



## **Terms of Reference for an Independent Monitoring and Evaluation Firm**

### **1. Introduction and Background**

The Foundation for Human Rights Initiative (FHRI) is an independent, non-partisan and non-profit human rights organization. FHRI seeks to promote internationally recognized human rights norms and standards in Uganda. The organization specializes in legal and human rights education and training, civic awareness, research, lobbying and advocacy, election observation, voter education, policy and law reform.

With support from the National Endowment for Democracy (NED), FHRI is implementing a one-year project aimed at promoting awareness of civic rights and participation in political processes.

On December 11 2018, Uganda's Electoral Commission launched the 2020/2021 General election road-map. According to the Commission, the implementation of the new road map started on May 7, 2019. Most recently, on 25<sup>th</sup> July 2019, the Government of Uganda finally tabled proposed electoral reforms to several electoral laws including the Presidential Elections (Amendment) Bill No.17, 2019, the Parliamentary Elections (Amendment) Bill No. 18, 2019 and others. The others are the Electoral Commission (Amendment) Bill No. 19, 2019, the Political Parties and Organization (Amendment) Bill No. 20, 2019 and the Local Governments (Amendment) Bill No.21, 2019. The bills were forwarded to the Legal and Parliamentary Affairs Committee for scrutiny and present a report to parliament.

Although the 2021 election frenzy is slowly catching on, these political developments come against the backdrop of increased citizen passivity. Voter apathy particularly at the sub-national level is on the increase, citizens' spaces are slowly being eroded, while there is inadequate information on civic rights and electoral procedure.

With this in mind, FHRI will implement the '*My Rights My Power Campaign*' in order to promote active citizen participation in key electoral milestones as elaborated in the Uganda Electoral Commission's 2020/2021 General elections road map and the on-going electoral reform process. Building on previous work, FHRI will utilize new media platforms such as Twitter, Facebook, Whats App, YouTube and other web-based channels to stimulate citizen engagement in key electoral milestones. This will take the form of short satirical texts, captivating graphics, as well as locally originated still and short motion images. The satirical imagery representation will particularly speak to the importance and role of the youth and women in elections.

As such, FHRI is soliciting the services of a media monitoring agency to track the online based campaign and conduct opinion polls on community perceptions on political and election related issues. The media monitoring agency will be contracted by FHRI between September – June 2020 and will be solely responsible for preparing deliverables as agreed between the two parties.

## **2. Objectives of the assignment**

- To track the online based campaign.
- To conduct opinion polls on community perceptions on political and election related issues.
- To monitor the impact of the short satirical texts, captivating graphics as well as locally originated still and short motion images.

## **3.Target**

The online campaign will target the general public particularly youth, women and online activists.

## **4. Contract fees**

The media monitoring agency will be paid a contract fee for ten (10) months of engagement. This fee will be paid on a monthly basis upon satisfactory submission of expected deliverables.

## **5. Expected Deliverables**

1. To conduct opinion polls on community perceptions on political and election related issues.
2. To track the online based campaign on 'My Rights My Power.'
3. To submit quarterly assessments to the project staff for effective program implementation.

## **Qualifications**

### **a) Education:**

Preferably advanced degree in one or more of the following disciplines: Monitoring and Evaluation; Development Communication; Digital Communications or other relevant fields.

### **b) Experience:**

- Ten (10) years experience in monitoring and evaluation.
- Good understanding of latest digital marketing trends.
- Proven knowledge human rights terrain, design, typography and production of web products.
- Excellent communication, interpersonal and liaison skills.

### **c) Language Requirements:** Excellent written and spoken English.

## Expression of interest

Competent individuals with interest to apply, please submit the following:

- ❖ A detailed CV (should clearly show previous engagement).
- ❖ A simple technical proposal with clear methodologies.
- ❖ Financial proposal.

Interested individuals are requested to email their technical and financial Proposal to the Executive Director via [fhri@dmil.ug](mailto:fhri@dmil.ug) not later than **September 17, 2019**. Kindly copy the same to [fhri91@gmail.com](mailto:fhri91@gmail.com).

Please address any queries you might have to these ToRs to Ms. Ntanzi Rosabella at [fhri@dmil.ug](mailto:fhri@dmil.ug) and cc to [rosabellantanzi@ymail.com](mailto:rosabellantanzi@ymail.com)