Terms of Reference

<u>Consultancy Services:</u> Procurement of Consultants to constitute a Multi-Media Design Team that will design *Obuntubulamu* messages for Peace and Development.

Location: Kampala, Uganda

Application deadline: 20th November   2020

Type of Contract: Consultancy services

Post Level: Local

Language Required: English

Starting Date: 30th November 2020

Duration of Contract: 21 working days

I. INTRODUCTION

The Nnabagereka Development Foundation is partnering with UNDP to design a comprehensive Adaptable Tool Kit for the promotion of and advocacy for the revival of the cultural values of *Obuntubulamu*. The design will include the elaboration of the *Obuntubulamu* Adaptable Tool Planning Framework that has been developed as part of a series of preparatory activities for the revival of *Obuntubulamu*. The Planning Framework projects four parts of the Adaptable Tool including: i) The Personal Growth in *Obuntubulamu* Tool; ii) The single cultural and language context Tool; iii) The multi-cultural context Tool; and iv) The Ekisaakaate Kya Nnabagereka (EKN)[1] as a mechanism to be used for selected target groups. The design will include the production of engaging content for dissemination in different formats including Audio-Visuals, Case Studies, multi–media productions, songs and music; as well as Games as part of the comprehensive Adaptable Tool.

II. BACKGROUND

The Nnabagereka Development Foundation has refocused its programming work to promote the revival of *Obuntubulamu*, the cultural values, which were eroded over a period of almost three decades from 1966 to 1993, when monarchies and cultural institutions were abolished in Uganda. The Foundation conducted a series of consultations with different groups that included academia, business people, development agents; representatives of kingdoms and cultural institutions; and graduates of the Ekisaakaate Kya Nnabagereka (EKN) to prepare for the design of the Programme for the Revival of *Obuntubulamu*. The consultations helped to: i) define *Obuntubulamu* and elaborate the concept of revival of *Obuntubulamu*; ii) establish a common understanding of the development context and rationale for the revival of the cultural values of *Obuntubulamu*; iii) establish collaboration between Buganda Kingdom and other similar cultural institutions of Acholi, Alur, Bunyoro and Busoga; iv) identify the cultural values of each of the five Kingdoms and establish the commonalities in those values across these kingdoms and translate '*Obuntubulamu*' in each of the languages of these kingdoms; v) identify the key elements of the tools needed to revive Obuntubulamu; and vi) identify the situations in which the Ekisaakaate Kya Nnabagereka may be used in support of the Adaptable Tool.

The elaboration of the Adaptable Tool into the Obuntubulamu curriculum is one of the preparatory activities that the Foundation, with assistance and in collaboration with the United Nations Development Programme (UNDP), is implementing to lay the ground for the launch of the revival of ethics and values in Uganda.

The Mission of the Nnabagereka Development Foundation is to leverage culture for development, from the angle of positive cultural values, cultural voices and practices. The Foundation considers the *Obuntubulamu* system of values to be crucial to nation building and believes that rebuilding Uganda, which has suffered destruction of the moral fabric of society due, in part, to its political history, will entail a revival of cultural values and cultural heritage. The *Obuntubulamu* cultural values also resonate with the principles of good governance, respect, non-discrimination, participation, accountability and transparency.

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[1] Ekisaakaate kya Nnabagereka, the 'Royal enclosure' is the name given to the social transformation youth camps organized for 6 to 18 year olds to ground them in positive culture, social and life skills

III. THE TOOL

The Foundation is, therefore, keen to have a comprehensive, practical and multi-faceted Tool that can support the restoration and building of *Obuntubulamu* in different situations and circumstances. A planning framework for the Adaptable Tool has been developed; the main parts of the Tool have been identified; and the entry part of the Adaptable Tool, the "Obuntubulamu starts with me" for personal growth in *Obuntubulamu* has been elaborated.

1. Characteristics of the Adaptable Tool

The following characteristics and elements of the Adaptable Tool have been identified:

❖ The link between Culture, God and Nature

The Baganda have always believed that God created humans with their different cultures, which, when they are abandoned, it angers the Creator. Because of this important link with nature, *Omuntumulamu*[2] works for the future and for future generations; sawing seeds for the future. When Christianity came to Buganda, it took root easily because the Bible teachings resonated with Kiganda culture and belief in God, the creator.

❖ Working definition of Obuntubulamu

A Danish scholar, Mikael Karlstrom, in his article, 'Imagining Democracy: Political Culture and Democratisation in Buganda', situates Kiganda culture within a governance framework and defines Obuntubulamu as:

"Healthy humanness, a crucial term of public morality, connoting the possession of courtesy, compassion, good breeding and culture."

There are other working definitions that have been proposed in the different consultations.

❖ Universality of *Obuntubulamu* across cultures

A Round Table of different cultural leaders confirmed that they all have the concept and values of Obuntubulamu in their cultures; and provided translations of Obuntubulamu in their languages as indicated:

- ❖ Acholi; **Kit Matir**
- ❖ Alur; **Kura Matira**
- ❖ Buganda; **Obuntubulamu**
- ❖ Bunyoro; **Obuntu**
- ❖ Busoga; **Obuntubulamu**

The *Obuntubulamu* cultural values of the five kingdoms of Acholi, Alur, Buganda, Bunyoro and Busoga have been identified and compared to identify commonalities. A Table reflecting the commonalities in the Obuntubulamu values across the five kingdoms confirms the universality of the cultural values system of Obuntubulamu.

2. The Four-Sided Tool

A four-pronged Tool for use in the promotion and 'evangelisation' of Obuntubulamu in different settings has been proposed.

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[2] 'Omuntumulamu' is a person who espouses and demonstrates the values of Obuntubulamu.

2.1. The Personal Growth Tool

The Personal Growth Tool will be used in addressing the role and responsibility of the individual at the personal level to demonstrate Obuntubulamu in behaviour, with acceptance that 'Obuntubulamu starts with me'. The Personal Growth Tool will provide guidance, encouragement and support to individuals to strengthen them in Obuntubulamu.

2.2. The Single Cultural Context Tool

The Single Cultural Context Tool will be used in situations where the target group is more or less from the same culture and speaks the same language. This Tool will be adaptable to the context and realities of the various cultural regions and communities of Uganda.

2.3. The Multi-Cultural Context Tool

Multi-Cultural Context Tool will be used in situations where the target is a diversified group from different cultures with different first languages. This Tool will be designed to use primarily English, the national language, as the medium of communication. In certain situations, one or two local languages or Swahili may be used. It will take into account the different cultural value systems and their commonalities.

2.4. The Ekisaakaate Kya Nnabagereka (EKN)

The EKN, the flagship programme of the Foundation provides a well-tested and popular social transformation mechanism. Its curriculum has been aligned to *Obuntubulamu* to groom young people into individuals that espouse the values of *Obuntubulamu*. The EKN mechanism will support the Adaptable Tool in the promotion of *Obuntubulamu* for selected target groups.

It is against this background that the Foundation is putting together consulting Teams of Experts to elaborate the Adaptable Tool Framework and design and produce the required support materials as the *Obuntubulamu* Curriculum.

IV.   Objective

The objective of this consultancy is to design Obuntubulamu messages presented in different formats that can be used to sensitise, educate and support behavioural change in the target audiences.

V. Scope of work

Under the supervision of the Foundation the scope of the assignment shall include:

i.   Design of *Obuntubulamu* media and advocacy messages for dissemination through communications channels including: print, electronic, digital, social media, song and music

ii. Recording of special messages from Cultural Leaders on *Obuntubulamu*

iii. Consultations on and validation of the work

VI. Proposed activities

i.   Composition of the Multi-Media Design Team of experts with skills in print, electronic and social media; graphic design, music, games production and case study writing

ii. A Media Messaging Design Workshop that will include the Multi-Media Design Team, the Curriculum Content Development Team, representatives of the five (5) collaborating kingdoms, technical experts on Obuntubulamu, and the Foundation staff to identify the messages to be disseminated through the various media channels

iii. Packaging and production of messages by the different media experts in the Team

iv. Recording of special *Obuntubulamu* messages from Cultural Leaders

v.   A Validation Workshop on the products of the Multi-Media Design Team to be attended by the same participants from the Messaging Design Workshop.

VII. The Multi-Media Design Team

The Nnabagereka Development Foundation wishes to recruit a team of consultants to design and produce information and messages for advocacy and awareness raising through multi-media channels on *Obuntubulamu*.

VIII. Methodology

The consultancy will adopt a range of approaches that will include:

i.   Desk Review:

- Review key documents at the Foundation and elsewhere on *Obuntubulamu,* behavioural and norms change.

- Review of the elaborated Obuntubulamu Adaptable Tools

ii. Workshops: A series of workshops will be organised first for information gathering, stakeholder consultation and later for validation of the products produced.

The consultancy team shall provide a more detailed methodology in the Inception Report.

IX. The specific deliverables of the consultancy are as follows:

Deliverable	Payment
Inception report detailing the understanding of the assignment, methodology and timelines	20%
Activity reports	30%
Multi Media Messages	
Recorded messages of cultural leaders	50%
Final activity report	

X. Inputs

UNDP will provide the consultant with funding, while the Foundation will ensure that stakeholders and workshops are organised for the Consultants.

XI. Timing and duration of the consultancy

The duration of the assignment shall be for approximately 21 working days

XII. Reporting arrangements

The consultants will be reporting to the Foundation Manager of the Nnabagereka Development Foundation. A validation meeting will be organised for different stakeholders at the end of the assignment.

XIII. Requirements for members of the Multi-Media Design Team will include the following:

1. Competencies

1.1. Core Competencies

Each member of the team will be required to have:

     i.   Commitment to and ability to work in a team
     ii.   Appreciation and respect for culture and cultural values
     iii.   Ability to share knowledge and experience within their team
     iv.   Interest and commitment to bring about positive change in society
     v.   Strong writing and communications skills
     vi.   Strong interpersonal communications skills

1.2. Core Values

Each member of the team will be required to have the following core values of *Obuntubulamu*:

i.   Honesty
ii.   Transparency
iii.   Integrity
iv.   Humility

1.3. Education and experience

Each member of the team will be required to have:

i.   A first Degree or Master's Degree or equivalent in social sciences, Journalism, Communications or a related field.

ii.   Practical expertise in at least two (2) of the following areas:

➢   Print, Electronic or Social Media; Graphic Design, Music, Games production and Case Study Writing

1.4. Language:

i.   Fluent level of written and spoken English

ii.   Fluency in other Ugandan languages will be an advantage.

XIV.   Application Procedure

Individual consultants interested in joining the Multi-Media Design Team should submit their applications and Curriculum Vitae to:

infodesk@nnabagereka.org

On reviewing of the applications and CVs the consultants may be required to share relevant previous work

XV. Deadline for application

All applications to be submitted no later than 20th November 2020, 16:00 (Eastern Africa Time)