



Contract for services

Terms of Reference

GENERAL INFORMATION

Country of delivery: Online

Description: Event Management firm- ResiliArt x MONDIACULT Debate

Sector: Culture

Organizational Unit: UNESCO Office for the Pacific States

Duration of the contract: Start on the date the contract is signed
End date: 31 March 2022

Deadline for submission of EOI: Midnight (Samoa time) on Tuesday 1st of March 2022

BACKGROUND INFORMATION / Overview of the functions

Name of the project: “Inclusive Economic Recovery through Sustainable Enterprises in the Informal Economies of Fiji, Palau, Tonga and Vanuatu”

SAP/Element Number and the project: Fund in Trust (FIT) n°13333: 269RAS4000

WBS: 4

In the framework of the MPTF for COVID-19 Response funded project “Inclusive Economic Recovery through Sustainable Enterprises in the Informal Economies of Fiji, Palau, Tonga and Vanuatu”, UNESCO is supporting the cultural and creative industries as a part of the informal economy in Fiji, Vanuatu, Tonga and Palau. The project addresses unemployment and aims to support sustainable enterprises in the informal sub-sectors following the impact of COVID-19. The local informal creative industries, mostly operating as micro home-based enterprises, have been particularly affected by the contraction of the tourism sector in these countries. The project will aim to strengthen the cultural industries, and capitalize on local creative talent through specialized skills transfer, market linkages, and by addressing pre-existing challenges in the structure and mechanisms of the informal economy.

About the ResiliArt Debate:

ResiliArt was launched on 15 April 2020 as a global movement to capture the resilience and grievances of artists and cultural professionals in the face of COVID-19 crisis through virtual

debates. At its launch, publicly-accessible online conferences were far and few between; ResiliArt hence served as a pioneering platform of open exchange dedicated to culture with a coherent mission and framework. A rapid global replication followed, and to date, over 270 debates have been organized involving more than 110 countries, covering multitudes of topics from creativity to heritage.

ResiliArt generated a host of universal as well as regionally specific recommendations including establishment of permanent participatory consultative mechanisms involving the civil society, expansion of investment and diversification of funding mechanisms for cultural projects, fair remuneration of creators in the digital space, and repurposing of unused buildings as publicly accessible cultural infrastructures.

Leading up to the World Conference on Cultural Policies - MONDIACULT that will be held in Mexico in September 2022, ResiliArt serves as an inclusive, accessible platform for any interested stakeholder to contextualize the high-level deliberation and inform its outcomes. The recommendations, data and results of each ResiliArt x MONDIACULT debate will be gathered through an online survey, subsequently analyzed by UNESCO to develop regionally categorized overviews and trends.

PURPOSE / objectives

Under the overall authority of the Director of UNESCO Office for the Pacific States and direct supervision of the UNESCO Culture Programme Specialist in Apia, the contractor will plan and coordinate a series of three virtual roundtable discussions in the frame of the “Inclusive Economic Recovery through Sustainable Enterprise in the Informal Economies of Fiji, Palau, Tonga and Vanuatu” project and the ResiliArt movement. The ResiliArt x MONDIACULT debate organized by the UNESCO Office for the Pacific States will engage relevant Ministry representatives, IGOs and representatives of the cultural and creative sector in the Pacific.

Objective of the ResiliArt Debate: The debates will serve as a platform for inclusive, sector-led, solution-oriented dialogues on key and emerging issues that affect the growth, well-being and dignity of cultural workers and their industries in the Pacific. Artists and cultural professionals will be sitting around the same table with decision makers and development partners to discuss the sector’s potential, challenges and policy needs going forward. Participants may explore the contribution of the creative and culture sector to the 2030 Development Agenda, and identify the key factors that impedes the sector from enabling sustainable development.

Format of debate: UNESCO recommends a “5 panelists, 4 questions, 90 minutes” format to ensure a fast-paced, engaging discussion. The panelists shall be led by one moderator. For a dynamic discussion, it is best to avoid presentations and speeches during the debate segment. While questions should be tailored to each panelist, the moderator shall encourage panelists to freely and spontaneously interact and build on each other’s responses. The overall session



should last roughly 110 minutes: 90 minutes for the debate and additional 20 minutes allocated for introduction, Q&A and conclusion.

Language: English language will be the used language. For the video to be produced, any statement that are made in other languages should be subtitled. The questions leading the debates should be phrased in an approachable language, bearing in mind that general public is unfamiliar with cultural policies and governance.

Target audience: The debates are specifically targeted towards artists and cultural professionals, IGOs in the culture field and relevant Ministries. However this debate should be made available to the broader public through online platforms.

Dissemination and outreach: The debates will be live streamed on relevant media platforms. An edited version of the recording will be produced into a short video (MP4 or MOV format) highlighting key notions and recommendations. The possibility of televising the debates, or parts of them should be explored.

The contractor is therefore expected to carry out the following tasks in close collaboration with the UNESCO Programme Specialist:

1. Develop the scenario for the debates and scripts for the moderator(s);
2. Identify a suitable moderator(s) and engage him/her in the preparation of the debate;
3. Identify and engage suitable panelists and provide them with adequate briefing prior to the debates;
4. Ensure wide communication of the event with the aim to mobilize a large live audience through pre-debate advertisement and targeted invitations;
5. Identify and select suitable platforms for the virtual debates;
6. Keep record of attendance of participants, chat comments, and produce high quality photos and screen shots of debates;
7. Ensure press-coverage before and after the event through press-releases, media stories and social media posts;
8. Complete the ResiliArt survey following each debate;
9. Produce a short video in MP4 or MOV format and maximum 5 min with key messages from the debates;
10. Produce a final report on the debates outlining main outcomes, key statistics related to reach and participation.

ROLES AND RESPONSIBILITIES

| | UNESCO | Contractor |
|----------------------------|--|--|
| Content | <ul style="list-style-type: none"> • Thematic focus of debates | |
| Scenario | <ul style="list-style-type: none"> • Draft discussion points and suggested questions • Approval of scenario and script | <ul style="list-style-type: none"> • Detailed scenario • Script for the moderator |
| Moderator and panellists | <ul style="list-style-type: none"> • Suggestions on possible experts • Approval of moderator(s) and panellists | <ul style="list-style-type: none"> • List of moderator(s) and panellists with short bios • Coordination of panellists and moderator(s) • Possible compensation of moderator(s) and panellists |
| Communication & visibility | <ul style="list-style-type: none"> • Branding guidelines and logos • Approval of visibility and outreach material • Approval of press release | <ul style="list-style-type: none"> • Event branding • Draft press releases • Dissemination of press release • Pre-event communication • Social media posts |
| Logistics | | <ul style="list-style-type: none"> • Logistics related to the ResiliArt Debates • Technical platform |
| Post event | <ul style="list-style-type: none"> • Approval of video | <ul style="list-style-type: none"> • Edit short video • ResiliArt surveys • Final report |

1. The planning of the ResiliArt debates will be carried out under the direct supervision of the UNESCO Culture Programme Specialist in Apia who is responsible for:
 - i. The quality assurance of all deliverables;
 - ii. The thematic focus that will be determined through a consultative process;
 - iii. The draft of discussion points and suggested questions that will be used as a basis to develop the scenario and moderator script;
 - iv. Approval of the final selection of moderator and panellists;
 - v. Approval of scenario and script;
 - vi. Providing required branding guidelines and relevant logos;
 - vii. Approval of branding of the event and the produced visibility and outreach material.
2. The contractor will be expected to:
 - i. Develop a detailed scenario based on the draft of discussion points and suggested questions provide by UNESCO;
 - ii. Identify and draft a list of suggested moderators and panellists for each ResiliArt debate;



- iii. Develop a script for the moderator;
- iv. Draft press releases and web stories in English and sharing together with photos from the vent with media houses for publishing;
- v. Mobilize and ensure the timely participation of the panellists and moderator(s);
- vi. Pre-event coordination and preparation of moderator(s) and panellists
- vii. Manage activities and deliverables within the budget;
- viii. Manage any logistics related to the ResiliArt Debates;
- ix. Manage pre-event communication and broad dissemination of information regarding the event;
- x. Manage the technical platform used for the event.

DELIVERABLES

- 1) Draft scenarios and scripts for the virtual debates;
- 2) Name and brief bios of moderator(s) and maximum 5 panellists per debate;
- 3) Draft press-releases and social media posts;
- 4) 3 ResiliArt x MONDIACULT debates
- 5) Post ResiliArt x MONDIACULT debate surveys;
- 6) Final report and short video.

REQUIRED QUALIFICATIONS

1. Education and skills: Diploma or degree in event management, PR, marketing or hospitality management, OR corresponding professional experience in event management that have resulted in building comparable technical and coordination abilities.
2. Experience: At least 3-5 years of working experience related to event management, PR, marketing or hospitality management. Previous involvement in similar projects and planning of virtual events and debates.
3. Language: Excellent written and spoken English.
4. Competencies: Creativity, attention to detail, organizational skills, technical skills, good knowledge of online platforms.

APPLICATION PROCESS

To apply, please send in ***two separate emails***: to: proposals.pacific@unesco.org by ***00:00 pm (Samoa time) on Tuesday 1st of March 2022***.

- 1) Your Expression of Interest and accompanying documents (company profile, CV of lead event manager and cover letter) in English. In the title of your application email, please include the reference "***IER_ResiliArt debates_XXYour Firm NameXX_EOI***".
- 2) Your lumpsum Fee clearly indicating in the title of your email, "***IER_ResiliArt debates_XXYour Firm NameXX_Lumpsum Fee***".