



eSourcing reference: RFQ/2025/56842

## Section II: Schedule of Requirements

# Term of Reference

## Awaaz Afghanistan Outreach Component

Broadcasting of Awaaz 3D animation Video Spots and Public Short Announcements (PSA) through highly trusted media platforms (TV and Radio Stations)

## 1. Background

The United Nations Office for Project Services (UNOPS) is an operational arm of the United Nations, supporting the successful implementation of its partners' peacebuilding, humanitarian and development projects around the world. UNOPS supports partners in building a better future by providing services that increase the efficiency, effectiveness, and sustainability of peace-building, humanitarian, and development projects. Mandated as a central resource of the United Nations, UNOPS provides sustainable project management, procurement, and infrastructure services to a wide range of governments, donors, and United Nations organizations.

Awaaz Afghanistan is the country's first and only inter-agency communication and accountability helpline, a call center providing toll-free cross-network hotline (410) open seven days a week that affected populations with access to a mobile phone can dial to access information and register feedback/complaints on assistance programs. Established in 2018, Awaaz has been operating as an integral part of the humanitarian response, fully integrated into the Accountability to Affected Populations (AAP) in Afghanistan. As a community engagement initiative, Awaaz provides a two-way communications channel where needs and priorities, as reported on the ground, are circulated to partners to help improve the quality of programming in Afghanistan. By dialing 410, anyone with access to a phone can speak to one of Awaaz's multilingual operators (50% of whom are women) in either Dari, Pashto, Urdu, or English to access information or lodge feedback about ongoing humanitarian activities around the country.

Awaaz provides information on humanitarian services to affected people, enhancing access to humanitarian assistance, linking callers with the established referral systems, and providing a complementary complaint and feedback response mechanism to the United Nations and active humanitarian partners. Relaying this self-identification of needs and priorities to the humanitarian community (disaggregated by gender, age, location, and needs), both via regular dashboards for situational awareness and on a case-by-case basis with relevant clusters and partners, promotes a better understanding of the priority concerns and preferences of affected people across the country.

## 2. Goal and Objectives

This assignment falls under the list of awareness-raising and information-sharing initiatives for the Awaaz Afghanistan Project. The goal of this communication initiative is to ensure community awareness on the Awaaz project services and build community relationships by listening, receiving feedback, complaints, and concerns, and providing information to the wider group of people who are in need of humanitarian assistance. More specifically, awareness activities will inform communities and enable their participation in humanitarian initiatives to improve programming and response.

The objective of this assignment is to select the TV and radio stations in 34 target provinces and circulate the two short 3D animation spots of 50 to 60 seconds and audio PSAs (50 to 60 seconds) across various TV and radio stations in 34 provinces on a need basis. It also aims at raising awareness and understanding of the Awaaz (410) hotline among the most vulnerable populations across the country and those who have received humanitarian assistance.

### **3. Local Partnership**

In order to maximise reach of Awaaz to the target audience, Awaaz proposes broadcasting of the Awaaz key messages through a combination of local TV and Radio partners. The overlapping approach guarantees that the most remote areas as well as the most affected communities across the country are adequately covered with the Awaaz broadcasts. The local/regional TV channels and Radio stations will have a significant reach into the especially rural areas as the local TV and radio channels have more audience rather than national TV and Radio channels. Therefore, UNOPS-Awaaz will work with the in-country nation-wide media partners to implement its communication plan.

Awaaz will work with in-country firms to implement the communication broadcasting activities. The firm will be selected based on its long-term, efficient experience in Afghanistan with media and community work. The use of mass media for the outreach of Awaaz is therefore offering to merge participatory and interactive media production to effectively impact on the knowledge and understanding of vulnerable people with humanitarian needs from the Awaaz services.

### **4. Gender Equality**

UNOPS-Awaaz will promote and reflect gender equality in all communications and visibility materials in line with the UN principles. The communications and outreach plan will also ensure that the content produced is always gender aware and makes a productive contribution to gender inclusion and balance. This includes stories (written and audio). The Communications focal point with the gender focal point will describe any risks that might be perceived in the context where we work.

## 5. Scope of services

### 5.1. TV and Radio Stations

The firm, in close coordination with Awaaz, will prepare the list of the most popular TV and radio stations in the target provinces. The following selection criteria should be considered.

- **Coverage area** - TV and radio stations should cover almost 80% of the province, particularly the most hard-to-reach areas (even should cover the provinces and districts located in the vicinity)
- **Audience** - TV and radio stations must have the most audience in the province and must provide the annual audit report or any other documents that shows the highest audience rather than other existing media outlets.
- **Programs and Timing** - TV and radio stations should broadcast the most viewing programs and the broadcasting timing should be 24 - 18 hours.
- **Equipment**- TV and radio stations should have the necessary equipment along with 1000 W transmitters.

### 5.2. Broadcasting timeline

The firm in close cooperation with Awaaz and consideration of cost and benefit analysis will consider the following schedule for the broadcasting of the video spot and audio public short announcements ( PSAs).

No	Media Outlet	Duration	Morning time	Afternoon	Evening
1	Radio Station	50-60 seconds	2 times BC	1 time BC	1 time BC
2	TV Channel	50-60 seconds	2 times BC	NA	2 times BC

### 5.3. Monitoring and Reporting

The firm and Awaaz outreach team work closely to consider the following monitoring and reporting requirements.

- The firm will provide the broadcasting schedule of the TV and radio stations on a monthly basis.
- The firm will provide broadcasting coverage (no of individuals covered in a particular location/district/province disaggregated by gender)

- The firm will provide an online broadcasting schedule to the Awaaz MEAL team for the supervision of the airing.
- TV and Radio stations will provide monthly broadcasting reports to the firm and the firm will provide narrative reports on the monthly basis.
- Discuss any challenges encountered and the solutions implemented to overcome them.
- Share any lessons learned and best practices identified during the reporting period.
- Specify the total number of individuals or entities that have benefited from the program.
- Provide a demographic breakdown of the beneficiaries (e.g., age, gender, location).
- Indicate the geographical distribution of beneficiaries, if applicable.
- Highlight any special groups or vulnerable populations that were specifically targeted or benefited.

## 6. Length of service

The firm will last 12 months after signing the contract, including coordinating communications and exchanges, as needed, with Awaaz. The broadcasting will be 10-20 scripts per month for the duration of the agreement.

## 7. Target Locations

The firm will select the most famous TV and radio stations in the 34 provinces. Awaaz will select the provinces considering the Community Outreach and Engagement Strategy of Awaaz which focused on the provinces identified as those with the highest severity of needs and expanding to the other provinces in manageable stages, ranging from highest severity of needs to lowest. Awaaz based its priorities on the geographic needs assessment information provided in the Humanitarian Needs and Response Plan for Afghanistan .

Province		Total Population	People in Need	Coverage Area	Broadcasting Times (per day)	Total days (10-15 days per month)
Radio	Hirat	2,958,000	1,737,682	80% to 100%	4 times	40 days
	Kandahar	1,960,000	1,592,940	80% to 100%	4 times	40 days
	Ghazni	1,870,000	1,254,079	80% to 100%	4 times	40 days
	Takhar	1,506,000	1,211,595	80% to 100%	4 times	40 days
	Balkh	2,053,000	1,131,392	80% to 100%	4 times	40 days
	Nangarhar	2,338,000	1,124,394	80% to 100%	4 times	40 days

	Kunduz	1,519,000	1,098,826	80% to 100%	4 times	40 days
	Faryab	1,531,000	780,349	80% to 100%	4 times	40 days
	Badakhshan	1,413,000	663,534	80% to 100%	4 times	40 days
	Jawzjan	827,000	663,241	80% to 100%	4 times	40 days
	Baghlan	1,362,000	653,273	80% to 100%	4 times	40 days
	Ghor	1,037,000	585,930	80% to 100%	4 times	40 days
	Khost	874,000	560,728	80% to 100%	4 times	40 days
	Paktika	1,019,000	551,921	80% to 100%	4 times	40 days
	Badghis	755,000	543,384	80% to 100%	4 times	40 days
	Logar	596,000	432,261	80% to 100%	4 times	40 days
	Parwan	1,013,000	429,063	80% to 100%	4 times	40 days
	Sar-e-Pul	853,000	428,177	80% to 100%	4 times	40 days
	Wardak	907,000	407,940	80% to 100%	4 times	40 days
	Farah	774,000	400,238	80% to 100%	4 times	40 days
	Paktya	841,000	351,138	80% to 100%	4 times	40 days
	Uruzgan	599,000	338,500	80% to 100%	4 times	40 days
	Samangan	591,000	337,591	80% to 100%	4 times	40 days
	Zabul	527,000	296,994	80% to 100%	4 times	40 days
	Kunar	686,000	254,384	80% to 100%	4 times	40 days
	Kapisa	671,000	251,639	80% to 100%	4 times	40 days
	Daykundi	709,000	226,310	80% to 100%	4 times	40 days
	Laghman	678,000	220,252	80% to 100%	4 times	40 days
	Bamyan	680,000	200,970	80% to 100%	4 times	40 days
	Nimroz	252,000	180,192	80% to 100%	4 times	40 days
	Panjsher	233,000	50,915	80% to 100%	4 times	40 days
	Nuristan	225,000	46,163	80% to 100%	4 times	40 days
	Kabul	7,100,000	3,393,245	80% to 100%	4 times	20 days
	Hirat	2,958,000	1,737,682	80% to 100%	4 times	20 days

TV	Kandahar	1,960,000	1,592,940	80% to 100%	4 times	20 days
	Balkh	2,053,000	1,131,392	80% to 100%	4 times	20 days
	Nangarhar	2,338,000	1,124,394	80% to 100%	4 times	20 days
	Kunduz	1,519,000	1,098,826	80% to 100%	4 times	20 days
	Paktya	841,000	351,138	80% to 100%	4 times	20 days
	Bamyan	680,000	200,970	80% to 100%	4 times	20 days

## 8. Special Conditions

Potential firms are requested to consider the following conditions

- The technical proposal should have a categorized budget sheet for each of the activities
  - Separate budget line (by province) for the broadcasting of the audio PSA (50 to 60 seconds) through the selected radio stations of the provinces (*e.g. Arezo radio station Balkh province*)
  - Separate budget line (by province) for the airing of the 3D animation video spot (50 to 60 seconds) through the selected TV channels of the provinces (*e.g. Sharq TV station Nangarhar province*)
- Awaaz will have the authority to select the TV and radio stations based on the internal discussion and volume of calls from each of the provinces
- A minimum of 3 years of demonstrable experience in delivering similar goods, services, or works is required. Proposals should include detailed accounts of previous projects to substantiate this experience
- Creativity, originality, punctuality, high level of organization and efficiency; ability to respond quickly and efficiently to UNOPS requests
- Experience with the UN organization's major multilateral or bilateral programs is highly desirable
- The firm will be monitored/supervised by the Awaaz MEAL and communication team.