



BADAN AMIL ZAKAT NASIONAL

Term of Reference

MEDIA STRATEGY, DESIGN, PRINTING, DIGITAL CONTENT, AND STORYTELLING CONSULTANCY

**COMPONENT 3 AND 4.2: PUBLIC AWARENESS CAMPAIGN
AND STORYTELLING**

**TECHNICAL ASSISTANCE FOR INTEGRATING ZAKAT AND
COMMUNITY-BASED POVERTY REDUCTION PROGRAMS**

**Media Strategy, Design, Printing, Digital Content and
Storytelling Consultancy**

Term of Reference (ToR)

May, 2021

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List of Acronyms

Acronym	Meaning
BAZNAS	Badan Amil Zakat Nasional
CDD	Community Driven Development
EO	Event Organizer
ICDD	Integrated Community Driven Development
IsDB	Islamic Development Bank
ISFD	Islamic Solidarity Fund for Development
IT	Information Technology
NSUP	National Slum Upgrading Project
PAC	Public Awareness Campaign
PMU	Project Management Unit
SDGs	Sustainable Development Goals
SOP	Standard Operating Procedure
TA	Technical Assistance
ToR	Term of Reference
VCC	Village Community Committees
WBS	Work Breakdown Structure
ZCD	Zakat Community Development
ZIS	Zakat, Infaq, and Shodaqoh

1. BACKGROUND

1.1 Reference

Laws and Regulations related to this project are as follows:

- Law No. 23/2011 on Zakat Management (Undang-Undang Nomor 23 Tahun 2011 tentang Pengelolaan Zakat)
- Government Regulation of Republic of Indonesia No. 23/2011 on Implementation of Law No. 23/2011 regarding Zakat Management (Peraturan Pemerintah Nomor 14 Tahun 2014 tentang Pelaksanaan Undang-Undang Nomor 23 Tahun 2011 tentang Pengelolaan Zakat)
- Presidential Decree No. 8/2001 on National Board of Zakat (Keputusan Presiden Republik Indonesia Nomor 8 Tahun 2001 tentang Badan Amil Zakat Nasional)
- Technical Assistance Grant Agreement Between The National Board of Zakat (BAZNAS) and Islamic Development Bank concerning The Technocal Assistance for Integrating Zakat and Community-Based Poverty Reduction Programs
- Technical Assistance Grant Agreement Between The National Board of Zakat (BAZNAS) and Islamic Development Bank (In Its Capacity as The Administrator of The Islamic Solidarity Fund for Development) concerning The Technical Assistance for Integrating Zakat and Community-Based Poverty Reduction Programs
- Report and Recommendation of The Director General (Global Practices) to The Vice President (Country Programs) on Financing of a Technical Assistance (TA) Grant for Integrating Zakat and Community Driven Development Programs, Indonesia
- Standard Bid Evaluation Form, Islamic Development Bank

1.2 Brief Description

BAZNAS is an official institution and the only institution established by the Indonesian Government through Presidential Decree No. 8 Year 2001 which has the responsibility and functions to manage zakat funds and other Islamic religious charity (ZIS) at the national level. With the presence of Law Number 23 Year 2011 regarding Zakat Management further enforced the role of BAZNAS as an authorized institution to manage zakat at the national scale as an effort to eradicate poverty and increase the quality of human life.

Zakat, which is one of the five pillars of Islam and which is levied on all persons who have wealth above the Nisab (i.e. minimum eligible amount), may provide a sustained, self-replenishing source of financing for the uplifting of eight categories of needy. If this source of Islamic social finance is channeled in a coordinated matter for collective development of the needy (and eligible) communities, then Zakat could be an effective and sustainable tool for lifting the poor communities out of poverty.

The IsDB and ISFD, in collaboration with the BAZNAS in Indonesia, are piloting a project to improve the collection and utilization of Zakat resources to support some Community Driven Development (CDD) programs. The aim is to identify a model to improve the collection of Islamic Social Funds, such as Zakat, and effectively channel and maintain a sustainable flow of funds to support successful community-based poverty reduction programs, such as the National Slum Upgrading Project (NSUP) and Zakat Community Development (ZCD).

The subject project to integrate Zakat and CDD is a Pilot initiative, supported by IsDB and ISFD, and designed to provide capacity building of institutions and systems in order to increase the collection of Zakat and its distribution as grant funding in an effective and transparent way for community development. This is the first effort designed to develop effective mechanisms for the linking of Zakat and CDD poverty reduction programs. The intention is to validate the approach as a pilot in a limited geographical area and, assuming its success, go to scale nationally.

One of the project's component is a Public Awareness Campaign of Zakat. BAZNAS will develop an overall resource mobilization strategy and media campaign to dramatically increase their ability to collect Zakat, currently at 1% of the potential domestic Zakat. Furthermore, BAZNAS will conduct a socialization and public education program on the Zakat concept, with intensive multi-media reach. The elements will include the development of targeted charity appeals emphasizing Zakat as a compulsory outlay to the Muzakki, explaining the religious rulings and responsibilities, the utilization and potential development impact of Zakat, especially with regard to poverty reduction and social uplifting of the Mutahiq.

Awareness and familiarization will also be undertaken at the national, and local levels where the pilot project will be implemented. This will be to extol the functionalities of the new platform, the roles and responsibilities of the stakeholders, especially the communities and Mustahiq, as well

as to promote a transparent and accountable image of BAZNAS working to achieve poverty reduction and contribute to the achievement of the Sustainable Development Goals (SDGs).

The co-branding of ISFD and IsDB will be embedded within the public awareness campaign, as well as, within the capacity-building component of the project as major partners in the collective effort to upgrade the Zakat collection in the Republic of Indonesia. The ISFD and IsDB logos and their brand identities and guidelines will be adhered in the design of the relevant media banners, signs, magazine articles, booklets, and pictures from the field, pictures from the Zakat seminars and capacity building programs, and all other related marketing material. Such material will be shared with IsDB prior to publication. There will be events to launch the pilot project, as well as a large dissemination event to launch the new platform that will target media, philanthropists, influencers, as well as other relevant stakeholders.

Another component, which is a key component is a Piloting Zakat in Community Driven Development (CDD). Once the platform has been developed, the trainings provided, sensitization and publicity undertaken for the new system, the distribution aspect will need equal attention. Given that it will be first time the SIMBA system has incorporated this interactive beneficiary interface and given that it will be the first time the public links BAZNAS to this type of crowdfunding mechanism, a matchfunding element will be incorporated in the project using ISFD funds. The use of the ISFD and IsDB brands sponsoring/ this initiative will attract contributors given the branding. It will also imbue a strong confidence to the entire process, giving comfort that there will be accountability, transparency and monitoring linked to the multilaterals involvement in the pilot project. It is proposed that the matchfunding will be estimated to be USD 1 for every USD 4 contributed through Zakat (on best effort basis) or a minimum of USD 1 for every USD 2 contributed through Zakat. In addition, this component will also support the identification and development of the community projects eligible for Zakat in each of the project locations and will also cover the services of storytelling and reporting.

The pilot projects concept has four main thrusts.

- a. From a system-side, the project will support the development of solid, secure, accessible and easy-to-use IT platform that will have an improved collection interface, which will link to an interactive, transparent and dynamic Zakat distribution portal so that users can see and monitor where the Zakat is going and how it is being used.
- b. In order to understand the improved Zakat IT platform, populate relevant data on beneficiaries, and learn the monitoring and reporting requirements there will be a comprehensive training program to relevant BAZNAS staff and key partners. There also has to be capacity building of BAZNAS units to improve their planning, program development, implementation capacities, especially to absorb the expected increase in Zakat funds that will be available for utilization. The third aspect of capacity development will be specifically tailored to understanding the CDD approach, methodology and

- implementation mechanisms, so that the Zakat can be correctly channelled and the utilization adequately monitored and reported (through the same IT platform).
- c. A strategic public awareness and sensitization campaign is needed to educate the public on the Zakat obligations, the development impact of Zakat through poverty alleviation, the revamped image and branding of BAZNAS and the IT platform with an emphasis on results, accountability and transparency. Furthermore, the communities where the pilot is being undertaken have to be sensitized to understand the specific context of Zakat and how it should be utilized.
 - d. A mechanism will be developed to stimulate and attract Zakat givers (Muzakki) to use the SIMBA IT platform. This will be done through an innovative approach of mixing the crowd element of Zakat contribution with a match-funding element. Therefore, in the locations under this pilot project for the community-based interventions which will be funded through Zakat, the TAs will allocate a portion of funds to match the crowdfunds raised for the community interventions (e.g. USD 1 for every USD 4, on best-effort basis or USD 1 for every USD 2 on minimum basis, raised through Zakat). The other aspect of working on the distribution end of the chain is to identify the right projects eligible for Zakat and create the story that will solicit contributions (much like the storytelling element of crowdfunding).

The planned Zakat crowdfunding, once the pilot activities are implemented, is best illustrated through an example of how a particular story will be funded and monitored. First, the community will democratically select and propose projects to be supported by Zakat. For example, one of the Zakat-eligible projects may support a community member, who falls in to one of the 8 categories of Zakat beneficiaries (Asnaf), to develop a better livelihood opportunity by rearing cattle. This sub-project will then be developed in to a crowdfunding story (with all the necessary information and media/ marketing ingredients) to be placed on the Zakat platform.

Once the story is placed and donations solicited, any donor (international or national or local to the community) can donate/contribute Zakat for this particular sub-project. There will be active social media and other public advocacy and awareness raised, and interest stimulated for the stories placed on the platform for Zakat crowdfunding. Once the fund collection target set for this story has been met, the funds will be directly channeled to the intended beneficiary and proof of fair handover of funds displayed on the platform. Following this, the platform will also be fed regular progress updates on the development/utilization of the zakat donations received by the beneficiary for the cattle rearing. Alerts/ notification of updates will be communicated to each donor who contributed to the story. The development progress will be validated by the BAZNAS and community teams present in the relevant community, with pictures. In this way, the Zakat platform acts as a unique, safe and dynamic way of innovatively bringing together the donor and the beneficiary, and creating a network of developers among the crowd, who will monitor and

gain appreciation and understanding of the development process of the poor and deserving segments of the community.

1.3 About CDD

Community Driven Development (CDD) is essentially "an approach that gives control over planning decisions, implementation and investment resources to community groups and local governments". This forms an antithesis to the expert driven development which exclude the people in their own development. Local community groups and local government engage together in the entire development process, and share accountability in a transparent manner. The communities are provided with the required facilitation, training, skills and financing, and are given access to information for further learning and development.

The CDD Project Lifecycle, which can have variations depending on specific contexts, in general has the path described below, which is also schematically presented in Figure 1.

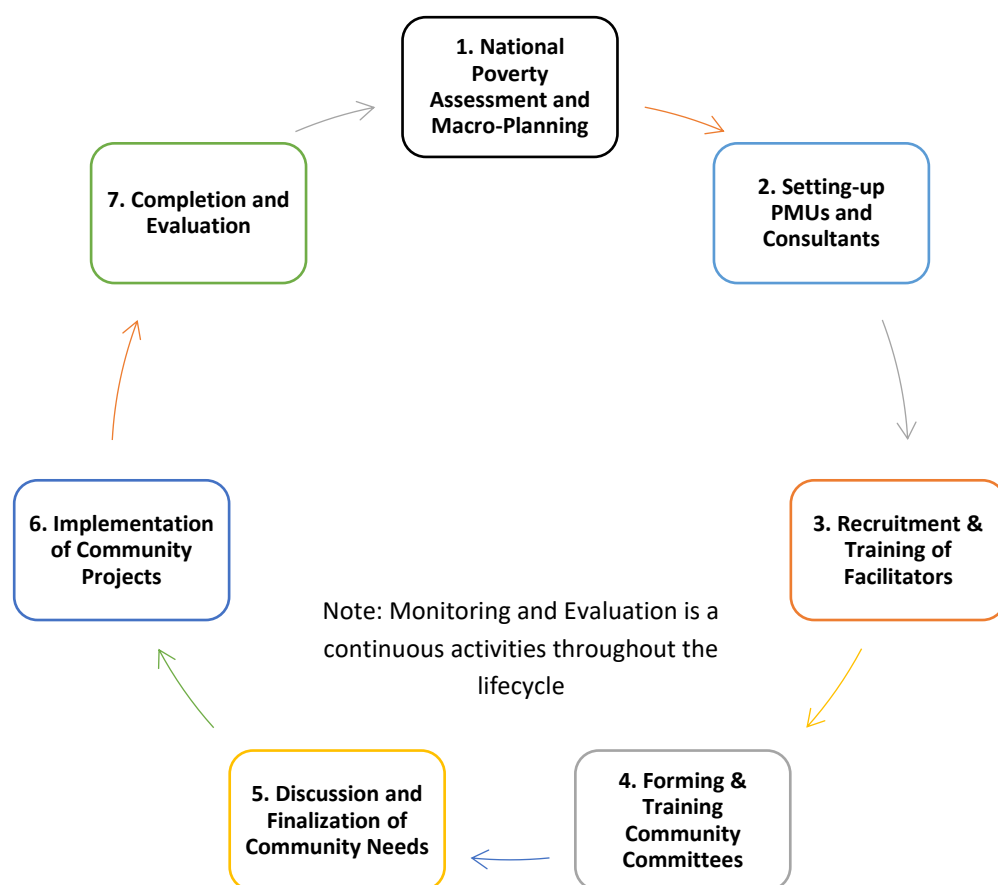


Figure 1 ICDD Project lifecycle

The following is an explanation of each stage of the CDD lifecycle:

- The cycle begins with the selection of target communities, based on national poverty data and macro-planning by the relevant government planning bodies, processing and finalizations of the project.
- Following this, the relevant line ministry (e.g. Ministry of Public Works / Rural Development) will set-up Project Management Units (PMUs) at the different administrative levels and recruit the necessary consultants.
- Thirdly, the key players in the entire project, the facilitators, who constitute one of the most essential ingredients of the project and form the front-line in the development process, are recruited from among the communities and trained in community empowerment and facilitation skills to become 'Master Trainers' who will in turn train the communities. This is aimed at cascading the capacity development so that it has a multiplier effect and enables the program to build the critical mass required for effective community-based empowerment and development.
- The facilitators then assist to mobilize the communities to form Village Community Committees (VCCs) who will be trained to drive the project at the grass-roots level.
- These VCCs will then hold discussions, through a participatory approach, to identify and create a Medium Term Poverty Reduction Plan (MTPRP) for the village and then list and prioritize the development needs of each village. This a, called the 'open menu' typically contains a mix of infrastructure, social and economic activities. As the amount of funds available under the project is generally not too large (especially the allocation for each village), the communities will only be able to undertake small-scale Infrastructure Activities, such as building small access roads, tertiary irrigation networks, community water points, communal latrines, waste disposal units, renovation of schools, health centres, etc. For the Social Interventions, the focus may be on provision of cash to the dependent/vulnerable segments of the community (e.g. elderly, disabled, aged widows), scholarships for orphans, cash for health care to the dependent, etc. Economic/livelihood Activities will mainly consist of revolving funds (micro-finance) combined with vocational training.
- Once the 'open menu' is finalized and approved, each village is given a fixed amount of funds (i.e. the Block Finance) to implement these projects at the community level. The facilitators will work more actively with the community groups (Self-Help Groups, SHGs) , in addition to the VCC to ensure that there is sustainability and pro-poor targeting. This is a dialectic approach, where one the one hand, the communities as a whole are involved in social-oriented activities - called the 'holistic approach', while on the other, focus is also placed on building groups (SHGs) having poorer members – called the 'targeted

approach'. The strategy is to maintain the power balance, and share resources collectively while also investing in the capacity development of the poorer elements, hence the term 'targeted within the holistic' approach. This is seen to neutralize the power conflict, which generally arises in purely targeted approaches.

- The final step of the lifecycle is the completion of all the village projects followed by a thorough evaluation of the whole ICDD program. The results of, and lessons from, the evaluation of the ICDD project will provide feedback to the Macro-level Planning by the Coordinating Ministry to enhance the next cycle of community empowerment programs.

2. SCOPE OF SERVICES

2.1 Objectives

The objective of this consultancy is to design and implement the media strategy and campaign for the public awareness on zakat collection and distribution, new IT system of BAZNAS' Zakat Payment Platform, and the digital storytelling for zakat activities in its integration with community-based development programs and poverty alleviation. The selected vendor shall be tasked to achieve the following objectives:

1. Campaign objective – Zakat Collection
2. Campaign objective – Promote New IT System (Zakat Platform)
 - a. Promote digital payments of Zakat
 - b. Promote how to access the new platform of Zakat payment
 - c. Brand strategy of Zakat platform
 - d. Social media campaign for promoting the new IT system and for engagement
3. Campaign objective – BAZNAS Branding
4. Storytelling – materials and delivery

2.2 Scope of Work

The Consultant shall:

- Design and Implement Public Awareness Campaign (PAC) for promotion of the obligation of zakat for muslim community and importance of zakat and how this financial contribution can benefit society

- Design and Implement Public Awareness Campaign (PAC) for promotion of the Zakat IT platform, so that the new IT system will be widely recognized by the public, installed and used to make zakat payments
- Design and Implement Public Awareness Campaign (PAC) for promotion of BAZNAS as an official institution which has the responsibility and functions to manage and coordinate zakat funds and other Islamic religious charity (ZIS) at the national level
- Design and produce digital story content:
 - Prepare high quality Copywriter/ Content Writer materials, including but not limited to, articles for newsletters, project success stories, video story, and sharing them to relevant stakeholders and networks.
 - Document and draft lesson learnt from the project (events, activities, clients), that highlight some of the impacts of the project at policy level and at building a better system for the Community-Driven Development (CDD)
 - Write compelling case studies and drawing out lessons learned, success stories and programme narratives that highlight the work done for Community-Driven Development. These case studies will be used to market the successes of the project.
 - Producing digital story content for stakeholders, the public, donors, public awareness events, outreach activities and information campaigns in close collaboration with PMU.
- Distributing awareness campaign and digital story content to media (conventional and social media)

The Area of the Public Awareness Campaign is the whole territory of Republic of Indonesia, with a stronger emphasis on the targeted pilot project locations (Bogor City, Pariaman City, Tana Toraja Regency, Kendal Regency, Sarolangun Regency, Lombok Island).

The specific activities that shall be part of the public campaign are as follow:

- 1) Defining of the strategy and design of the Public Awareness Campaign (PAC);
- 2) Production;
- 3) Media;
- 4) Training, Conferences and logistics;
- 5) Online communications and social media; and
- 6) Public Relations (PR).

3. QUALIFICATIONS AND SELECTION CRITERIA

3.1 Firm Qualifications

The consultant firm shall possess the following relevant qualification

- The Consultant should prove its expertise in conducting large communication activities, at national and local level (at least 3 projects).
- The Consultant must have conducted at least two PR campaigns of similar type in the last 5 years;
- The consultant should have performed at least one similar assignment for citizen engagement and outreach activities in the past five years
- Experience in social intermediation activities and outreach activities for social sector shall be considered as an advantage,
- Experienced in organizing events (workshops, trainings, conferences targeting different groups: citizens, national and local public administration, mass media, NGOs etc), at least 3 projects;
- The Consultant must have experience of the digital media promotion and digital content creation, including social media engagement.
- Experienced in organizing product campaigns that raise human interest and philanthropy in the form of videos or other media, preferably published on national TV

3.2 Team Qualifications

Team Leader (1 person)

- At least 10 years of working experience in marketing and advertising industry; creating, designing and implementing of public awareness and marketing campaigns;
- At least 5 years experience in project management and in coordinating campaigns of public awareness and public information at national and local level
- Experience in development of campaigns strategies and campaigns implementation; development of campaign strategies implementation for governments/ministries would be an advantage
- At least 3 years of experience on projects conducting Citizen engagement and outreach activities;

Media Strategy Expert (1 person)

- At least 3 years experience in creating media strategy for public campaigns including media planning and media buying.
- Proven partnership with the media

- Excellent written and communication skills

Copywriter / Content Writer (1 person)

- Minimum qualification is a Bachelor's degree in Communications, Journalism or equivalent.
- Demonstrated experience with in developing communication materials (on-line, Media/press releases, publications and reports).
- Ability to analyse complex information from different sources and to synthesise this information into coherent and appropriate knowledge and communication products.

Content Creator Expert (2 persons)

- At least 3 years experience in creating digital media content for public campaigns and digital story content as well as social media content.
- Proven video and graphics creation skills.
- Excellent written and communication skills

PR Expert (1 person)

- At least 3 years experience in design and implementation of PR strategies including organization and execution of meetings, press conferences and PR events
- Proven good relations with the media
- Excellent written and communication skills

Communications and Social Media Expert (1 person)

- At least University Degree in Public Relations, Communications or similar relevant field,
- At least 5 years working experience as Communications Specialist,
- At least 5 years experience in Event Planning and Organizing, Graphic Communications, Advertising, Campaigning,
- Understanding of modern methods of communication,
- Familiar with Social Media promotion and engagement

4. DELIVERABLES & REPORTING

The consultant shall deliver the following products:

1. Campaign strategy and design
2. Public Awareness Campaign (PAC) materials
3. Digital storytelling materials

4. Media buying for broadcasting video and audio spots, digital and social media (Google, You Tube, Facebook page for placing appropriate information relevant to the purpose of the campaign.)
5. Trainings for strengthening capacities of the PR/communication department in BAZNAS
6. Organize events (round tables, press conferences, etc.) at the local or national level
7. Organize conferences
8. Preparation and organization educative and creative activities
9. Social media posts (YouTube, Facebook Page and Instagram) to place information and stories that are appropriate and relevant to the campaign objectives

Consultant should submit the following reports:

- **Inception report** will be submitted within 20 days as from the effective date of the Contract and will include a clear, systematic and detailed timetable/workplan of activities to be completed, including clear allocation of activities per key experts and link between activities and related indicators. This report will define in practical terms the services to be rendered in accordance with the methodology adopted and a detailed description of the logistical arrangements. The report will also include an assessment of the potential risks (if any) and possible measures to counteract them for timely and effective implementation.
- **Progress Reports**, which will be submitted every month, within 15 days as from the end of the reporting period and shall include detailed information about the activities carried out within the reporting period and should include copies of all specific deliverables developed during the respective period. The Progress Reports will also include additional observations, problems encountered (and how resolved), feedback and comments, result indicators, a detailed description and schedule of activities for the next three months and recommendations for the forthcoming period.
- **Final Report**, due at the end of the assignment, will be submitted within 15 days as from the end of the assignment and shall include in addition to standard elements: a summary of all activities carried out, all problems encountered and how they were resolved, the output and result indicators, outcomes, experience gained, lessons learned during the Contract and recommendations.
- All the Reports from the Meetings / Events shall be submitted in maximum 7 working days as from the end of the event. The Reports shall be included also in the corresponding Progress Reports.

5. DURATION

Duration of project: 6 months