

Consultancy Assignment
Communications and External Relations Strategy
Invitation to Expressions of Interest
June 1, 2010

Expression of Interest

The Education for All – Fast Track Initiative Secretariat wishes to invite communications and public relations firms to submit expressions of interest for a consultancy assignment.

Purpose

Development and assist in the implementation of a new communications and external relations strategy for the Education for All – Fast Track Initiative (EFA FTI).

Scope

The EFA FTI is in need of a comprehensive communications and external relations strategy to go hand-in-hand with the process of reforms that is currently underway within the EFA FTI partnership.

The strategy should:

- Present a serious and urgent case for heightened political and financial support for basic education in low-income countries;
- Position the EFA FTI as the most appropriate mechanism for coordinating aid efforts in the education sector and a compelling model for success
- Position FTI for increased funding as a result of recognition of FTI's role in driving/securing progress toward education in low-income countries
- Develop convincing arguments for stakeholders to persuade their political leaders to invest in education and FTI and for politicians to explain to their constituencies why investing in education and EFA FTI is the right thing to do.
- Develop a rebranding strategy for FTI
- Recognize competing demands, build a serious case for the critical importance of education as part of the global development agenda

Period of Performance

The selected firm will work on a continuous basis for 6 months from date of award of the contract.

Background

The EFA FTI, founded in 2002, is global partnership that aims to ensure that all children in low-income countries receive quality basic education. It operates on the principles of Paris Declaration of Aid Effectiveness which tries to harmonize and coordinate aid for the education sector in developing countries. This partnership between low-income countries and donor agencies currently endorses the education sector plans of 41 low-income countries around the world, including 24 in Sub-Saharan Africa. To date, EFA FTI has granted approximately US \$ 1.9 billion to support the national education plans of low-income countries financially.

A major resource mobilization is currently underway. An external evaluation of FTI was recently completed and based on its recommendations and on actions already planned, the FTI currently is in the process of implementing significant reforms.

For more information, please visit: www.educationfasttrack.org

Statement of qualification

The minimum qualifications for eligibility to respond to this Expression of Interest are:

1. International consulting firm in the field of communications and external relations with full time representation in greater Washington DC area
2. Demonstrated success in external relations campaigns and resource mobilization
3. Demonstrated knowledge of current international development issues
4. Demonstrated experience in working with either / or: national governments, multilateral organizations, non-governmental organizations and private foundations

Return by date: June 15, 2010