

## Call for Expressions of Interest

Development of a Model Disaster Preparedness and Response Plan for Media Institutions

**Application deadline (extended): 13 March 2024, 10 a.m. CET**

### PROJECT TIMELINE

End of March – June 2024

### CONTEXT

Within its mandate to foster media development, UNESCO's Section for Media Development and Media in Emergency supports media in crisis preparedness and response, which includes climate change adaptation and mitigation as well as disaster risk reduction, among others.

Through their functions to inform, educate and alert, broadband, cable and broadcast media are crucial in climate change adaptation and disaster preparedness and response, with a key impact in shaping societal attitudes, policies, and actions towards a more sustainable and resilient future and in saving lives. However, when electricity and connectivity fail, satellite and terrestrial broadcast networks can still work and reach very large audiences simultaneously. Furthermore, in a number of countries around the world with low Internet access or literacy rates, particularly in remote, coastal, and rural areas and SIDS, broadcast media are the primary source of information and news for the populations.

Measures for disaster preparedness and response, including early warning systems for all and emergency communications, may not be successful without the work of media, highlighted as a stakeholder group in [Sendai Framework for Disaster Risk Reduction](#), the main UN framework for disaster risk reduction.

While some media outlets in disaster-prone countries already have certain established plans or strategies relating to disasters, there are evidenced development gaps for media institutions, in particular small and medium-sized ones, to take a holistic approach to disaster preparedness and response. As climate change increases the frequency and intensity of extreme weather events, strengthening media in this area is urgent.

### PURPOSE

This call is looking for a qualified and experienced individual or organization to work closely with UNESCO and its partners to develop a Model Disaster Preparedness and Response Plan for Media Institutions (hereinafter referred to as "the tool"). The tool is a model institutional action plan aiming to help media in all regions of the world develop or improve their own institutional disaster preparedness and response plan, in order to be better prepared for potential disasters as institutions and better contribute to the disaster resilience of communities through their work.

The tool will be tailored to television, radio, print, and digital media respectively, considering the whole disaster management cycle, from mitigation and preparedness to response and recovery, and adopting a multi-hazard and whole-of-society approach. It will take account of UNESCO's core principles in the field of communication and information, including freedom of expression, universal access to information, media independence, and media diversity.

## **SPECIFICATIONS**

The tool will consist of several sets of well-classified and highly practical action points that can be applied by media directly or after easy adaptation. It should not take the form of a linear document rich in narratives such as long, continuous paragraphs or articles. The content should be developed in English, at full professional proficiency level.

The tool should be tailored to four main types of media, i.e. television, radio, print and digital media, in other words, in four complete and independent versions, with some inevitable overlaps. For example, a radio station will only need the version for radio, which shall nevertheless include actions dedicated to radio's online platforms. The text of each of the four versions should not exceed 3,200 words. Charts and/or infographics (not included in the word count) are required to illustrate certain actions and operational procedures. Literature and bibliography references are to be annexed and are not included in the word count. Professional design and layout are not required for the deliverables and will be handled separately.

As part of the preparatory work to inform the development process, a series of research and consultation activities should be undertaken, ensuring that the tool is unique and innovative, that it takes account of the perspectives of several key stakeholder groups, and that it can be useful for media globally. These would include:

1. Identify existing resources in this area to build on and avoid duplication, including from the UN organizations mentioned below.
2. Map exemplary disaster preparedness and response practices of media institutions in all regions of the world, notably in disaster-prone countries, paying special attention to the editorial policies and institutional strategies in place.
3. Conduct needs assessments and consultations with a variety of stakeholders in all regions of the world, including but not limited to:
  - a. Media organizations and associations: e.g. public service broadcasters, regional broadcasting unions, local media associations, and community radio networks.
  - b. Government authorities: e.g. meteorological departments, disaster management departments, media regulatory authorities, and relevant ministries (e.g. ministry of information).
  - c. Scientific and academic communities: e.g. institutions and experts specialized in disaster management or media in emergency.
  - d. UN entities: e.g. WMO, UNDRR, ITU, UNCCC, UNEP, IPCC, HFCC, and UNESCO's relevant Sections.
  - e. Communities in regions most vulnerable to natural hazards, including disadvantaged groups, e.g. women, youth, people with disability, and indigenous people.

4. Make recommendations on the components to include and prioritize in the tool, based on the outcome of the research and consultations.

If required and to the extent possible, UNESCO may provide contact information, facilitate connection with stakeholders, and join some of the consultative meetings.

## **APPLICATION PROCEDURE**

Interested candidates should send the documents below in one email mentioning “Disaster Preparedness and Response Plan for Media” in the subject, to [masprojects@unesco.org](mailto:masprojects@unesco.org) on or before **13 March 2024, 10 a.m. CET (deadline extended)**:

1. A short proposal for the assignment, of a maximum of 800 words including the following elements:
  - a. Proposed outline for the tool, explaining the type of content that could be included to ensure that media institutions will apply the tool. It may contain a draft table of contents and any element or angle the candidate wishes to suggest to UNESCO.
  - b. Two examples of key actions that could be shared by all types of media in emergency situations, and one specific to television, radio, print and digital media respectively.
  - c. How you envisage the final products and any potential derivatives that may be useful for media.
  - d. Proposed budget expressed in USD for the whole assignment.
2. Curriculum Vitae(s) of expert(s) involved in the development of the tool.

Only applications providing the above-requested information will be considered.

Any additional information you may request will be sent to you as soon as possible. However, any delay in providing such information will not be considered a reason for extending the date for submission of your proposal.

Please note that until the contractor has been selected and the contract formally signed by UNESCO, the Organization is not subject to any commitment towards any potential contractor.

**Only short-listed candidates** will be contacted.