



*Draft as of 21 Mar 2023*

**Consultancy** : **Consultant for the development and training implementation of the AHA Centre’s Crisis Communication and Social Media**  
**Reporting to** : **Communications Officers of the AHA Centre**  
**Duration of** : **July to November 2023 (lumpsum)**

## **A. BACKGROUND**

1. The AHA Centre – ASEAN Coordinating Centre for Humanitarian Assistance on disaster management – is an inter-governmental organisation established by 10 ASEAN Member States – Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam - to facilitate the cooperation and coordination among ASEAN Member States and with the United Nations and international organisations for disaster management and emergency response in the region.

2. The AHA Centre was established on 17 November 2011 during the 19<sup>th</sup> ASEAN Summit in Bali, Indonesia, through the signing of “the Agreement on the Establishment of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster management (AHA Centre)” by the ASEAN Foreign Ministers, witnessed by all ASEAN Heads of State/Government.

3. As the primary coordinating centre on disaster management in the region, the AHA Centre has responded to 40 incidents of disaster and conducted various activities in the region. The National Disaster Management Organisations (NDMOs) of the ASEAN Members States also have to deal with day-to-day monitoring and respond to small and large-scale disasters in their respective countries. Based on experience, a problem may occur during a crisis which can complicate the communication process, negatively affect the organisation’s reputation, and cause losing public trust towards the organisation. Therefore, it is important to the Centre and any other organisations, including the National Disaster Management Organisations (NDMOs), to take control of the situation and maintain organisational and public communications. To be able to handle the crisis, a proper crisis communication management is also needed, which includes preparedness, planning, responding, handling, and restoring the crisis.

4. A crisis can be defined as an event or set of circumstances, predicted or unexpected, that has happened or is about to happen and which, if not handled in an appropriate and timely manner, may escalate further and/or cause serious damage to the organisation, its stakeholders, its property or its reputation, and/or the environment. In this regard, crisis communication aims at preventing or lessening the negative outcomes resulting from a crisis, often crisis communication has an informative function. Crisis communication should provide clear information on the current state of the crisis and guidance on what action should now be taken. Clear messages issued by the organisations or authorities during crisis are perceived to be crucial for public in order to receive appropriate information in a timely manner. In the context of disasters or emergencies, a good communication system is an important asset for the affected country because it will help the individuals and communities to be more resilient during the uncertain situation. The trust from public, in this case the affected communities, becomes one of the most important variables in effective communication management in times of disasters.

5. In the context of ASEAN, there is a potential activation of the role of the Secretary-General of ASEAN as the ASEAN Humanitarian Assistance Coordinator (SG-AHAC) when a

large-scale disaster occurs in the region. When SG AHAC is activated, Secretary-General of ASEAN will be the main ASEAN communication focal point for communicating to the ASEAN Member States and external partners. A clear crisis communication management will also be crucial in this situation to help absorb any communication disturbances.

6. To ensure effective communication process as well as communication management, it is crucial to develop a proper Crisis Communication Manual and implement it, including through the utilisation of social media tools and management. The consultant will help the AHA Centre to review, develop, the Crisis Communications Manual, which also includes social media tools and management, and implement the Manual through training to the AHA Centre staff and NDMOs' communication focal points.

## **B. OBJECTIVE**

7. The objective of this consultancy is to assist the AHA Centre to develop Crisis Communication Manual, including utilisation of social media tools and management, to design training curriculum, and implement training for disaster management for the AHA Centre staff, NDMOs' Communication Focal Points from 10 ASEAN Member States and the ASEAN Secretariat staff. The first training of Crisis Communication will be located in Indonesia.

## **C. RESPONSIBILITIES AND DELIVERABLES OF THE CONSULTANT**

8. The following are responsibilities of the consultant:
- a. Conduct a desk study and analysis on any existing materials related to communication of the AHA Centre, including revisit policies, strategies, guidelines, manuals, and other related documents;
  - b. Conduct interviews with relevant staff of the AHA Centre, communication focal points of the National Disaster Management Organisations (NDMOs) and the ASEAN Secretariat as part of information and data collection;
  - c. Develop draft of the Crisis Communication Manual for the AHA Centre. This manual shall include identification of potential risks, issues, organigram structure of the crisis communication which includes role of each position, and level of activation;
  - d. Design and implement workshop and training on Crisis Communication specifically for the AHA Centre staff;
  - e. Design, develop, and implement training curriculum on Crisis Communication for the NDMOs' Communication Focal Points from the 10 ASEAN Member States and the ASEAN secretariat, which includes scenarios on crisis communication and its exercises;
  - f. Design and develop training curriculum on the utilisation of social media platforms for disaster management;
  - g. Help facilitate the implementation of the training and produce materials for the NDMOs' Communication Focal Points, the AHA Centre staff and the ASEAN Secretariat staff;
  - h. Prepare an inception report for the required consultancy service mentioned above, reflecting the necessary activities, timeline, and required inputs and resources;
  - i. Produce final summary report on the overall consultancy service provided, incorporating evaluation results, lessons learned, and recommendations for the improvement.

9. Timeline and Deliverables:

No.	Deliverable	Timeline	Payment %
1	Inception report, including workplan, methodology, and timeline of the consultancy.	2 (two) weeks after signing contract	10% upon received and approved by the AHA Centre
2	Submission of the first draft of the Crisis Communication manual	Maximum 4 <sup>th</sup> week of July	-
3	Submission of the second draft (revised) of the Crisis Communication manual after receiving input from the AHA Centre.	Maximum 4 <sup>th</sup> week of August 2023	15% upon received and approved by the AHA Centre
4	Submission of the first draft of the training curriculum for the crisis communication and utilisation of social media for disaster management.	Maximum 3 <sup>rd</sup> week of September 2023	-
5	Submission of the second draft (revised) of the Crisis Communication manual after receiving input from the AHA Centre	Maximum 4 <sup>th</sup> week of October 2023	15% upon received and approved by the AHA Centre
6	Submission of the workshop report for the AHA Centre staff on Crisis Communication and social media, including workshop materials, attendance list, participants' feedback, and event documentation.	Maximum 2 <sup>nd</sup> week of November 2023	15% upon received and approved by the AHA Centre
7	Submission of the training report for the NDMOs' Communication Focal Points, including training materials, attendance list, participants' feedback, and event documentation.	Maximum 1 <sup>st</sup> week of December 2023	15% upon received and approved by the AHA Centre
8	Submission of the <b>Final Summary Report</b> on the overall consultancy service provided, incorporating evaluation results, lessons learned, and recommendations for the improvement of the programme.	No later than 3 <sup>rd</sup> week of November 2023	30% upon received and approved by the AHA Centre

## E. REQUIREMENTS

10. The consultant needs to have the following technical requirements:

- a. A firm or agency with experience in communication-related fields and proven track records in designing and developing communication manuals/guidelines/documents, course/training curriculum and its materials, preferably with a previous ASEAN project engagement;

- b. The team leader of the consultancy group/institution shall be an experienced expert/researcher/academia with vast experience in designing and developing the abovementioned subjects within ASEAN context, and preferably from ASEAN nationality;
- c. The consultancy group/institution shall provide their past products and portfolios (at least 5 [five] year experience) in designing and developing the abovementioned subjects based on adult learning approaches and methodologies;
- d. Experienced in facilitating workshops with group of experts from diverse backgrounds, including language, culture and organisational system. The personnel of the consultant group/institution are expected to uphold principles of objectivity, integrity and free of conflicts of interest with the AHA Centre and ASEAN.
- e. Experienced working in disaster management, humanitarian, and development will be an advantage;
- f. Excellent written and verbal communication skills in English, a sample of publications/report will be required.

## **F. BUDGET AND TIMELINE**

11. The total budget for the consultancy work mentioned above is USD 45,000. This budget includes travel costs and per diem for the consultant if there is a requirement to travel. Due to the current pandemic situation that may still restrict travel, the AHA Centre and the consultancy institution will agree upon the best working arrangements which will be reflected in the inception report. This consultancy work is expected to be completed between June to November 2023.

## **G. INTELLECTUAL PROPERTY**

12. The AHA Centre owns all the Intellectual Properties, documents, multi-media files, and all the contained data are strictly confidential. The consultant will not use materials own by AHA Centre to activities outside this project. The consultant will sign a legally binding non-disclosure agreement on data security before the start of the project.

## **H. APPLICATION PROCESS**

13. The interested firm/agency must provide sufficient information in the proposal to demonstrate their competencies and compliance with the above requirements. The proposal shall be written in English and shall include all the requirements as specified in the above section "Requirements", as a minimum:

- a. Letter of Interest;



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- b. Profile and portfolio of group/institution consultant outlining the relevant qualifications, accreditation, years and depth of experience in line with the above-mentioned requirements;
- c. CVs of lead consultant as well as team members;
- d. A summarised description and examples of work on the previous specific and similar projects;
- e. A proposal which at least consists of:
  - Background and Objective
  - Approach and Method
  - Team Member Composition
  - Consultancy Timeframe and Deliverables
  - Project Risk Management
  - Detail Fee Breakdown by each activity
  - Budget for implementation

Interested applicants may apply by sending the application and supporting documents to [procurement@ahacentre.org](mailto:procurement@ahacentre.org) by 29 May 2023.

*The Selection Panel's decision is final, and only shortlisted candidates will be notified. Incomplete submissions will not be considered.*

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