

## Terms of Reference Communication strategy for the FGG Alliance Fair, Green and Global Alliance May 2018

### 1. Background

The Fair, Green and Global (FGG) Alliance consists of six Dutch member organisations: ActionAid, Both ENDS, Clean Clothes Campaign, Milieudefensie (Friends of the Earth Netherlands), SOMO and Transnational Institute. Together with more than 300 civil society organisations (CSOs) and networks from all over the world we aim for socially just, inclusive and environmentally sustainable societies. In January 2016, the FGG Alliance has entered its second five-year programme, this time in a Strategic Partnership called 'Dialogue and Dissent' with the Dutch Ministry of Foreign Affairs. Through what we call 'mutual capacity development' and lobby and advocacy with partner organisations, we address problems and provide alternative policies and practices regarding corporate conduct, trade and investment, and financial and tax systems.

More information about the FGG Alliance and programme can be found [here](#).

Within the FGG Alliance, a need has been identified to improve internal and external communication. Through this Terms of Reference (ToR), we invite communication experts to develop a proposal on how they would support us in developing and supporting us with implementing a practical and directly applicable communication approach.

### 2. Reasons for the assignment

The FGG Alliance has made a deliberate decision not to centralize its communication as FGG Alliance 'brand', but to leave communication largely to the six individual FGG members. At the same time, we acknowledge the need to communicate at times proactively and as an alliance. This concerns communication between FGG members and partner organisations all over the world, at the following levels: a) FGG alliance level, b) FGG member level, c) FGG partner level and d) other external communication. More specifically, we seek the implementation of a communication approach that serves the following objectives: (1) alliance-wide provision of information (transparency); (2) reinforcement of the FGG 'spirit' among individual staff members, predominantly by better explicating the activities and achievements of the FGG members and the Alliance; and 3) influencing the public debate.

### 3. Components of the assignment

As a first step, which serves the goal of streamlining already existing communication means, the communication consultant would have to map what is already being done in terms of communication. Subsequently, improving pro-active communication within the FGG Alliance requires:

- A practical and directly applicable approach for internal communication. This includes investigating and formulating answers to the following questions:
  - What are the types of content (substance as well as forms of media) that should be central to our internal communication, both in terms of content originating from the Alliance as a whole as well as from individual member organisations?
  - What means of communication already at our disposal could most readily be utilized to support and reinforce cohesion within the FGG Alliance, and what would be the most effective way to do so?
  - Optionally: What additional means of communication could be fruitful for this purpose?

- What could be an interesting way to integrate some humorous and/or interactive content so as to spark people’s enthusiasm for reading e.g. a newsletter?
- What types of external communication channels could best be used for the dissemination of FGG organisations’ successes, messaging and framing, and what would be the most effective way to do so?
- What are the most useful communicative formats for communication with our partner organisations, and what should be the content thereof?
- What is needed to implement this communication in terms of e.g. HR, finances, and technicalities?

#### 4. Communication expert requirements

The consultant needs to have:

- Substantive knowledge of communication in international cooperation and lobby and advocacy;
- Ample experience with supporting civil society organisations in developing and implementing an internal and external communication approach, with an eye to ensuring transparency;
- Good understanding of and affinity with FGG programme;
- Ability to work independently;
- Excellent verbal and written skills in English and Dutch.

#### 5. Selection process

This Terms of Reference will be sent to communication experts within the FGG Alliance’s network but will also be disseminated publicly through various channels. Interested communication experts are requested to send a short letter of interest (maximum 3 pages) setting out their main suggestions for methodology and planning, as well as major feedback on this ToR (if any), complemented with the following:

- CV of the expert(s) involved;
- References to two or three previous clients;
- Detailed budget with breakdown of honorarium, number of days per activity proposed and other (direct) costs.

Based on the proposals received, the FGG Coordination Team will select two or three proposals and invite these experts to present their proposal during a meeting, after which the selection will be completed. Selection criteria will be a combination of the considerations mentioned above. The presentation needs to be explicit about the methodology as well as costs.

Together with the contracted communication expert, an inception period will be organised in which the boundaries of the assignment are to be clarified.

#### 6. Planning

| When                    | What                   | Who                   |
|-------------------------|------------------------|-----------------------|
| June                    | Disseminate ToR        | CT                    |
| 9 <sup>th</sup> of July | Deadline for proposals | Candidate consultants |
| Mid July                | Selection consultant   | CT & SC               |
| August                  | Inception period       | Consultant            |

|                    |                                  |                                    |
|--------------------|----------------------------------|------------------------------------|
| August – September | Needs assessment                 | Consultant                         |
| October            | Launch of communication approach | Relevant staff within FGG Alliance |

## 7. Finances

Budget for the assignment depends highly on proposed plan and activities. Budget indication is €5.000 - €15.000.

## 8. Contact

The communication expert will answer to the FGG Steering Committee (SC, consisting of the six directors of the FGG Alliance members). Communication around the assignment and logistical support will be organised by the FGG Coordination Team (CT).

Should you have any further questions, please do not hesitate to contact the FGG Alliance's Coordination Team:

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Proposals should be sent to the coordinators by the 9<sup>th</sup> of July 2018.