

**FEDERAL GOVERNMENT OF SOMALIA
THE MINISTRY OF COMMUNICATIONS AND TECHNOLOGY**

TERMS OF REFERENCE

**CONSULTANCY SERVICES TO DEVELOP CYBERSECURITY AWARENESS RAISING AND EDUCATIONAL
MATERIAL**

Project: SCALED-UP

Contract type: Consultancy Services (firm or consortium)

Estimated Duration: 6 Months

A. BACKGROUND

The Ministry of Communications and Technology (MoCT)¹ is the lead Federal Government body mandated to formulate national policies, laws, and regulations related to postal services, telecommunications, and information and communications technology (ICT). Its mandate also includes:

- Overseeing sector standards
- Promoting the development and growth of telecommunications infrastructure and ICT
- Protecting the interests of consumers
- Fostering a knowledge-based economy and information society in Somalia

In performing its duties, the MoCT is guided by the Constitution of the Federal Government of Somalia and other relevant laws. The MoCT championed and supported the adoption of a foundational National Communications Law in 2017, which lays the basis for a competitive and enabling legal and regulatory environment for ICT services. However, Somalia still needs more foundational legal frameworks for developing a vibrant digital economy.

In 2019, the MoCT spearheaded the development of Somalia's first National ICT Policy and Strategy for the period 2019-2024, which, among other things, focuses on accelerating the development of Somalia's policy, legal, and regulatory framework regarding the ICT sector and acknowledges the gaps in the existing regulatory and legal frameworks in place. The MoCT oversees the implementation of the National ICT Policy and convenes and chairs a National Coordination Committee (NCC) intended to facilitate this. The NCC also comprises representatives from the Ministries of Planning, Finance, Interior and Federal Affairs, Information, Central Bank, National Communication Agency, and the Office of the Prime Minister. It was established to assist in successfully implementing the ICT Policy, advancing the use of technology for social and economic development.

The MoCT is also a key beneficiary of a World Bank-financed project, the Somalia Capacity Advancement, Livelihoods, and Entrepreneurship through Digital Uplift Project (SCALED-UP). The program seeks to strengthen the government's capacity to support more comprehensive access to digital-enabled services. Ensuring that the legal framework is enabled to support scaling up in digital services is seen as critical.

RATIONALE FOR THE CONSULTANCY

¹See: <https://www.moct.gov.so/eng/>

Despite the encouraging progress made by the Ministry in developing critical legislative and regulatory frameworks for the communication and technology sector, these documents are relatively new and unfamiliar to the public. Most Somalis need more information and understanding of these laws and policies, which hinders their implementation and governance of strategic focus areas within the country. The right to freedom of expression and information is fundamental for fostering an open, democratic society where citizens can actively participate in governance processes and hold their governments accountable. Ensuring the participation of all citizens, especially those marginalized, is crucial for creating a sense of shared ownership in development processes and implementing these laws in the public's best interest.

The media is critical in disseminating relevant and accurate information to the public, including vulnerable groups. Citizens must know their country's legislative, regulatory, and socioeconomic processes and understand how they impact their lives. Media can serve as an effective platform for civic education, allowing citizens to express themselves, access information freely and independently, and contribute to a safe environment. Those conditions, in turn, strengthen government responsiveness and accountability to all citizens, fostering peaceful democratic dialogue and facilitating the expression of diverse opinions on these laws.

Securing public knowledge of these laws and policies ensures their successful implementation. As a key intermediary between the government and the people, the media can inform various stakeholders about the laws' pressing needs, their content, and the citizens' opinions, thereby enhancing government responsiveness.

B. OBJECTIVE

The Ministry is seeking the services of a qualified firm ("Consultant") to design a comprehensive civic education campaign and materials (including banners, scripts, messages, social network posts, and any other relevant material) aimed at i) raising general cybersecurity awareness and ii) raising awareness and knowledge about the foundational legal framework governing the digital economy in Somalia (including three vital pieces of legislation: Somalia Electronic Transactions Law, Somalia Cybercrimes Law, and Somalia Cybersecurity Law).

C. SCOPE OF WORK

The consulting firm ("Consultant") will diligently work with the MoCT to design a comprehensive civic education campaign and develop related materials to raise awareness about cyber-security and disseminate knowledge about the national digital economy's legal framework. This material will be aimed at the general population and tailored target groups, including but not limited to youth, women, small and medium enterprises, the financial sector, as well as lawmakers and policymakers.

More specifically, the Consultant is expected to carry out the following tasks:

Task 1: elaborate a concise report (15p max) on current levels of cyber awareness and knowledge of relevant legal framework:

- Conduct desk research and discussions with the ecosystem's stakeholders to collect relevant information about the current state of cyber-security awareness and knowledge about the legal framework.
- Draft a short report capturing key findings and main areas of improvement and formulate

actionable recommendations to increase awareness and knowledge.

Task 2: Develop cybersecurity awareness-raising materials for the general public and targeted groups:

- Develop material such as banners (3), scripts (3), messages (10), social media posts (10), videos (3), radio spots (2), and any other elements of a campaign for the general population and targeted groups.
- Develop short and digestible cyber-hygiene good practices aimed at general users.
- The firm shall deliver all material both in English and Somali

Task 3: in close cooperation with the MoCT, develop educational material to increase the public knowledge of the legal framework governing the digital economy in the country (including Somalia Electronic Transactions Law, Somalia Cybercrimes Law, and Somalia Cybersecurity Law):

- Develop material such as pamphlets (3), brochures (3), infographics (10), social media posts (10), videos (3), radio spots (2), and any other elements of a campaign for the general population and targeted groups.
- Engage with legal experts from MoCT to ensure the accuracy and relevance of the educational and knowledge material
- The firm will deliver the materials both in English and Somali

Task 4: develop a dissemination plan of the developed material:

- Define a plan to disseminate the developed material with specific indications about roles and responsibilities, target audiences, budget, timelines, etc.
- Define an evaluation framework with clear goals and indicators to monitor the implementation of the civic education campaign and indicators to evaluate its outcomes.

D. EXPECTED DELIVERABLES & SCHEDULE OF COMPLETION

The Consultant is expected to complete the assignment in full within six (6) months and to submit the following deliverables based on the indicative timelines and payment schedule detailed below:

S/No	Milestone/Deliverable	Timeline	Indicative Payment Schedule
D1	Inception Report detailing the assignment delivery approach	Within 1 week of contract signing	10%
D2	Report (15p max) on current levels of cyber awareness and knowledge of the relevant legal framework, as indicated in task 1	Within 4 weeks of contract signing	20%
D3	Cybersecurity Awareness raising material, as indicated in task 2. :	Within 10 weeks of contract signing	20%
D4	Educational material on the digital economy legal framework, as indicated in task 3)	Within 14 weeks of contract signing	25%
D5	Dissemination plan and Evaluation Framework, as indicated in task 4	Within 25 weeks of contract signing	25%
D6	Final report		

E. CONTRACTING, REPORTING AND VALIDATION PROCEDURES

The Consultant will be contracted by the MoCT, which will manage payment and sign off on the deliverable. All deliverables should be submitted to the coordinator. Written deliverables should be submitted electronically in PDF and editable Word format, allowing for comments/edits.

The Consultant is expected to work closely with the assigned focal point at the MoCT, who will be the primary beneficiary of this assignment.

F. CLIENT'S RESPONSIBILITIES

The MoCT shall provide the following to the best of their ability:

- All background data and literature considered relevant for accomplishing or informing the assignment and completing identified tasks at their immediate disposal.
- Access to key officials within the relevant Ministries/Agencies/departments and other relevant official entities, as applicable.
- Facilitate cooperation from other organizations whose activities and programs may be relevant to the assignment.

G. LOCATION

Remote with in-country visits

H. KNOWLEDGE TRANSFER

Knowledge transfer is integral to this assignment and should be reflected in the consultant methodology and technical proposal. Ideally, MoCT should learn how to replicate/update critical elements of the assignment, if needed, in the future.

I. STAKEHOLDER CONSULTATION

The Consultant is expected to consult MoCT and other national stakeholders to deliver the assignment, which should be documented and shared with WB.

J. REQUIRED EXPERIENCE: FIRM & CORE TEAM

The selected **Consulting firm** will need to demonstrate the following:

- Extensive experience with a minimum of 7 years in cyber-security, communication, and multimedia content production.
- A track record of successfully completing at least three (3) similar assignments.
- Experts with solid knowledge and understanding of cybersecurity, data protection, privacy, and knowledge dissemination, including international best practices.
- Experience in media preparation and communication applicable to the field.
- The firm is expected to have capacity to work in Somali language
- Prior experience of working with public sector clients is preferred.
- Experience in a developing country context and demonstrated familiarity with the Somali context is considered an advantage.

The firm shall propose a **core team** comprising a team leader, a communication officer, a specialized media production expert, a multimedia graphic designer, and any additional support staff deemed necessary to deliver the assignment.

The consulting firm must include a staffing plan with names, roles, and CVs for the core project team in the proposal.

Key Position	Experience	Qualifications
(1) Team Leader, or equivalent	Minimum 7 years of experience in cybersecurity and/or awareness campaigns. Experience in 5 similar prior assignments in raising awareness of serious related themes/ topics. Previous experience in networking and collaborating with government institutions.	Master's degree in Computer Science, Cybersecurity, Science/Technology, and/or other relevant fields.
(1) Communication Officer	Minimum 5 years of experience working within the related disciplines with governmental and non-governmental organizations. Experience in 5 similar prior assignments in raising awareness of serious related themes/ topics.	Master's degree in Communication, Media and Journalism, Political science, Law, Public Administration, Business administration, Social science or related fields.
(1) Specialized Media Production Expert	Minimum 5 years of experience working within the related disciplines with governmental and non-governmental organizations. In-depth knowledge and experience in producing media content raising awareness on serious/related topics.	Master's degree in Communication, Media and Journalism, Political science, Law, Social science, or related fields.
(1) Multimedia and Graphic Designer	Minimum 5 years of experience working within the related disciplines with governmental and non-governmental organizations. In-depth knowledge and experience in producing media content raising awareness on serious/related topics.	Bachelor's degree in Communication, Media and Journalism, Political science, Law, Public Administration, Business administration, Social science or related fields.