

TERMS OF REFERENCE: PASGR 2021 ANNUAL REPORT

Background

The Partnership for African Social and Governance Research (PASGR) is an independent, non-partisan Pan-African not-for-profit organisation established in 2011 and located in Nairobi, Kenya. Currently engaged in over 20 African countries, PASGR works to enhance research excellence in governance and public policy that contributes to the overall wellbeing of women and men. PASGR works in partnership with individual academics and researchers, higher education institutions, research think tanks, civil society organisations, business and policy communities both in the region and internationally. PASGR supports the production and dissemination of policy relevant research; designs and delivers suites of short professional development courses for researchers and policy actors; and facilitates the development of collaborative higher education programmes.

Our vision is ‘a vibrant African social science community addressing the continent’s public policy issues’.

PASGR’s mission of advancing research excellence for governance and public policy in Africa is delivered through three core programmes: Higher Education, Research, and Professional Development & Training.

For more information, please visit our website www.pasgr.org

Overview of the Assignment

Proposed Theme: Enhancing Research and Training Excellence in Africa

This year’s annual report will be informative and entertaining. This publication will be a celebration of PASGR’s 10 years; a big thank you to PASGR’s donors and partners.

Broadly, it should narrate PASGR’s overall performance in 2021, specifically seeking to capture *unique, visionary, innovative, transformative, inspiring* and *unusual* events that happened in the year. To achieve this, the consultant will look at the following key issues:

- PASGR’s role in the context of other research capacity initiatives in the region and the extent to which it is undertaking innovative and unique approaches that distinguish it from other players/actors.
- PASGR’s achievements through the voice of programme staff, past programme beneficiaries and resource persons, specifically seeking to illustrate the impact 2021 activities/initiatives have had at an individual and/or institutional level.
- The operational performance of PASGR’s Secretariat in support of programme activities.

Below is the envisaged information for inclusion in the report which will be provided by programme heads and teams.

What	Description
Strategic objective summary	<p>Word count: 400</p> <p>a) Visioning: What is the big theme/agenda. How does it all come together?</p> <p>b) Planned outcomes and emerging verified results</p> <p>c) Opportunities for partnerships or for interventions</p> <p>d) Proposed photo</p>

Programme's Summary	<p>Showcase PASGR's three Programmes by giving their brief description: To include:</p> <ul style="list-style-type: none"> a) Title of the programme b) Activities during the year c) Budget d) Source of funding i.e which donor e) Strategic objective programme fits into <p>Programme narrative: Word Count: 300</p> <ul style="list-style-type: none"> a) What has been achieved so far; to include emerging verified programme results and impact. b) Any innovative or special action taken to achieve the objective of the programme? c) Mention some of the challenges or lessons learned over the course of the year. Because being transparent is the best way to build your partners especially donors trust.
The impact	Show any additional impact separately in bullet points if possible. They should be measurable in some way e.g. engagements, scholarships, etc with figures.
Beneficiary testimony	<p>Word count: 400 Give a positive interesting story that directly relates to the programmes.</p> <p><i>Key elements in this story: A quote, statistics, a clear before and after scenario, photo of the person interviewed.</i></p>
New Frontiers	<ul style="list-style-type: none"> a) Visioning b) Progress c) Opportunities d) Challenges e) Lessons learnt
Other Content	<p>Word count: 300 PASGR's Board of Directors Committees Administration & Finance Financials</p>
PASGR's big story	Strategic Outlook

Envisioned Table Of Content For Key Output: (This Will Be Re-Defined With The successful bidder)

1. Front Cover
2. Organisation Mission, Vision
3. Chair of Board of Directors Report/Message
4. Executive Director Report/Message
5. Mission
6. Vision
7. Key partner messages or alumni
8. PASGR's Big story
9. Strategic Objectives summary: Highlights of the key achievements; how various projects come together

10. Programme Reports: short description and results by strategic objective.
11. Programme donors
12. List of Board Members
13. Financial Report - Paragraph to explain each element of the financials – abbreviated financial statement, expense pie charts, and expenses over time financial goals, narrative explanation, CPA opinion letter.
14. Misc. – Contact information, URL, donor profile (fill gaps)
15. Key Dates
16. Contacts
17. Back Cover

Audience and Key Messages

PASGR's impact through Higher Education Programme, Professional Development Training and Research & Policy Programme. Showcase innovation in these programmes and impact. PASGR Partnerships and collaborations.

Primary Audience	Secondary Audience
<ul style="list-style-type: none"> • Donors & Global Funders • National governments, ministries, departments and agencies. • Private Sector, think tanks, universities and Civil Society. • National, Regional and International Media. • PASGR's Board • Employees 	<ul style="list-style-type: none"> ○ International Organizations ○ Alumni, scholarship beneficiaries ○ Partner Universities

Design:

- Understated, clean, open and simple.
- Corporate but with a warm, personal, human touch.
- The photographs will reflect PASGR's Programmes and events.
- Graphs should be simple, easy to read, no vertical text. Utilise clean infographics to break complex information.
- The typography and flow of text should be easy to read.
- Prominent headings.
- Color palette used should be consistent with the PASGR's style guide.
- Prominent use of PASGR's logo.
- Appropriate use of infographics.
- Develop an interactive version of the report.

Format:

- Annual Report of approximately 28 pages, UK English including cover pages, page dividers
- Size: A4
- Printed cover in full colour + matt laminated
- Inside pages printed in full colour throughout
- Saddle stitched binding

- Final Size: Width 210.00 mm X Length 297.00 mm
- Paper 1: Art Matt 200g
- Paper 2: Art Matt 135g
- No. of Colours: Full Colour
- Quantity: 100 booklets
- Artworks supplied on soft copy. Provide a compressed version for uploading on website, etc

The PASGR style guide should be used as a guide to the color palette and typography. However, there is flexibility to the design approach which is appropriate.

Timelines:

Activity	Timeline
Contracting and Agency Briefing	4 th April 2022
Agency reverts with concepts and budget and evaluation conducted	11 th April 2022
First draft layout of report	29 th April 2022
Second draft layout of report	13 th May 2022
Final draft layout report approved and print ready artworks developed	25 th May 2022

Deliverable for the Bid

The service provider is requested to submit the following:

1. Technical proposal to display understanding of theme, PASGR’s mission and vision, and bidders experience.
2. Creative concepts (x3), including:
 - a. Cover
 - b. Positioning/highlights section
 - c. Infographics
 - d. Programme implementation spread
3. Budget – Maximum limit US\$10,000

These should be received by 25 March 2022 on the following email bids@pasgr.org. On the subject line kindly indicate “PASGR 2021 Annual Report”.