

## **Global Development Awards Competition Japanese Awards at 20 years**

### **Terms of Reference | Communication Assistant for the Awards**

#### **Background**

The year 2020 marked the 20<sup>th</sup> anniversary of the [Global Development Awards Competition](#) (also known as the Japanese Awards). The Competition is generously funded by the Ministry of Finance, Government of Japan since 2000 and organized by the Global Development Network since its 1<sup>st</sup> edition. In two decades, the Competition has gained visibility and prestige, becoming a standard feature of 19 consecutive GDN's Global Development Conferences. Part of its uniqueness is the combination, in the same competition, of awards for development research and for innovative development implementation projects.

Several initiatives have documented the impact of the Competition along the years. Among these, a recent evaluation describes the positive impact of the Competition on individual trajectories of past winners and the contribution of the Japanese Awards towards promoting research-based evidence and innovative implementation in development.

A consultation of past winners on the sidelines of the 2017 Global Development Conference in New Delhi, India, documented the interest of the community built through the last two decades of awards to connect with likeminded initiatives. At this meeting, it was proposed to create a network of 'excellence' associated with the demand from past winners to 'activate' the pool of expertise represented by past winners into a global network.

Building towards this goal and in coordination with the celebration of the Competition's 20th anniversary, GDN is now working on the design and launch of an interactive platform that will support the visibility and growing impact of the Competition for the years to come, allowing networking and an overlap with other expert communities both locally and globally.

**A high-visibility event in Fall 2021, postponed from 2020 due to the COVID pandemic, will celebrate these 2 decades of collaboration between GDN and Japan on strengthening capacities for development in the global South, and launch the platform.**

## Objective of the assignment

GDN is recruiting a consultant (communications assistant) to steer all activities related to the implementation of the competition's new communication strategy (see Annex 1, *The Japanese Awards at 20 – Setting a new course for communications*), with a specific focus on the visibility of the platform (see Annex 2, *The Japanese Awards at 20 – Competition Network Platform*) and of the fall 2021 event (see Annex 3, *The Japanese Awards at 20 – Anniversary event*) as part of the Awards team at GDN.

The consultant will be expected to physically attend and support the event, planned for November/December 2021.

The key tasks of this assignment are listed below:

- **Before the launch event** (15 days)
  - Desk-review of potential partners (donor organizations and platform that disseminate opportunities to researchers) to be contacted and ideally integrated into the event and platform
  - Creation of digital content based from the "[GDN Impact Report: Global Development Awards Competition](#)" and the [proposal to create a network of 'excellence'](#)
  - Design of a work plan for all digital content
  - Support the design of a communication plan for the event and launch of the platform
  - Creation of online content on the platform and its functionalities, including tutorials
  - Press release and other relevant promotion documentation
- **During the launching event** (tentatively 5 days of the assignment)
  - Creation of high-quality A/V material, including interviews
  - Live coverage of event on social media
  - Support to on-site logistics
- **After the event** (tentatively 5 days of the assignment)
  - Post-processing of all media content from the event
  - Design of materials and templates for continuous promotion beyond the timeline of this assignment

## Finance and budget

A budget of USD 4,000 is available for this assignment with the days indicated for each moment to be discussed and refined. In addition, GDN will cover the costs of airfare, stay and meals for the consultant for the duration of the launching event. The payment plan will be discussed with the successful bidder based on milestones and the working plan agreed.

## **Application Procedure**

Demonstrations of interest should be expressed by sending a full CV and a motivation letter to address the different tasks set detailing past experience on the (remote) support of global events and, ideally, launch of platforms to both email addresses [awards@gdn.int](mailto:awards@gdn.int) and [jcosta@gdn.int](mailto:jcosta@gdn.int) (all communications to be addressed to both emails mandatorily).

## **Reporting**

All reporting will be done to João Costa, Program Associate, through the email addresses [awards@gdn.int](mailto:awards@gdn.int) and [jcosta@gdn.int](mailto:jcosta@gdn.int) (all communications to be addressed to both emails), who will coordinate with the Communication Department of GDN.

## **Eligibility and Selection criteria**

### **Required**

- Excellent knowledge of English (oral and written)
- Excellent presentation & communication/written skills
- Experience on the production of outreach material (online/offline)
- Experience on the production of Audio/Visual material
- Experience on managing social media support and strategies
- Highly computer literate (e.g., Excel, PowerPoint, familiarity with web content management systems)
- Highly skilled and interest of Digital communications InDesign/Photoshop
- Details & service-oriented attitude
- Flexibility, team spirit and positive attitude towards working in multicultural, international setting
- Able to work independently/organizing your own work
- Willingness to travel internationally

### **Desirable**

- A degree in Business Administration, Communication, Marketing or Office Management
- Previous experience developing a communication plan in an international organization
- Experience in Management assistant/Business Communications role preferably in a global environment/company

### **Deadline**

Expressions of Interest must be submitted by **6 PM (Indian Standard Time) on 21 May, 2021.**

## The Japanese Awards at 20 – Setting a new course for communications

The celebration of the 20<sup>th</sup> Anniversary of the Global Awards Competition in 2021, postponed from 2020 due to the COVID pandemic, with the proposed design and launch of the Competition Network Platform described in Annex 2, will support important changes in GDN's communication strategy. These changes relate both to the substance and the means GDN will employ to communicate publicly the impact of the Japanese awards to a broad audience.

**A new emphasis on long-term impact and community.** The new communication strategy centers around the promotion of *awardees*, as a community, as the core legacy of the Global Development Competition and the collaboration between the Government of Japan and GDN. Specifically, GDN will shape a new narrative that frames awardees 'as an impactful network of development champions, spanning research and implementation, that originates in the Global Development Competition and multiplies its impact through its connection to the broader international development community.' Through the proposed platform, GDN will proactively facilitate outward networking. GDN's communications around these efforts will be in addition to current efforts focused on communicating around the transparency and reach of the *competition* itself, the visibility of individual *awards* and their impact.

**A network platform as the catalyst and enabler of the Competition's Comms.** The new strategy will be supported by the proposed Competition's network platform and its functionalities. These are, respectively: a. Visual search of the grantee's location, field and skills & Individual trajectories - open access to up-to-date information about both projects and awardees, including information on work of the awardees after the implementation of the award; b. Tailored community space - dedicated spaces and curated opportunities on the platform for members to identify collaborators and explore collaborations, giving visibility to their own work; c. Scope of users - GDN's brokering of connections between the Japanese Awards community and the broader GDN grantee community, as well as networks and grantee groups that coalesce around likeminded or thematically relevant donors initiatives; and d. Information and Partnerships hub – The platform will gather content from several other sources to centralize opportunities/grants that the community could apply to from a plenitude of donors and create partnerships amongst themselves.

**Enhancing Outreach through Tailored Brokering.** The new Comms strategy adds a new dimension focused on growing actively a community of excellence identified through the awards. GDN will promote the community through all existing channels, focusing on previous impact evaluations of the Japanese Awards and the possibilities opened by member's activity on the platform, which will be incentivized. The communications strategy will target past and current awardees, with the aim of engaging them on the platform past the end of their award, but it will concurrently scan the development landscape for networks, groups and donors that span equally development implementation and research, positioning the platform as a go-to networking space for experts looking for partnership and collaboration. Past grants, and their

## **Annex 1 - The Japanese Awards at 20 – Setting a new course for communications**

impact, become catalyzers of new contacts and collaborations, as opposed to being exclusively an end in themselves.

This strategy will be piloted before, during and after the launch event of the proposed platform, described in Annex 3.

### The Japanese Awards at 20 – Competition Network Platform

The main asset of the Competition are the individuals and organizations identified and supported through the Competition, along with their ideas, their actions, and their impact on development. Building towards this goal, GDN proposes to design and launch, in coordination with the celebration of the Competition's 20th anniversary, a networking platform dedicated to the Japanese Awards.

**Network Platform.** This low-maintenance and user-driven interactive online platform will support the visibility of the Competition through a visual and interactive map featuring all past Awardees. Furthermore, the platform will also serve as a strategic support to the Competition's M&E, easing the tracking and visualization of the Competition's reach and impact over the very long term. The platform will also allow non-Awardees who are part of related and likeminded network to easily identify and interact with competition winners. This initiative will therefore be at once the information hub and networking platform, facilitating peer-to-peer support in development, across development research and implementation.

#### Key functionalities

Visual search of the grantee's location, field and skills - A visual and interactive interface will provide an otherwise complicated understanding of the wide geography and multiple fields covered over the past 20-year time period. The database would be searchable through the visual interface.

Individual trajectories - A backtracking exercise shows the evolution in the profile of each researchers/practitioners till today, on a voluntary but incentivized basis, to highlight the impact and relevance of the competition to individual trajectories. GDN already has the initial information and the rest will be updated by grantees. Success stories will be featured on the platform.

Tailored community space - The platform will feature the possibility to create discussion groups and/or invitation lists based on keywords that would connect past projects, registered organizations, donors, and individuals with key development topics: specific SDGs, climate change, inequality, exclusion, gender, etc. Different levels of access to this feature will have built in incentives for past winners to update their information: the capacity to contact through the platform other members will be linked to the existence of an updated profile for past grantees.

Scope of users – Grantees beyond the competition can join the platform, and GDN will actively broker the use of the platform by related or likeminded networks, while clearly signaling the Competition awardees in the network platform will host. Other donors may be involved as to

## **Annex 2 - The Japanese Awards at 20 – Competition Network Platform**

further widen the usage of the platform and its potential for becoming a collaborative and networking space.

Information and Partnerships hub – The Competition’s network platform will aim to gather information from decentralized information dissemination platforms/websites – e.g., *Idealist*, *CharityVillage* or even *AsianResearchNews* - that share opportunities through a subscription or mandatory individual search. These would then be linked to dedicated elements on our platform and therefore turn into the place for people to connect with each other, create partnerships and be informed of external opportunities. These same partnerships’ feature would like the advertised opportunities with users indicating their interest for them and following up discussions for eventual applications.

## **The Japanese Awards at 20 – Anniversary event**

The 20 years mark calls for an event to celebrate the past and future of the partnership between GDN and the Government of Japan in support of development research and development implementation. GDN proposes to host a 1-day event in Tokyo, in Washington DC or in another venue TBD in the fall of 2021, featuring highlights from the past 2 decades of impact and introducing the network platform as a support to its future development.

**Anniversary event.** The high-visibility event would feature past winners and host a conversation about the impact of competitive awards, culminating with the launch of platform. The Competition's network platform will be at the core of the event, as a new information and network hub for development experts.

**Logistics.** The event would happen along 1 day. The location will likely be Tokyo or Washington, and will be determined in conversation with Japanese counterparts and the World Bank team. The event will sponsor around 14 former grantees of the competition to attend. Additional participants will be from other donor organizations and their respective current (and former) grantees as part of the partnerships we aim to establish and integrate into the platform.

**Format.** The event would count an opening by representatives from the World Bank, Government of Japan and GDN followed with plenary sessions, focused on the *competition* types of grants (Outstanding Research On Development Award; Most Innovative Development Project; and Japanese Social Development Fund Award) with grantees to present an debate the impact each had on their careers. Lastly, the closing panel with the launch of the platform will present the key functionalities of the platform and engage past winners in a discussion on what motivates them to network with one another. The session will also feature donors interested in the platform and networking across different grantee communities. On the sidelines of the panels, dedicated stations will promote the platform, through videos and live tutorials.

**Partnerships.** Active efforts are planned to engage donors with comparable programs in development, who will be solicited to invite some of their past grantees to the event and into the platform. Furthermore, identified information dissemination platforms focused disseminating opportunities for development researchers, will be pursued as to promote the importance and potential of the platform in order to contain, from its very inception, information from multiple sources.

**Promotion strategy.** Before the event, we will set-the-stage with selected information from previous studies on the impact of the competition and requests from grantees. During the event, live coverage will take place on the different sessions taking place through multiple channels. After the event, we will emphasize the impact of this initiative with material taken during the



### **Annex 3 - The Japanese Awards at 20 – Anniversary event**

conference of people using and testifying its relevance of such initiative. The promotion will be then intensified with further testimonials from other donor organizations and their respective grantees. Ultimately, the past winners who will be present and provide live testimonials, after being involved from the start, will be asked to act as ambassadors of this initiative and promoters of the event itself.