



## **TERMS OF REFERENCE**

### **FOR**

### **CONSULTING SERVICES FOR THE DESIGN OF BRAND IDENTITY GUIDELINES AND INFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIALS FOR THE GHANA HYDROLOGICAL AUTHORITY (HYDRO)**

#### **A. BACKGROUND AND CONTEXT**

Ghana Hydrological Authority (HYDRO) is the state institution established by an ACT of Parliament (ACT 1085) in 2022 under the Ministry of Works and Housing (MWH) with the responsibility for monitoring all rivers and surface water bodies in Ghana; providing engineering consultancy services in hydrology, water resources, drainage engineering, coastal engineering and related fields for the Government of Ghana. The Authority has carried out several oversight projects and initiatives throughout the years that have greatly aided Ghana's efforts to mitigate flooding but there is a lack of awareness among the general public about HYDRO's role, initiatives, and the importance of sustainable water management.

HYDRO recognizes the importance of effective communication in fostering public understanding, support, and engagement. Presently, the communication landscape includes traditional methods, such as press releases and stakeholder meetings, but there is a growing realization of the need to adopt modern digital communication strategies. Existing Communication strategies lack a cohesive approach, and there is a need to leverage digital channels to reach a wider audience. There is limited awareness among the public about HYDRO's role, mandate and initiatives, insufficient engagement with diverse stakeholders, including communities and non-governmental organizations and inconsistent messaging and branding, hindering a cohesive public image.

Growing digital literacy and internet penetration in Ghana has been observed over the past years. There is increased use of social media platforms as a means of communication and potential for innovative digital communication methods to enhance outreach.

Additionally, the increased vulnerability of Ghana to the consequences of climate-related risks and the adverse behavioural practices by the citizenry which have, over the years, contributed to the reduction in the discharge capacity of drains, and increase flood risks in the country, call for urgent actions to deal with the resultant perennial flooding being experienced in Ghana. It has been observed that the implementation of ongoing Government's flood control interventions will not be sustainable over the long term if the adverse behaviours and consequent actions of the citizens are not also addressed. There is, therefore, the need for Ghana Hydrological Authority to use a well-researched Information, Educational and Communication (IEC) materials to sensitise the population to change their behaviour towards solid waste disposal, choice of building locations and climate-resilient flood mitigation measures that will make it possible for them to live in harmony with the environment.

HYDRO, in this assignment, seeks to engage the consultancy services of a Consulting Firm to develop Brand Identity Guidelines, and Information, Communication and Educational (IEC) materials that will enhance HYDRO's public branding, visibility and follow the current global trend in digital communications as well as support the implementation of all the Government's flood control interventions in the country. The successful consultancy will be instrumental in addressing these challenges, shaping effective communication strategies, and elevating HYDRO's visibility and impact in the realm of water resource and flood management in Ghana.

## **B. OBJECTIVE OF CONSULTANCY ASSIGNMENT**

The primary objective of this consultancy assignment is to strategically design comprehensive Brand Identity Guidelines and Information, Education, and Communication (IEC) materials for Ghana Hydrological Authority (HYDRO). The overarching goal is to strengthen HYDRO's communication framework by focusing on the way messaging is crafted and delivered, ensuring effective communication channels are utilized, and implementing targeted strategies to consult, engage with stakeholders, and raise public awareness, instigate social and behavioural change campaign, with a specific emphasis on leveraging digital communication methods.

## **C. APPROACH TO ASSIGNMENT**

The Client for this consultancy is Ghana Hydrological Authority (HYDRO). The Client is hereby requesting technical and financial proposals from a suitably qualified and experienced consultancy firm, (including some examples of comparable work in the past five years).

The approach to this consultancy assignment for the design of Brand Identity Guidelines and Information, Education, and Communication (IEC) materials for Ghana Hydrological Authority (HYDRO) is characterized by a strategic, research-driven, and inclusive methodology. The comprehensive approach encompasses various facets, including messaging and communication strategies, stakeholder engagement, public awareness, social and behavioural change campaigns, the integration of digital communication methods and capacity building.

The Consultancy firm shall bear in mind that the list of tasks and activities can by no means be considered as the complete and comprehensive description of the Consultancy firm's duties. The firm is expected to critically review the Client's requirements as stated in this document and recommend additional innovative approaches and activities that are deemed essential to achieving the Client's stated objectives based on their professional experience and judgement.

## **D. DETAILED TASK DESCRIPTIONS**

- a) Conduct a thorough evaluation of HYDRO's existing brand identity, which includes visual elements, tone of messaging, and communication channels
- b) Research the most effective strategies used in water resource and flood management communication.
- c) Identify and categorize key stakeholders, including government agencies, local communities, NGOs, international partners, and the general public.
- d) Gather input on HYDRO's perceived strengths, weaknesses, opportunities, and threats related to communication from relevant key stakeholders.
- e) Define clear and concise messaging that aligns with HYDRO's vision, mission, objectives, and key initiatives and develop a communication strategy that outlines the tone, style, and channels for effective message delivery.
- f) Create a messaging framework that can be adapted for different stakeholders, ensuring consistency across diverse communication materials.
- g) Develop comprehensive Brand Identity Guidelines covering visual elements, including logo usage, colour schemes, and typography.
- h) Integrate messaging guidelines to ensure a unified and consistent brand image across all communication materials.

- i) Craft a range of Information, Education, and Communication (IEC) materials tailored to diverse audience segments, including brochures, flip charts, banners, calendars, call cards infographics, videos, and digital content; ensuring that the materials align with the established brand identity and communication strategy.
- j) Develop a robust online presence by revamping the official website and optimizing it for user-friendly navigation and utilize multimedia content, including videos, infographics, and even podcasts, to convey complex information effectively.
- k) Develop a social media strategy to engage with the public, disseminate information, and encourage interaction and integrate search engine optimization (SEO) techniques to improve enhance online visibility and reach a wider audience.
- l) Establish a monitoring and evaluation framework to track the effectiveness of communication strategies to also assess the impact of messaging on stakeholder perception, engagement levels, and public awareness. Also include feedback mechanisms to gather insights for continuous improvement.
- m) Provide training sessions for HYDRO staff on maintaining brand consistency, monitoring and evaluation framework and effectively using digital communication tools including content creation and social media management.
- n) Present the finalized Brand Identity Guidelines and IEC materials to HYDRO for review and validation.
- o) Provide comprehensive documentation, including guidelines for implementation, maintenance, and future updates.

## E. DURATION OF ASSIGNMENT

The consultancy engagement is expected to be six (6) months. It is estimated that 12 man-months will be required for the assignment.

## F. DELIVERABLES AND TIMELINES

The list of deliverables and respective timelines are provided in Table 1 below.

Table 1 - List of deliverables and corresponding submission schedules

Report	Time for Submission	Number of Copies
Inception Phase	By end of week 2	3 hard copies and 1 soft copy
Preliminary Research and Analysis	By end of week 5	3 hard copies and 1 soft copy
Stakeholder Identification and Engagement	By end of week 7	3 hard copies and 1 soft copy
Messaging and Communication Strategy Development	By end of week 10	3 hard copies and 1 soft copy
Brand Identity Guidelines Development & Information, Education, and Communication (IEC) Material Creation	By end of week 14	3 hard copies and 1 soft copy
Digital Communications Strategies	By end of week 17	3 hard copies and 1 soft copy
Monitoring and Evaluation Framework	By end of week 19	3 hard copies and 1 soft copy

<b>Report</b>	<b>Time for Submission</b>	<b>Number of Copies</b>
Capacity Building and Training	By end of week 24	3 hard copies and 1 soft copy
Final Presentation and Documentation	By end of week 26	3 hard copies and 1 soft copy

A detailed description of the required deliverables is provided below:

Table 2 – Content of deliverables

<b>Report</b>	<b>Content</b>
Inception Phase	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Details of the meeting to finalize the scope, objectives, and expectations.</li> <li>• Outline of detailed work plan, methodology and team composition.</li> </ul>
Preliminary Research and Analysis	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• HYDRO's current brand identity, including visual elements, messaging tone, and communication channels</li> <li>• industry best practices, benchmark against successful case studies, and identify emerging trends in water resource and flood management communication</li> </ul>
Stakeholder Identification and Engagement	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Key stakeholders' database</li> <li>• HYDRO's perceived strengths, weaknesses, opportunities, and threats related to communication by key stakeholders</li> </ul>
Messaging and Communication Strategy Development	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Message that aligns with HYDRO's mission, objectives, and key initiatives.</li> <li>• Communication strategy for effective message delivery.</li> <li>• Messaging framework</li> </ul>
Brand Identity Guidelines Development & Information, Education, and Communication (IEC) Material Creation	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Brand Identity Guidelines</li> <li>• Unified and consistent brand image across all communication materials</li> <li>• IEC materials in clear language, engaging visuals, and diverse formats to enhance accessibility and understanding.</li> </ul>
Digital Communications Strategies	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Developed online presence revamp.</li> <li>• Social media presence strategy</li> <li>• Search engine optimization (SEO) techniques</li> </ul>
Monitoring and Evaluation Framework	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• Monitoring and evaluation framework to track the effectiveness of communication strategies</li> </ul>
Capacity Building and Training	This report shall include but not limited to: <ul style="list-style-type: none"> <li>• training sessions details and materials for HYDRO staff</li> </ul>

<b>Report</b>	<b>Content</b>
Final Presentation and Documentation	<p>This report shall include but not limited to:</p> <ul style="list-style-type: none"> <li>• Comprehensive documentation, including guidelines for implementation, maintenance, and future updates.</li> <li>• Comprehensive final report summarizing the entire consultancy assignment.</li> <li>• Record of closeout meeting discussing findings, recommendations, and next steps.</li> </ul>

### **G. ESTIMATED STAFFING LEVELS AND QUALIFICATION AND REQUIREMENTS:**

Key professional staff critical to the performance of the services for both phases are listed in the table below. The total workload for this consultancy assignment is estimated to be 18 man-months.

Table 3 Staff requirements and corresponding workload

<b>Description</b>	<b>Key/Non-Key Staff</b>
Design of Brand Identity Guidelines and Information, Education and Communication (IEC) Materials	Team Leader / Communication Strategist
	Graphic Designer
	Content Writer

The minimum requirements for key staff for the assignment are provided in Table 4 below.

Table 4 Academic qualification and professional experience / requirements of each staff

<b>Key Staff</b>	<b>Academic Qualifications</b>	<b>Minimum years of work experience</b>	<b>Relevant Professional Experience / Requirement</b>
Team Leader / Communication Strategist	Master's degree in Communication, Public Relations, Marketing or a related field.	<ul style="list-style-type: none"> <li>• 10 years</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in managing communication projects, with a focus on water resources and flood management or related fields.</li> <li>• Proven experience in leading diverse teams, stakeholder engagement, and developing communication strategies.</li> <li>• Experience in developing communication strategies for government or environmental organizations.</li> <li>• Familiarity with local and international best practices</li> <li>• Strong leadership, strategic thinking, and excellent communication skills.</li> <li>• Fluency in the English language.</li> </ul>

<b>Key Staff</b>	<b>Academic Qualifications</b>	<b>Minimum years of work experience</b>	<b>Relevant Professional Experience / Requirement</b>
Graphic Designer	Bachelor's degree in Graphic Design or a related field.	<ul style="list-style-type: none"> <li>• 5 years</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in graphic design, with a strong portfolio of showcasing previous work in branding and communication materials.</li> <li>• Proficient in design software, creativity, and the ability to translate concepts into visually appealing materials.</li> <li>• Fluency in the English language.</li> </ul>
Content Writer	Bachelor's or Master's degree in English, Journalism, or a related field.	<ul style="list-style-type: none"> <li>• 5 years</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in content creation for communication projects.</li> <li>• Exceptional writing and editing skills, ability to simplify complex information for diverse audiences.</li> <li>• Ability to convey technical information in an accessible manner and familiarity with water resource and flood management terminologies.</li> <li>• Fluency in the English language.</li> </ul>

## **H. QUALIFICATION AND EXPERIENCE OF THE CONSULTING FIRM**

Core Business: focus in the areas of communication, branding, and design, with a proven track record of successfully delivering projects related to brand identity development, communication strategy, and production of Information, Education, and Communication (IEC) materials.

Years in Business: 10 years in the core business

Relevant Experience: expertise in working with government agencies, environmental organizations, or entities involved in water resource and flood management. Other relevant experience in design or rebrand identities for organizations, preferably in the public sector; expertise in developing comprehensive communication strategies for government agencies or entities with similar objectives to HYDRO; experience in conducting effective stakeholder consultations, engagement, and collaboration; and experience in establishing monitoring and evaluation frameworks for communication projects.

## **I. WORKING ARRANGEMENTS AND LOGISTICS**

The consultancy firm will work closely with the Ghana Hydrological Authority, and regular progress meetings will be scheduled to review and discuss project milestones and deliverables. The firm should ensure effective communication and collaboration with all relevant stakeholders throughout the assignment.

HYDRO will:

a) Ensure timely review of reports submitted by the consultancy firm and facilitate the provision of feedback.

- b) Initiate the consultation and co-operation of other agencies required to provide support to the consultancy firm for realization of the relevant aspects of the assignment.
- c) Provide access to available relevant existing information including communication materials, website accessibility, Ghana Hydrological Authority Act 2022 and other related information.

The Consultancy firm will:

- a) Execute the duties and tasks outlined with due diligence, efficiency and in accordance with the highest standards of professional competence, ethics and integrity.
- b) Be responsible for the collection and analysis of all data and information to assist in the timely completion of the assignment.
- c) Submit reports and plans within the stipulated timeframes stated in the Terms of Reference for review by HYDRO.
- d) Execute the services in accordance with the laws, customs and practices in Ghana and use the appropriate international/regional standards for preparation of technical information.

**Professional and support counterpart personnel to be assigned by the Client to the Consultant's team:**

The Consultant will work closely with the Heads of Hydrology, Drainage, Coastal and Survey, as well as an assigned team of the Authority on day-to-day basis in executing this assignment. The overall project manager for the client in this assignment is the Chief Executive Officer of the Authority.

**Confidentiality:** The Consultancy firm shall not, during the term of this Contract and within 5 years after its expiration, disclose any proprietary or confidential information relating to the Services under this Contract or HYDRO'S business or operations without the prior written consent of HYDRO.

**Ownership of Material:** Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for HYDRO under this Contract shall belong to and remain the property of HYDRO. The consultancy firm will be required to hand over all such materials upon completion of the assignment.

**Payment arrangement: This is a lump sum contract and payment will made at the end of each stage in Table 2 above, following acceptance of the output.**