



Republic of the Philippines

Department of Science and Technology

ADVANCED SCIENCE AND TECHNOLOGY INSTITUTE



COMMUNICATIONS CONSULTING SERVICES TERMS OF REFERENCE (TOR)

Rationale

The agency developed in-house its three-year strategic DOST-ASTI Communications Plan (2022-2024) that expresses its general communication strategies, objectives, frameworks, and activities. While this has served as a guide for undertakings to date, the DOST-ASTI recognizes the need to review, identify gaps and improvements in its communication plan, as well as inform development of subsequent plans.

To this end the DOST-ASTI has identified that the above will be best served by engaging a third-party Consultant that will examine and evaluate its current communication plan, and who will then formulate and recommend specific enhancements and activities relative to the DOST-ASTI communication plan in particular, and the agency's overall communication objectives and goals in general.

Project Objectives

DOST-ASTI is strengthening its communications efforts, capability, and capacity to raise awareness on the agency and secure support for its various programs, projects, services, and products.

This project shall contribute to the attainment of this overall objective by aiming to achieve the following project-specific objectives:

1. Develop a communication plan guided by the directions and roadmap defined in the DOST-ASTI Communications Plan 2022-2024.
2. Conduct communication planning process and exercises with DOST-ASTI team to develop a strategic communication plan and to enhance internal capability in developing a communication plan.

The communication planning process needs to achieve the following specific objectives:

- a. Conduct environment and situation analysis.
 - b. Identification of priority stakeholders.
 - c. Development of DOST-ASTI messaging platform.
 - d. Development of communications strategic framework that defines objectives and relevant strategies (positioning strategy, channel strategy, execution strategy, etc.).
 - e. Development of a relevant and doable 2023-2024 action plan and execution calendar which includes details on, but not limited to, the following:
 - i. Brand building and reputation management (branded creative campaign, thought leadership, etc.).
 - ii. Stakeholder relations.
 - iii. Events and activations.
 - iv. Publicity and media relations.
 - v. Owned digital and social media (website and social media).
 - vi. Internal communications and employee engagement.
 - vii. Other relevant and doable tactics.
 - f. Enhance and/or develop DOST-ASTI's branding guidelines, communication procedures/processes, and essential templates.
 - g. Development of monitoring and evaluation system.
3. Conduct an audit and diagnostics on the capacity and capability of DOST-ASTI's communications team and provide recommendations.
 4. Present and cascade the approved strategic communication plan to DOST-ASTI internal team.
 5. Design and conduct a training workshop to enhance the capability of DOST-ASTI's communications team to implement, monitor, and evaluate the plan.

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6. Provide relevant strategic advisory and guidance to DOST-ASTI to support and maximize the execution of on-going communication activities and tactics.

Scope of Work

The Consultant shall be expected to provide the following services and outputs:

1. Development of Inception Report.
Consultant shall develop and submit an Inception Report that will define specific scope and parameters of the engagement and target outputs.
The Inception Report shall be guided by DOST-ASTI's official download on its directions, mandates, expectations, parameters, and limitations.
2. Facilitation of Communication Planning Process.
Consultant shall facilitate the end-to-end communication planning process with DOST-ASTI's communication team and lead the development of a strategic communications plan as defined in the Inception Report.
The communication should be able to cover areas and concerns as described and detailed in the aforementioned Project Objectives.
3. Development of DOST-ASTI Brand Communication Guideline.
Consultant shall develop brand communications guideline that should contain basic and essential rules, protocols, and reminders in the implementation of DOST-ASTI's communication plan specifically in the design of visual materials and in the conduct of campaigns.
The scope and parameters of the brand communication guideline shall be defined in the Inception Report.
4. Conduct of Strategic Communication Plan Cascade Session to DOST-ASTI Internal Team.
Consultant shall present the approved strategic communication plan to DOST-ASTI internal team and employees to inform them on their role and rally their support in the rollout of the communication plan.
5. Conduct of Communication Training Workshop.
Consultant shall design and develop a communications training workshop that shall focus on strengthening essential skills required to effectively implement the approved strategic communication
Participants of the workshop shall include DOST-ASTI communications team and those assigned to perform communications or spokesperson responsibilities.
6. Strategic Advisory and Guidance.
Consultant shall provide strategic advice and guidance to DOST-ASTI to on-going communication initiatives which includes reviewing communication materials, enhancing communication plans for projects and activities and similar interventions.
7. Project Management

Responsibilities of DOST-ASTI

DOST-ASTI shall:

1. Assign a project manager who will serve as the single point of contact.
2. Manage coordination with internal stakeholders.
3. Provide data, insights, and information to the Consultant.
4. Provide subject matter experts and resource persons as needed.
5. Participate actively in the communication planning process.
6. Provide administrative and logistical resources for the conduct of consultative meetings, trainings, and workshops.

Responsibilities of the Consultant

The Consultant shall:

1. Assign a project manager who will serve as the single point of contact.
2. Direct and drive the conduct and cadence of the project.
3. Serve as facilitators during the conduct of meetings, trainings, and workshops.
4. Inform DOST-ASTI if there are any changes in the initial project team.

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5. Provide regular reports to the DOST-ASTI project manager regarding updates, progress, and issues.
6. Be available for consultation as may be required by DOST-ASTI.

Qualifications of the Consultant

1. Consultant, or firm, must be operational for at least five (5) years.
2. Consultants must have at least 15 – 20 years experience in the field of communications, public relations, marketing, branding, business/management advisory, and the like, as well as experience in doing similar communication planning project for government as well as non-government entities.
3. Knowledgeable in the design of strategic communication plan and conduct of communication planning process.
4. Qualifications and requirements as provided for in the Communications Consulting Services Shortlisting Criteria and Quality-Based Evaluation.

Duration

Estimated project duration is approximately two-and-a-half (2.5) months from October to December 2023.

The estimated duration includes the availability and time for DOST-ASTI to participate in meetings, consultations, workshops, trainings, as well as review outputs, give comments, and approve outputs.

Project schedule details will be discussed during the inception stage.

Milestones and Payment Schedule

Payments to the Consultant will be made in accordance with the schedule below and subject to the usual government accounting and auditing requirements.

All reports and documents shall be submitted to DOST-ASTI in three (3) hard copies for payment processing and records purposes. An electronic or digital copy shall also be submitted to DOST-ASTI.

Activity	Payment
Upon acceptance of the Inception Report	15%
Upon acceptance of the Communication Plan	20%
Upon acceptance of the Brand Communication Guideline	20%
Upon completion of the Communication Training	20%
Upon acceptance of the Final Report	25%

Confidentiality of Information

The Parties acknowledge that the existence and the terms of this TOR and any oral or written information exchanged between the Parties in connection with the preparation and performance of this TOR are regarded as confidential information.

Each Party shall maintain confidentiality of all such confidential information, and without obtaining the written consent of the other Party, it shall not disclose any relevant confidential information to any third parties, except for the information that:

1. is or will be in the public domain (other than through the receiving Party's unauthorized disclosure);
2. is under the obligation to be disclosed pursuant to the applicable laws or regulations, or orders of the court or other government authorities; or
3. is required to be disclosed by any Party to its shareholders, officials, legal counsels or budget or accounting units, regarding the transaction contemplated hereunder, provided that such shareholders, officials, legal counsels or budget or accounting units shall be bound by the confidentiality obligations similar to those set forth in this Section.

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Disclosure of any confidential information by the staff members or agencies hired by any Party shall be deemed disclosure of such confidential information by such Party, which Party shall be held liable for breach of this Agreement. This Section shall survive the termination of this TOR for any reason.

Other Terms and Conditions

1. The Approved Budget for the Contract shall include all government taxes, bank charges and other fees necessary as maybe incurred in the process.
2. The Consultant is responsible for the delivery of reports and all other outputs determined in the deliverables in the specified time.
3. All plans, creative concepts and original materials formulated and designed by the Consultant in conjunction with this consulting service and communications plan shall be owned by DOST-ASTI, with full and exclusive rights, relative to future use.
4. All and each of the materials produced during the period of the contract shall be amenable to edits at no cost to the DOST-ASTI. Segments of this project not implemented for whatever reason shall be revised or modified by the Consultant at no cost on the part of the DOST-ASTI and for the purpose of modifying said segment(s) for future implementation.
5. All reports and outputs shall be submitted by the Consultant in the form of digital and three (3) hard copies.
6. The DOST-ASTI shall have the sole authority for publication, reproduction, and distribution of all the materials developed during the period of consultancy.
7. All deliverables are subject to a formal acceptance and sign-off process according to the principles documented in the Scope of Work, Deliverables and Timetable.
8. Changes to be made during the period of consultancy, specifically in the project plan shall be agreed to by both parties.
9. DOST-ASTI is responsible to provide administrative and logistical resources for the conduct of consultative meetings and workshops while the Consultant Shall be responsible for the conduct of all activities required by the project.
10. The Consultant shall be subject to the assessment by DOST-ASTI according to the effectiveness of delivery of any part or phase of the project. DOST-ASTI reserves the right to terminate the services of the Consultant should any part of the deliverables be unsatisfactory.
11. In the event of the breach of any of the provisions in the Terms of Reference, the Consultant may be subject to administrative, civil and criminal liability.
12. Any violation of the confidentiality clause stated herein may be subject to administrative, civil and criminal liability.
13. The amount of liquidated damages shall be at least equal to one-tenth of one percent at the cost of the unperformed portion for every day of delay. Once the cumulative amount of liquidated damages reaches ten percent (10%) of the amount of the contract, DOST-ASTI may rescind or terminate the contract, without prejudice to other courses of action and remedies provided under RA 9184. (See Section 68 IRR RA 9184).