across national and international platforms, enhancing the country's reputation and attracting further investment.
- **Stakeholder Engagement:** Active engagement of stakeholders at all levels—from grassroots communities to high-level policymakers and donors—in supporting and sustaining education reforms.
- **Consistent Messaging:** Maintenance of consistent, impactful messaging across media, communities, and policy forums that positions education as a strategic national priority.
- **Evidence-Based Insights:** Generation of evidence-based insights through monitoring and evaluation to guide ongoing advocacy and public engagement efforts.
- **Policy Influence:** Demonstrated influence on education policy and financing decisions through strategic advocacy and high-level engagement.
- **Documented Legacy:** Comprehensive documentation of Somalia's education transformation journey through high-quality films, publications, and digital archives.

14. Application Process

Submission Requirements:

Interested consultant firms should submit the following:

1. **Technical Proposal** including:
 - Understanding of the assignment and proposed methodology
 - Detailed work plan with timeline
 - Team composition with CVs of key personnel
 - Previous relevant experience with examples/portfolio
 - Approach to monitoring and evaluation
 - Risk assessment and mitigation strategies
2. **Financial Proposal** including:
 - Detailed budget breakdown
 - Payment schedule linked to deliverables
3. **Supporting Documents:**

- Company profile
- Company registration documents
- Tax compliance certificates
- Previous work samples (documentaries, campaigns, policy briefs)
- References from at least three previous clients

Evaluation Criteria: