



Terms of Reference

Consultancy Services: Procurement of a Consultant to Facilitate the Workshops in the Development of the Adaptable Tools and the Design of Messages for the Revival of *Obuntubulamu* 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: 23rd November 2020

Duration of Contract: 32 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.

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; sowing 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.

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 facilitate the various workshops planned in the process of elaborating the various parts of the Adaptable Tool and the designing of multi-media messages for the revival of *Obuntubulamu*.

V. Scope of work

The facilitator will provide the technical support to all the teams under this consultancy. He/She will ensure that all aspects of this project are inter-woven and yield the intended outcome. Under the supervision of the Foundation the scope of work shall include:

- i. Facilitation of eight (8) workshops that will include:
 - One (1) one- day Consultative workshop;
 - Four (4) two-day each Pre-testing workshops;
 - One (1) two-day Media Messaging Design workshop; and
 - Two (2) one- day each Validation workshops.
- ii. Production of the report for each workshop.

VI. Proposed activities

1. Facilitate the running of the following workshops:
 - i. A Consultative Workshop for the Content Development Team with representatives of the five (5) kingdoms³ that are part of the Revival of Obuntubulamu programme to map out the elements of the content of the various parts of the Adaptable Tool, and confirm the target groups and audiences for application of the Tools
 - ii. A Content Validation Workshop with the same participants from the Consultative Workshop to confirm the designed content
 - iii. The Pre-testing activities of each of the four (4) parts of the Adaptable Tool with the relevant target groups
 - iv. A Media Messaging Design workshop with the Multi-Media Design Team, the Content Development Team, representatives of the five (5) kingdoms, technical experts on Obuntubulamu, and the Foundation staff to identify the messages to be disseminated through the various media channels
 - v. A Validation Workshop for the products of the Multi-Media consultants
2. Production of a report on each activity

VII. Methodology

- i. The Facilitator will adopt appropriate approaches to each workshop in close consultations with the Design Teams and *Obuntubulamu* experts
- ii. Review key documents at the Foundation and elsewhere on *Obuntubulamu*, behavioural and norms change

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

Deliverables/ Tasks	
Inception reports detailing the understanding of the assignment and methodology	30%
Two Reports: Content Pre-test Report and Content Validation Workshop Report	20%
Multi-Media Validation Workshop Reports	50%

IX. Inputs

UNDP will provide the Consultant with funding, while the Foundation will ensure that stakeholders and workshops arrangements are organised.

³ Acholi, Alur, Buganda, Bunyoro and Busoga

X. Timing and duration of the consultancy

The duration of the assignment, shall be for approximately 32 working days that will include 2 days for preparation; the number of days for facilitating; and 2 days for report writing for each workshop.

XI. Reporting arrangements

The Facilitator will be reporting to the Foundation Manager of the Nnabagereka Development Foundation.

XII. Competencies

1.1. Core Competencies

- 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

The Facilitator will be required to have the following core values of *Obuntubulamu*:

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

1.3. Education and experience

- i. The Facilitator will have a first Degree or Master's Degree or equivalent in social sciences, Education, Law, Development studies, Human Rights, International Development, Journalism, Communications or a related field.
- ii. The Facilitator will be required to have expertise in the following:
 - Training skills
 - Knowledge and appreciation of the cultural values of *Obuntubulamu*
 - Knowledge of the cultural diversity of Uganda
 - Strong report writing skills

1.4. Language:

Fluent level of written and spoken English

XIII.Application Procedure

Submit application and Curriculum Vitae to:

infodesk@nnabagereka.org

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

XIV. Deadline for application

All applications to be submitted no later than **18th November 2020**, 16:00 (Eastern Africa Time)

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