REQUEST FOR PROPOSALS FOR VOTER EDUCATION PROGRAMME

A. Background

Transparency Maldives (TM) conducted domestic observation for Maldives’ first multi-party presidential, parliamentary and local council elections in October 2008, May 2009 and February 2011, respectively. 19 partner NGOs participated in the domestic observation effort in the three elections. Domestic observation of the presidential elections in October 2008 is TM’s first project since its commencement of work in February 2008.

The 2008-2011 round of elections was widely accepted both locally and internationally as credible and reflecting the will of the voters. There was no evidence of vote rigging in 2008-11 electoral cycle and the polling day activities were conducted generally well. However, there was strong anecdotal evidence that vote buying and patronage were commonplace and expected in order to win elections. The focus group discussions that Transparency Maldives conducted for its Pre-Election Assessment in 2013 suggest that vote buying is a major issue.

In light of this, TM has planned to conduct a voter education program to campaign towards addressing these and similar societal level electoral issues.

B. Objectives

One of the major outputs of the Voter Education Program is a greater understanding and awareness of the importance of democratic elections, responsible voting as provided for by the democratic legal framework, and risks associated with vote buying, clientelism and patronage. The primary objective of the voter education campaigns will therefore be decreasing vote buying, clientelism and patronage and increasing the likelihood that voting is based on issues as opposed to above factors.

In order to achieve this, as wide an audience as possible has to be reached and the above-mentioned issues have to be a) problematized and b) addressed and controlled. More specifically, the key objectives of the voter education campaign will therefore be to:

- Thematize and problematize the persistence of issues such as vote-buying, clientelism and patronage
- Enhance people’s understanding and importance of their participation in the electoral process based on informed choices of policy alternatives
● Build people’s trust in democratic and competitive multiparty political system so that confidence that candidates will deliver on their electoral pledges is enhanced

TM is therefore looking for an interested and qualified party who could develop a coherent and education campaign to achieve the above-mentioned objectives. Specifically the deliverables include working closely with TM towards;

1. Identifying voter-education gaps based on an existing pre-election assessment of the above issues.
2. Developing voter education campaign messages to address those gaps.
3. Developing a strategic and work-plan for conducting the voter education campaign.
4. Orientation of TM staff on the strategic plan, especially on campaign for social media.
5. Develop and design materials consistent with the messages identified and strategies developed.

C. Scope

The proposed voter education has two main components: 1) Campaign focusing on TV, radio, print/online media and social media 2) An outreach program, where Transparency Maldives will travel to communities and conduct voter education campaigning.

D. Duration of the Assignment

All project deliverables must be completed within a period of two months, starting from 25th of April. With initial meetings starting from 22nd April 2013, the consultant after discussions and agreement with TM propose a work-plan for the deliverables.

E. Consultant Profile

● Minimum of 3 years work experience in the field of campaign, desirably advocacy campaign, preferably with experience in elections related issues

● Strong knowledge of traditional and New Media communications and technologies.
F. Reporting

To Transparency Maldives with regular progress updates

G. Proposal submission

Transparency Maldives is requesting interested and qualified parties to submit technical and financial proposals electronically to office@transparencymaldives.org no later than 20 April 2013.