



TERMS OF REFERENCE

Engagement of a Digital Campaign Firm

National Digital Campaign on Sustainable Water and Waste Management

Project	SCEJU — Strengthening Civil Society Engagement for a Just and Sustainable Urbanization
Implementing Partners	Friedrich-Ebert-Stiftung (FES Kenya) Civil Society Urban Development Platform (CSUDP) Pan African Climate Justice Alliance (PACJA)
Assignment Type	Institutional Consultancy — End-to-End Digital Campaign Management
Assignment Reference	Activity A.2.1.5
Duration	4 Months May – August 2026
Target Counties	Kisumu, Nakuru, and Makueni (with national digital reach)
Campaign Platforms	X (Twitter) Instagram Facebook LinkedIn YouTube Online Radio / Podcasts
Total Budget Ceiling	KES 3,100,000 inclusive of all costs, fees, taxes, and statutory deductions
Submission Deadline	19th May 2026 5:00 PM East African Time
Submission Email	hope.okuthe@pacja.org cc: sandra.brandine@pacja.org

1. Background

The Strengthening Civil Society Engagement for a Just and Sustainable Urbanization (SCEJU) project is a three-year initiative (2024–2027) co-funded by the European Union and implemented by a consortium comprising Friedrich-Ebert-Stiftung (FES Kenya), the Civil Society Urban Development Platform (CSUDP), and the Pan African Climate Justice Alliance (PACJA). The project operates in Kisumu, Nakuru, and Makueni counties, focusing on strengthening civil society's participation in urban governance processes related to sustainable water and waste management (SWWM).

SCEJU is structured across three mutually reinforcing pillars:

- Voice — Strengthening civil society participation, youth engagement, and advocacy in governance and public discourse on sustainable urbanization.
- Action — Supporting grassroots, community-led solutions through the Financial Support to Third Parties (FSTP) mechanism.
- Knowledge — Building capacity, generating research, and driving digital advocacy through the Young Sustainable Urbanization Digital Activists (YOSUDA) network.



The YOSUDA network has mobilized over 3,000 trained youth digital activists, media practitioners, and advocates who are actively engaged in climate justice and sustainable urbanization discourse. As part of its knowledge pillar, the SCEJU project will implement a national, youth-led digital advocacy campaign on sustainable water and waste management from May to September 2026.

To deliver this campaign at scale and quality, the SCEJU consortium seeks to engage a single qualified digital marketing firm to manage and execute five integrated campaign components: digital trend campaigns and X Spaces, analytics and reporting, visual storytelling and documentary production, digital influencer engagement, and mainstream and online media amplification.

2. Objectives of the Assignment

The overall objective of this assignment is to design and implement a high-impact, results-driven national digital advocacy campaign on sustainable water and waste management that amplifies youth-led voices, drives public engagement, and supports behavior change and policy advocacy. The specific objectives are:

- Stimulate and sustain national digital conversations on sustainable water and waste management through coordinated trend campaigns and digital dialogues.
- Produce compelling documentary and storytelling content that translates advocacy themes into accessible, emotionally resonant narratives for broad Kenyan audiences.
- Amplify campaign messaging through strategic digital influencer engagement across multiple platforms.
- Extend campaign reach to mainstream and online media audiences through podcast, online radio, and media placement.
- Provide robust analytics monitoring and reporting that captures campaign performance and directly feeds into the project's EU monitoring and evaluation (M&E) framework.

3. Campaign Scope & Components

The assignment covers five distinct but integrated campaign components. The selected firm is responsible for the end-to-end delivery of all five components. The consortium will contract and be accountable to a single firm only.

COMPONENT 1 | DIGITAL TREND CAMPAIGNS & X SPACES

This component covers the design and execution of coordinated digital trend campaigns and the facilitation of Twitter/X Spaces sessions to generate and sustain national online conversations on sustainable water and waste management.

Scope of Work

- Develop a comprehensive digital trend campaign strategy defining audience segments, platform approaches, messaging framework, and content calendar for the full four-month campaign period.
- Design and execute a minimum of four (4) coordinated hashtag trend campaigns on X (Twitter) and other relevant platforms, timed to campaign milestones and thematic priorities.
- Coordinate synchronized campaign posting among the YOSUDA network members, project partners, and other campaign stakeholders during each trend campaign window.
- Facilitate a minimum of four (4) Twitter/X Spaces sessions on campaign themes (water management and waste management / circular economy), including audience promotion, hosting, and moderation.

- Manage all platform engagement during campaign windows: moderating conversations, responding to audiences, and amplifying relevant content.
- Optimise content performance in real time based on analytics feedback from Component 2.

Component 1 Deliverables

#	Deliverable	Format	Timeline
1.1	Digital trend campaign strategy and content calendar (4 months)	PDF document	Week 2 of assignment
1.2	4 coordinated digital trend campaigns executed across platforms	Campaign execution + screenshots/evidence pack	Monthly — as per calendar
1.3	4 Twitter/X Spaces sessions facilitated	Session recording + written session summary per Space	As per campaign calendar
1.4	Engagement management report for each campaign window	Included in monthly analytics report (Component 2)	Monthly

COMPONENT 2 | ANALYTICS & REPORTING

This component covers the setup and management of campaign analytics tools, cross-platform performance monitoring, and the production of structured reports that feed directly into the project's EU M&E framework. Analytics is a standalone, active function — not a passive add-on — and must be operational from day one of the campaign.

Scope of Work

- Set up campaign analytics infrastructure at the onset of the assignment using a professional analytics tool (CreatorIQ, Brandwatch, Sprout Social, or equivalent industry-standard platform).
- Configure monitoring dashboards to track performance across all active campaign platforms: X (Twitter), Instagram, Facebook, LinkedIn, YouTube, and podcast/online radio platforms.
- Monitor all campaign content in real time throughout the assignment period, tracking number of posts, reach, impressions, engagement, hashtag performance, and audience demographics.
- Produce four (4) monthly analytics performance reports covering all campaign components and platforms.
- Produce one (1) comprehensive final campaign analytics report with full performance data, insights, findings, and recommendations for future digital engagement.
- Share analytics data and insights with the project communications team on an ongoing basis to enable real-time campaign adjustments.
- Provide platform-disaggregated data to support EU log frame indicator reporting (see Section 5).

Component 2 Deliverables

#	Deliverable	Format	Timeline
2.1	Analytics tool configured and monitoring dashboard active	Shared dashboard link or access + setup confirmation	By end of Week 1

2.2	Monthly campaign analytics performance reports (4 reports)	PDF report with data tables and commentary	Last 5 working days of each month
2.3	Disaggregated reach and engagement data per platform and content type	Included in monthly reports and provided as data tables	Monthly
2.4	Final comprehensive campaign analytics report	PDF report with executive summary, full data, and recommendations	Within 10 working days of end of assignment

COMPONENT 3 | VISUAL STORYTELLING & DOCUMENTARY PRODUCTION

This component covers the production of a short documentary film and associated visual storytelling content that translates the campaign's advocacy themes into compelling, human-centered narratives. All produced content must meet EU visibility and branding requirements and SCEJU communication standards.

Scope of Work

- Attend briefing sessions with the project communications team to align on campaign messaging, themes, and storytelling priorities before production commences.
- Develop a documentary concept note, shooting script, and production schedule, to be reviewed and approved by the communications team before filming.
- Manage all pre-production activities: location scouting, talent coordination, logistics, and equipment planning.
- Produce one (1) short documentary film (15–30 minutes) highlighting youth-led initiatives, community stories, and the social, economic, and environmental impact of sustainable water and waste management practices across the target counties.
- Manage all post-production activities: video editing, colour grading, motion graphics, sound design, and subtitling.
- Produce a minimum of three (3) short teaser clips and social media cut-downs from the documentary for distribution across digital platforms.
- Obtain written consent from all individuals featured in the documentary and associated content prior to filming and publication.
- Submit all raw footage, final edited files, and production assets to the consortium upon completion.

Component 3 Deliverables

#	Deliverable	Format	Timeline
3.1	Documentary concept note and approved shooting script	PDF document	Week 2 of assignment
3.2	Production schedule and filming plan	PDF document	Week 2 of assignment
3.3	Short documentary film (15–30 minutes), fully edited and branded	MP4 (full HD) + project files	By Month 3 (July 2026)

3.4	Minimum 3 teaser clips and social media cut-downs from documentary	MP4 files optimised per platform	Alongside documentary delivery (Early July 2026)
3.5	All raw footage and production assets submitted to the consortium	Hard drive or shared cloud folder	At completion of assignment

COMPONENT 4 | DIGITAL INFLUENCER ENGAGEMENT

This component covers the strategic identification, onboarding, and management of digital influencers and content creators to amplify campaign messaging across social media platforms. The firm is responsible for all influencer coordination and output quality.

The firm will activate two complementary influencer profiles to ensure reach across different audience segments:

Influencer Profile 1 — Mainstream Media-Linked

- An influencer or content creator with an established presence on mainstream or online media platforms (e.g., online radio, podcasts, digital news, or television).
- Responsible for amplifying campaign themes through media storytelling, written content, and dissemination via their media platform.
- Minimum output: 3 written articles or media features | 1 media segment (radio) or podcast episode | 1 dedicate campaign video reel and 5 social media posts across platforms

Influencer Profile 2 — Digital & Social Media Creator

- A full-time digital content creator with a strong, engaged following on Instagram, YouTube, and/or other social platforms.
- Responsible for producing short-form video content, reels, and story placements aligned to campaign messaging.
- Minimum output: 1 dedicated campaign video reel | 8 Instagram story placements | 1 digital conversation or podcast segment. 2 feed posts on LinkedIn & Instagram

Scope of Work

- Identify, brief, and onboard influencers aligned to the campaign's thematic priorities and target audiences, ensuring alignment with project messaging before any content is published.
- Coordinate content creation schedules to align with the campaign calendar and trend campaign windows (Component 1).
- Ensure all influencer content includes mandatory campaign hashtags and tags consortium organizations as specified by the communications team.
- Coordinate influencer participation in digital dialogue sessions, X Spaces, and campaign moments.
- Review all influencer content for messaging alignment before publication and flag any deviations to the communications team.
- Obtain written consent from all individuals featured in influencer content.

Component 4 Deliverables

#	Deliverable	Format	Timeline
4.1	Influencer profiles submitted for review (both profiles, with platform handles, audience data, and engagement rates)	PDF or shared document	Week 2 of assignment

4.2	Influencer 1: 3 written articles or media features published	Links + screenshots	Ongoing — as per calendar
4.3	Influencer 1: 1 media segment or podcast episode on campaign themes	Recording link + engagement data	Within campaign period
4.4	Influencer 1: Minimum 5 social media posts across platforms	Links + screenshots + engagement data	Ongoing — as per calendar
4.5	Influencer 1& 2: 1 dedicated campaign video reel published	Link + views and engagement data	Within campaign period
4.6	Influencer 2: 8 Instagram story placements	Screenshots + story view data	Ongoing — as per calendar
4.7	Influencer 2: 1 podcast or digital conversation segment	Recording link + listener/reach data	Within campaign period
4.8	Influencer engagement summary included in monthly analytics report	Section within Component 2 monthly report	Monthly
4.9	Influencer 2: 2 feed posts across platforms	Screenshots + posts analytics data	Within campaign period

4. Reporting Structure & Expectations

The firm will operate within a clearly defined reporting structure for the duration of the assignment. All reporting obligations are mandatory and tied directly to the payment schedule.

4.1 Reporting Lines

Role	Responsibility
Primary Contact	Project Assistant / Communication Lead at PACJA — day-to-day liaison, content review, and report approval
Technical Oversight	Project Assistant / Communication Lead at PACJA — reviewed at monthly check-in meetings
Content Review Authority	The consortium reserves the right to review and approve all public-facing content before publication. A 48-hour review window applies for all content submitted for approval.
Escalation	Any issues affecting campaign delivery, timelines, or budget must be escalated to the primary contact within 24 hours of identification.

4.2 Reporting Cadence & Format

Report	Frequency	Due Date	Submitted To
Inception Report	Once	Within 2 weeks of contract signing	Primary Contact (PACJA)

Monthly Analytics, Performance Report & Progress Updates	Monthly (4 reports)	Last 5 working days of each month	Primary Contact (PACJA)
X Spaces Session Summaries	Per session (min. 2)	Within 3 working days after each session	Primary Contact (PACJA)
Final Campaign Report	Once	Within 10 working days of end of assignment	Primary Contact (PACJA) + FES Kenya

4.3 What Each Report Must Contain

Inception Report (due within 2 weeks of contract signing)

- Campaign strategy overview covering all four components
- Detailed content calendar for the full four-month period
- Confirmed influencer profiles (Component 4)
- Media engagement plan and target platform list (Component 5)
- Documentary concept note and approved shooting script (Component 3)
- Analytics framework: tools, KPIs, data collection methodology, and disaggregation approach
- Risk register and mitigation plan
- Overall assignment workplan with component-level milestones

Monthly Analytics & Performance Report (due last 5 working days of each month)

- Campaign narrative: key activities delivered across all four components during the month
- Content output summary: number of posts, videos, articles, and other content published per component
- Platform performance data: reach, impressions, engagement rates, and audience demographics per platform
- EU log frame indicator data (see Section 5): disaggregated by person category and media type
- Influencer performance summary: reach and engagement per influencer and content type
- Media placement update: placements secured or executed during the month
- Hashtag and trend campaign performance data for any campaigns run during the month
- Issues, risks, and recommended adjustments for the following month

Final Campaign Report (due within 10 working days of end of assignment)

- Executive summary of campaign performance against objectives
- Full component-by-component delivery summary with evidence of all deliverables
- Complete EU log frame indicator data for the full campaign period (cumulative totals, disaggregated)
- Documentary and visual content impact data (views, reach, engagement)
- Influencer campaign performance: final reach, engagement, and audience data for both profiles
- Media amplification summary: all placements, reach estimates, and audience data
- Campaign analytics: full platform data, trends, and performance trajectory
- Lessons learned and recommendations for future digital campaigns
- List of all deliverables submitted with links or file references

5. EU M&E Indicators & Analytics Framework

All analytics and reporting under this assignment must directly support the project's official EU monitoring and evaluation framework. The following indicators are mandatory — the firm must track, disaggregate, and report on all of them in every monthly report and in the final campaign report.

5.1 Indicator 2.1.2 — Campaign Media Output Indicators

Measures what is produced and published as part of the campaign.

#	EU Log Frame Indicator	How to Measure & Report
i	# of national SWWM digital campaigns developed and led by YoSUDA	Count each campaign wave executed; document YoSUDA involvement
ii	# Number of posts on social media	Total posts across X, Instagram, Facebook, LinkedIn, YouTube — all components combined
iii	# Number of podcasts produced or featured	Count episodes: Influencer 2 segment + Component 5 media placements
iv	# Number of online radio posts / segments	Count segments facilitated under Components 4 and 5

5.2 Indicator 2.1.3 — Campaign Reach Indicators (Disaggregation Required)

Measures who is reached by the campaign. All reach data must be disaggregated as specified below.

#	EU Log Frame Indicator	How to Measure & Report
i	# of youth, women and public reached and sensitized by the campaign on sustainable water and waste management	Total unduplicated reach — reported monthly and cumulatively in final report
ii	# Number of youth reached by the campaign	Disaggregated from total reach using platform age demographic data
iii	# Number of women reached by the campaign	Disaggregated from total reach using platform gender demographic data
iv	# Number of other public reached by the campaign	Total reach minus youth and women categories
v	# Number of people reached by posts on social media	Platform-by-platform reach: X, Instagram, Facebook, LinkedIn, YouTube — reported separately
vi	# Number of people reached by podcasts	Listener or download data per episode — all podcast content across all components
vii	# Number of people reached by online radio posts	Estimated reach using platform data or station audience reach figures

Note: Where platform analytics do not directly provide gender or age disaggregation, the firm must document and submit the methodology used to estimate these figures. Estimates must be clearly labelled as such in all reports.

5.3 Additional Campaign Performance KPIs

KPI	Minimum Target / Expectation
Digital trend campaigns executed	Minimum 4 campaigns over 4 months
Twitter/X Spaces sessions facilitated	Minimum 4 sessions
Short documentary film	1 film (15–30 minutes)
Documentary teaser clips / social media cut-downs	Minimum 3 clips
Influencer 1 — articles / media features	Minimum 3
Influencer 1 — media / podcast segments	Minimum 1
Influencer 1&2 — video reel	Minimum 2
Influencer 2 — Instagram story placements	Minimum 8
Influencer 1&2 - Feed posts	Minimum 8
Mainstream / online media placements	Minimum 3 secured and executed
Engagement rate tracked per platform	Reported in every monthly report
Hashtag performance reports	Included in every monthly report
Audience demographics (age, gender, geography)	Disaggregated and reported monthly and in final report

6. Duration of the Assignment

The assignment will run for four (4) months from May to August 2026. The firm is expected to be operational and to have submitted the inception report within two weeks of contract signing. The final campaign report is due within ten (10) working days of the end of the assignment period.

7. Budget

The total budget ceiling for this assignment is KES 3,100,000, inclusive of all professional fees, production costs, equipment, influencer fees, media placement costs, analytics tool subscriptions, taxes, statutory deductions, and any other costs associated with the delivery of all five campaign components. Proposals exceeding this ceiling will not be considered.

Firms must submit a detailed, itemized financial proposal with costs clearly broken down by component and by deliverable. Firms may propose their own internal allocation across components provided the total does not exceed the ceiling.

The following notes apply to all financial proposals:

- All figures must be stated in Kenya Shillings.

- Firms must clearly indicate whether quoted costs are inclusive or exclusive of applicable taxes.
- The applicable withholding tax rate for professional services in Kenya is 5% for resident firms. Tax lines that do not conform to applicable statutory rates must be clearly explained and justified.
- For organizations with VAT exemption status, proof of exemption must be provided at the time of submission.
- All subcontracting arrangements must be disclosed as separate line items in the financial proposal, including the identity of the subcontractor and the value of each subcontract.

8. Payment Schedule

Payments are milestone-based and linked directly to the delivery and approval of specified deliverables. Payment will only be processed upon written approval of the relevant deliverables by the primary contact at PACJA. The consortium reserves the right to withhold or adjust payment where deliverables are not met to the required standard.

#	Milestone	Triggering Deliverables	% of Total
1	Contract signing & inception	Signed contract + approved inception report (campaign strategy, calendar, documentary concept, influencer profiles, analytics framework, workplan)	20%
2	Mid-campaign delivery	First 2 trend campaigns executed + 1 X Spaces session completed + Month 1–2 analytics reports approved + initial influencer content delivered + documentary shoot completed	30%
3	Final delivery	All remaining deliverables across all 5 components + final campaign analytics report approved by consortium	50%

9. Required Qualifications

Firm / Lead Agency

- Proven track record in designing and managing national-scale digital campaigns in Kenya.
- Demonstrated expertise in social media strategy, trend campaign management, and digital advocacy.
- Demonstrated experience in digital influencer management and strategic content amplification.
- Documented experience in documentary or video production for social impact, environmental, or development contexts.
- Established access to or network of influencers spanning mainstream media-linked and digital/social media creator profiles.
- Prior experience working on climate change, governance, environmental sustainability, or development-related advocacy campaigns.
- Familiarity with EU visibility and communication standards is a strong advantage.

Technical Capacity

- Professional video production capability: cameras, lighting, sound equipment, drone, and post-production facilities.
- Post-production expertise: editing, colour grading, motion graphics, animation, and sound design.
- Access to professional digital analytics tools (CreatorIQ, Brandwatch, Sprout Social, or equivalent).
- Cross-platform content management capability across X, Instagram, Facebook, LinkedIn, YouTube, and podcast/radio platforms.
- Ability to produce analytics and performance reports that meet EU M&E and donor reporting standards.
- Strong understanding of the Kenyan digital media and influencer landscape.

10. Evaluation Criteria

Proposals will be evaluated on the following criteria. Only firms scoring a minimum of 70% overall will be considered for award of contract.

Criterion	Weight
Technical approach and methodology across all five components	30%
Relevant experience and portfolio (digital campaigns + documentary + influencer)	25%
Team composition, influencer profiles, and demonstrated network	20%
Financial proposal (value for money, transparency, and detail per component)	25%
TOTAL	100%

11. Application Requirements

Interested firms must submit a complete proposal package comprising the following documents:

Technical Proposal (not more than 15 pages, excluding annexes)

- Proposed approach and methodology for each of the five campaign components.
- Documentary concept and storytelling approach.
- Proposed influencer profiles for both Influencer Profile 1 and Influencer Profile 2, including platform handles, follower counts, audience demographics, and engagement rate data.
- Analytics tools and framework proposed for campaign monitoring.
- Campaign workplan with component-level milestones and a week-by-week delivery schedule.
- CVs of key personnel and subcontractors (if any) in an annex.
- Portfolio of at least three (3) relevant previous campaigns or productions in an annex.

Financial Proposal

- Detailed, itemized budget broken down by component and by deliverable.

- All costs stated in Kenya Shillings and clearly indicating whether inclusive or exclusive of taxes.
- All subcontracting arrangements disclosed with identity of subcontractor, scope, and cost.
- Submitted as a separate PDF document.

Proposals must be submitted electronically in PDF format to:

hope.okuthe@pacja.org | cc: sandra.brandine@pacja.org
Subject line: "Digital Advocacy Campaign — National Digital Campaign Firm"

Proposals must be received by 19th May 2026, 5:00 PM East African Time. Late submissions will not be considered. Incomplete proposals will be disqualified.

12. Additional Provisions

- All public-facing deliverables must comply with EU visibility and communication requirements and carry SCEJU project branding as specified by the communications team.
- All content, footage, raw files, produced materials, and data generated under this assignment remain the intellectual property of the SCEJU consortium upon delivery.
- The consortium reserves the right to review and approve all content before publication. A 48-hour review window applies for all content submitted for approval.
- Written consent must be obtained from all individuals featured in any content produced under this assignment prior to filming or publication.
- The firm must demonstrate commitment to youth inclusion, gender responsiveness, accessibility, and community dignity in all campaign outputs and storytelling.
- The firm must maintain strict confidentiality of all project data, community information, financial arrangements, and communications throughout the assignment and after its conclusion.
- The consortium reserves the right to cancel or modify the assignment scope with reasonable notice if project circumstances require it.