

GENERAL INFORMATION

Title of Consultancy: Communications campaign targeting global bodies (REAP)

Application Closing Date: 24 July 2024

Consultancy Start and End Date: 1 August – 30 September 2024

Location of Consultancy: Remote

BACKGROUND

Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 100 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it.

Inequality is a key impediment to sustainable development and social justice. This is particularly true in the case of Africa which, despite two decades of high economic growth, is home to 10 of the world's 20 most unequal countries. The [Rallying Efforts to Accelerate Progress \(REAP\) project](#) aims to holistically address economic inequalities in Africa through tackling illicit financial flows, while recognising the centrality of power relations and imbalances at the intersection of income and wealth disparities, gender and social status.

At the global level, the project promotes greater action to disrupt the mechanisms enabling illicit financial flows, which undermine sustainable development and increase inequality. Among other priorities, we advocate for effective policy measures to help African countries that suffer from illicit financial flows to mobilise more resources and meet their sustainable development targets.

The REAP project runs from April 2021 to September 2024 and is funded by the European Commission's Directorate-General for International Partnerships.

OBJECTIVES

The TI Secretariat (TI-S) in Berlin is seeking a consultant or a team of consultants to plan and execute a communications or marketing campaign targeted at global decision-making bodies which are currently not prioritising corruption and corruption-linked illicit financial flows.

The campaign has two main objectives: (1) to expose global bodies' inadequacy in addressing corruption and illicit financial flows and (2) to increase the public conversation on the need to disrupt corruption and illicit financial flows as a key measure for advancing sustainable development and tackling inequality.

EXPECTED DELIVERABLES AND TIMELINES

TI-S will meet and brief the selected consultant upon selection, and agree on concrete tasks and deliverables depending on the agreed approach.

The **indicative** timeline is as follows:

- Campaign strategy – by 9 August 2024
- Execution plan – by 30 August 2024
- Delivery of activities – by 30 September 2024

SELECTION CRITERIA

The consultant should have the following qualifications:

- Extensive experience and track record in disruptive communications and marketing for social change
- Experience of working with clients in civil society, particularly advocacy-oriented NGOs, is an advantage
- Fluency in English (written and spoken)

In addition, due to the European Commission procurement rules, application is open only to:

- Individual consultants
- OR
- Legal persons established in one of the following countries:
 - EU/EEA Member States and the UK
 - IPA II beneficiaries (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, Serbia, Turkey, Republic of North Macedonia)
 - Developing countries and territories, (included in the OECD-DAC list of ODA recipients), which are not members of the G20 group
 - Overseas Countries and Territories (OCTs) covered by Council Decision 2013/755/EU of 25 November 2013 on the association of the overseas countries and territories with the European Union

APPLICATION PROCESS

The application should include the following documents in English:

1. Proposal including quotes, which may include:
 - a. an estimated total fee for the performance of the contract as a lump sum
 - b. estimated fees for different types of deliverables
 - c. standard daily or hourly rates
2. In case of individuals: Curriculum Vitae; in case of legal entities: portfolio or presentation which introduces the company
3. One sample of relevant previous work (confidentiality guaranteed).

Please indicate “REAP communications campaign” in the subject line of your email application. Applications should be sent in English by email to reap-consultancy@transparency.org by close of business of 24 July 2024.

Please note that only shortlisted applicants will be contacted.

The Transparency International Secretariat is committed to creating an inclusive work environment where diversity is valued and where there is equality of opportunity. We actively seek a diverse applicant pool and therefore welcome applications from qualified candidates of all regions, countries, cultures, and backgrounds.

Selection of candidates is made on a competitive basis and we do not discriminate on the basis of national origin, race, colour or ethnic background, religious belief, sex, gender identity and expression or sexual orientation, marital or family status, age or ability. We kindly ask applicants to refrain from including in their application information relating to the above as well as from attaching photos.

REMUNERATION AND COSTS

The consultants should provide their estimated total fee as a lump sum or as standard daily or hourly rates as **gross inclusive of taxes and other charges**.

Consultants who are based in Germany and do not charge German VAT must confirm their small entrepreneur status.

OTHER INFORMATION

All presentations and reports should be submitted in English, in electronic form, in accordance with the deadlines stipulated above. The Consultant is responsible for editing and quality control of language. The TI Secretariat retains the sole rights with respect to all distribution, dissemination, and publication of the deliverables.

DATA PROTECTION

When you respond to this tender and submit your application, you provide consent that Transparency International e.V. keeps your application materials for the period of ten years according to German legal requirements. Afterwards Transparency International will delete your application and any personal data included in it. If you have any questions, please reach out to dataprotection@transparency.org.

Guidelines for handling overhead and travel expenses

Overhead

Regular overhead expenses associated with the Consultants maintaining their place of business, such as rent, telephone, utilities, or stationery, are included in the Consultant's professional fee, except where explicitly agreed otherwise in the contract.

Travel

Travel and accommodation expenses will as far as possible, and where applicable, be recovered from the institutions and companies hosting events or using the outputs provided by the Consultant.

Where such cost recovery is not possible, all travel is subject to prior approval by TI-S staff responsible for the financial management of the Project or TI Budget Line that will support the costs of travel. TI shall not issue travel advances to the Consultants. For accommodation or travel by air, rail, or coach, they will instead have to contact TI-S that will make travel arrangements on the Consultant's behalf.

All travel booked by TI-S will include **travel health and accident insurance** with worldwide coverage and Economy class only; accommodation will aim to achieve best value for money up to a 4-star category.

Consultants shall be entitled to invoice TI-S **only** for local transportation and visa cost (if applicable).

Subsistence allowance (per diems) and expenses for individual meals cannot be claimed. These are part of Consultant's business expenses.