



A study to understand how COVID-19 has changed the landscape of communication, engagement and inclusion: Testing and unpacking assumptions to inform priorities, planning and resourcing for humanitarian action

CDAC seeks a strong and analytical communicator who is able to explore multiple angles to draw out different results and recommendations. This work will require strong leadership, creative ideas and an interest in working through country counterparts to develop case studies. **note that this is not an evaluation*

1. Overview of CDAC Network

CDAC is a network of more than 35 of the largest humanitarian, media development and social innovation actors working together to shift the dial on humanitarian and development decision making – moving from global to local. We know that with access to the information and resources they need, people and communities affected by a crisis act first and are best placed to make decisions that help to prepare for, respond to and recover from crises.

We promote coherence and collective action in Communication, Community Engagement and Accountability (CCEA), bringing together the diverse expertise of our network to ensure that information and resources are inclusive and accessible. Accountability to people and communities affected by crises is central to humanitarian action and communication and dialogue are key enablers of this. Our 2022-27 strategy prioritises:

- **Enabling local drivers of CCEA** by supporting efforts to place national governments, local civil society, local communities, and private sector actors at the centre of CCEA initiatives that empower local communities.
- **Providing a strategic voice for inclusive CCEA** by championing a national and sub-national level approach to CCEA in the global system that ensures greater representation and inclusion in decision making policy and practice.
- **Responsibly Leveraging Digital Technologies for CCEA** by identifying, promoting, and guiding efforts to leverage new digital technologies in CCEA efforts.

2. Instructions for bidding

Bidders are requested to review and respond to section 3 below, with requested documents submitted via email to recruitment@cdacnetwork.org

Deadline for submission: COB 10th January 2022 (UK time).

3. Terms of Reference

3.1 Background

2022 marks the first year of CDAC Network's new multi-year strategy, in which we will double down on our intent to 'shift the dial' on decision making and enable locally informed responses. As part of this, we seek to explore the way Covid-19 may have changed the landscape of communication and dialogue and what changes, if any, are needed to the way Communication, Community Engagement and Accountability (CCEA) is determined and implemented.

The COVID-19 pandemic has shaped discourse and action since early 2020.¹ The disruption caused in the wake of the pandemic led to changes in the way things are done, giving rise to both opportunities and risks. In some cases, the disruption drove new and positive ways of doing things, and led to a greater reliance on local systems and local actors. It has also led to increasing digital access and reach for many people affected globally.

Few people have been spared the COVID-19 pandemic, the impact has been a widening of inequality and a broadening of problems faced by people and communities. Many people have been far greater impacted by the associated loss of income and food security, access to services including education, and associated short- and long-term health related issues, more than they have been by COVID-19 related health concerns. As with any crisis, the pandemic is experienced alongside any number of additional man-made and/or natural crises. This multi-risk environment compounded the scale and scope of crises and people and communities have widely diverging abilities to cope with the consequences.

Understanding and prioritising humanitarian action is even more complex and more context specific than it was prior to COVID-19. The urgent need to scale up communication and dialogue specific to risk communication and services related to social behaviour change are paralleled by a need to ensure that this complements, and does not conflict with, equally critical communication and engagement on issues of concern to insecurity and other vulnerabilities.

Overall, the pandemic has shone a spotlight on the critical importance of effective dialogue and communication, on the need for accurate and informed information, and the value of engagement in developing communication that ensures access by all affected. Communication and Community Engagement have been and will continue to be, the cornerstone of maximising impact of humanitarian action. Reaching global consensus on the best way to support locally driven CCEA responses creates challenges for planning, investment and collaboration.

¹ See for example, CDAC's 2020 Working Paper, [Improving The Response To Covid-19: Lessons From The Humanitarian Sector Around Communication, Community Engagement And Participation](#)

3.2 Purpose

This study and its outputs aim to inform investment in and prioritisation of efforts to improve collective CCEA across humanitarian action and the development interface. It aims to:

- Test some of the assumptions made during the Covid-19 response, particularly those related to localisation, engagement and digital access
- Identify and discuss the priorities for communication, community engagement and accountability based on stakeholder consultation in at least 3 different countries (from the following list – Bangladesh, Burkina Faso, Colombia, Fiji, Jordan, Pakistan, Papua New Guinea, Sudan, Zimbabwe)
- Focus on developments and differences at a country level to identify common themes and critical questions that actors should be asking to focus global investment and collective action in CCEA moving forward.

3.3 Approach

The study will be informed primarily by stakeholders and key informants working in the selected countries to reflect the differences and any similarities in gaps and priorities that have emerged over 2020-21. The case studies will be proposed by CDAC and the consultants and agreed by a study reference group, using the criteria below. Each case study will illustrate a different humanitarian context.

Crisis context | Covid statistics | a timeline of events | governance of response | outcomes

Stakeholders in the study will be identified to represent the broad range of actors involved in humanitarian and development communication and community participatory approaches and will be implemented in consultation with CDAC members in country.

Country data should be supported by a global literature review and select key informants at a global level to ensure relevance and join up with the number of high-level initiatives ongoing at the time of the study.

The approach and guiding questions will be finalised by the consultants in consultation with a reference group but should reflect the needs and priorities that have emerged during 2020-21 within the following themes:

Category	Suggest topics to explore / consider
Information, communication, media and messaging	<ul style="list-style-type: none">- <i>changes in issues of mis and disinformation –</i>- <i>trends in sources of information etc</i>- <i>how the response has factored in competing messages and complexity of messaging</i>- <i>the impact and growth of “user created” information, media and messaging</i>
Dialogue and community engagement	<ul style="list-style-type: none">- <i>changes in ways to engage, participate, prioritise engagement activities, effect of limitations movement etc</i>

	<ul style="list-style-type: none"> - <i>the degree to which Covid-19 responses respond to community perceptions and knowledge, local socio-cultural contexts and feature two-way communication with affected communities</i> - <i>to what degree have COVID-19 responses taken on board community feedback</i> - <i>how have emergency public health orders influenced stigma and inclusion of affected communities</i>
Local engagement in action (localisation)	<ul style="list-style-type: none"> - <i>the assumption that COVID-19 has led to greater involvement and leadership of local actors in communication and engagement activities</i> - <i>if there has been a growth in subnational and transnational partnerships and networks between local actors</i> - <i>how localisation has influenced the effectiveness of CCEA responses to COVID-19</i>
Digital growth and inclusion	<ul style="list-style-type: none"> - <i>what has determined changes in access to and engagement with digital tools since 2020</i> - <i>Reach and access differences in the use of digital engagement tools at country level, and strategies to promote further access and digital inclusion</i> - <i>The use of digital tools to analyse community engagement data (such as dashboards), and the use of this data by health and other related actors</i>
Collective humanitarian action	<ul style="list-style-type: none"> - <i>Links to global initiatives as well as increased collaboration at national level</i> - <i>synergies between RCCE and CCEA approaches at a response wide level at national levels</i> - <i>the inclusion of diverse stakeholders in COVID-19 responses, including international and national NGOs, faith-based groups, the private sector, media and platforms to support coordination between these diverse groups</i> - <i>links and synergies between humanitarian and development responses, including with regard to governance and coordination of CCEA responses</i>
Response appropriateness and perception	<ul style="list-style-type: none"> - <i>How has the humanitarian and development communities adapted to these changes?</i> - <i>Have there been changes in institutional structures, systems and policies?</i> - <i>Has resourcing kept up with CCEA needs and demands?</i>

3.4 Management oversight and sources of data

The study will be overseen by the CDAC secretariat's Director of Policy & Innovation with technical support and guidance of a study reference group. Members will support country level data collection and the CDAC secretariat will support global data availability.

4. Deliverables

4.1 Report

It is suggested that findings of the Study are presented in two parts:

PART 1: Gaps and Priorities

1. Country case study of CCEA needs and priorities, since Covid-19 – how do gaps and priorities compare and contrast? What are the commonalities?
2. Analysis of evolution of CCEA at global policy and practice level
3. What should national and regional CCEA planning take into account based on the study?
4. What conclusions can be drawn to inform global discussions on CCEA?
 - a. What are the expected challenges for CCEA moving forward?
 - b. How might they impact on the current ways of doing things?
 - c. How could different actors be organising themselves to meet these challenges?

PART 2: Study annex: A summary of CCEA capacity gaps and priorities in Covid-19 responses

The consultant(s) must deliver findings on the following:

- A thorough but targeted literature review
- Structured key informant interviews
- Findings and conclusions per country
- A clear and action driven analysis of takeaways at a global level
- Annex: a summary of capacity and surge needs over time by country

Study leads are encouraged to be creative in how the findings and overall report is delivered. CDAC encourages a presentation of findings that differs from a normal report and are open to a delivery that combines report writing, illustration and / or presentation in another format.

4.2 Timeframe and Budget

Approximately 30 days have been budgeted for this piece of work, a final product is required by the 31st March 2022 – a small number of additional days are allocated for senior national consultants in identified country contexts, though this should be managed by the consulting team.

4.3 Profile of applicant

This study can be undertaken by a single person or small team. CDAC can support the short-term engagement of senior national consultants in case study countries in addition to the proposed action.

The consultant should have the following skills and qualifications:

- A relevant post graduate degree or combination of an undergraduate degree and high-level experience in a relevant discipline (preferably in communication, digital technology, innovation and/ or social development)
- Demonstrable knowledge of CCEA
- Demonstrated experience in delivering on similar studies, evaluations or innovative programme analysis
- At least 10 years' experience in working in International Development with a wide range of stakeholders
- Demonstrated experience in designing survey methodology, data collection tools, processing and analysis of data
- Ability to manage, guide and lead remotely. Strong organisational, analytical and reporting skills, presentation skills, attention to detail and ability to meet deadlines.
- Previous work and contacts in any of the proposed focus countries will be an advantage.
- Excellent verbal and written communication in English is required.

4.4 Application

Qualified and interested parties are asked to submit the following:

- Letter of interest in submission of a proposal.
- Outline technical proposal demonstrating a thorough understanding of the ToR, including but not limited to:
 - Consultant's profile
 - Statement of previous experience in similar assignments and response to the selection criteria listed under section 4.3 above
 - Description of proposed approach and timeframe
 - A financial proposal for the study
- All applications should be sent electronically to: recruitment@cdacnetwork.org by COB 10th January