



## REQUEST FOR PROPOSAL

*Innovative Community Engagement and Outreach Activity under  
the Umbrella of the “Making Mining Valuable” initiative*

### **Background**

The Government of Mongolia and the Government of Australia have partnered for the Australia-Mongolia Extractives Program Phase 2 (AMEP2) to assist Mongolia to sustainably manage its resource-led growth. The end of program outcome of AMEP 2 is to improve the investment environment for the extractives sector in Mongolia. AMEP 2 is working towards this goal by developing partnerships with relevant government ministries and agencies, professional associations, the private sector, and civil society.

AMEP 2 is funded by the Australian Government’s Department of Foreign Affairs and Trade (DFAT) and implemented by Adam Smith International (ASI). The program will be implemented until 31 March 2024.

### **The Making Mining Valuable Initiative**

Mining in Mongolia is most often associated with negative social and environmental impacts, with little reflection on the opportunities and benefits that it may bring to all citizens. It typically raises many issues and local communities regularly identify destructive impacts, including environmental degradation, loss of land, threatened sustainable livelihoods, forced relocation, corruption, and bribery.

The Ministry of Mining and Heavy Industry (MMHI) has identified the need to build stronger collaborative relationships with communities given the rise in the number of mining related grievances and conflicts related to exploration and mining activities. Providing timely information whilst dispelling myths about the current sector narrative is key to ensure all parties involved and impacted understand roles and responsibilities and are given an opportunity to share their concerns and voice their opinions.

Traditional institutional communication, public relations, and marketing outreach have fallen short in engaging and stimulating citizen participation and debate, ultimately challenging the building of public trust and institutional credibility. The MMHI recognizes that to restore trust and credibility newer strategies need to be applied focusing on communications, community outreach and engagement that integrate technology and other innovative methods as applied in other countries such as Australia, Canada and countries in Latin America.

This activity aims to use non-traditional approaches to engage and inform stakeholders and the public. The proposed approaches are considered innovative and community inspired, driven to open-up channels of communication, tell stories and express concerns and opinions. This can take the shape or form of exhibits, use of multimedia platforms and visual arts, as well as other collaborative means and mechanisms to provide and exchange key information. In using new strategies, the MMHI has an opportunity to unlock new relationships with community groups, in particular youth, women, and differently abled persons; groups who typically may have limited access to information or engagement opportunities. The project will work in no more than three soums from the selected aimag.

### **Purpose**

AMEP 2 is responding to the need to build stronger collaborative relationships with communities, especially given the rise in the number of mining related local grievances and conflicts related to exploration and mining activities. We are now inviting professional communications firms to submit a brief proposal and quotation to design and implement *Innovative Community Engagement and Outreach Activity*.

**Scope of work:**

**1) Develop an innovative multi-stakeholder consultation plan:**

At the national level, it is expected that a round of multi-stakeholder consultations will define the parameters of the community engagement and outreach activities and will provide a broader opportunity for participation and inclusion in decision making. The purpose is to share findings from the rapid assessment (which will be conducted by a separate entity), lessons learned from previous engagement and outreach programs, validate findings and solicit feedback, and prioritize strategic engagement and areas of intervention.

At the local level, another set of multi-stakeholder consultations will take place in selected soums. The purpose is to validate the consultations at the national level and ensure that engagement and outreach strategy will reflect local level priorities, needs, challenges, capacity, capabilities and resources. This engagement will also provide opportunity for brainstorming interventions and activities which will inform the community engagement strategy.

**2) Design an innovation-led Community Engagement and Outreach Strategy and Plan:**

Based on data and information collected, the selected entity in coordination with MMHI and AMEP 2 will design a tailored Local Community Engagement and Outreach Strategy and Plan. Such a strategy design will need to take into consideration: target audience, inclusion, and diversity, media /medium use, crafting plain language messages, access to information, mechanisms for trust building and reputational credibility, priorities and incentives, monitoring and evaluation, and sustainability measures.

**3) Development of Communications and Engagement Tools and Materials:**

In line with the Local Community Engagement and Outreach Strategy, design, tailored communications products, tools, videos, graphics, printed materials, and other innovative communications products will be developed. Local community arts competition or other innovative approaches to increasing public awareness of the value of the mining sector may be designed. It is expected that where possible the strategy will build and repurpose previous communications and educational outreach materials and documents created by other organizations /donor programs. This task will also require close collaboration with other activity team members and sub-contractors.

**4) Lead the pilot activity/implementation of the strategy:**

Based on the design and workplan the local Community Engagement and Outreach Strategy will be implemented in the identified soums. In-person engagement with the local communities will be prioritized and the outreach activities will be rolled out. It is envisaged that different types of community events, workshops, competitions and other forms of local level events will be organized during this phase. This task will be implemented in together with other activity team members and sub-contractors.

**Minimum Requirements:**

- Demonstrated ability and experience in the development of either national or local community engagement and outreach strategies, planning, implementation, and analysis, that is inclusive of women, youth, elders, and abled persons.
- Extensive experience in the development and implementation of key communications messages, tools and products or campaigns (national or local level) that address distinct audience needs, as per example “plain language”, hearing and visually impaired, and also consider local cultural contexts and nuances.

- Extensive experience in community engagement, outreach and communications facilitation in the mining sector as related to economic, environmental, social, technical and governance issues
- Experience in the management of multi-stakeholders with diverse interests, and needs and the ability to address through a sustainable means
- Relevant experience in digital and media communications.
- Experience in monitoring and evaluation to ensure that outcomes and identified metrics are achieved and recorded
- Evidence of innovative thinking and leadership.

**Duration:**

It is anticipated that the assignment will take place between October 2022 and June 2023.

**Deliverable:**

1. Multi-stakeholder Consultation Plan at the National and Local Level (in selected soums)
2. Local Community Engagement and Outreach Strategy
3. Communications Tools and Materials in line with the Strategy
4. Pilot Activity Implementation Report including M&E results

**Submission of Proposal**

Please kindly send the proposal to [solongo@amep.mn](mailto:solongo@amep.mn) and [oyunbileg@amep.mn](mailto:oyunbileg@amep.mn) by 14 November 2022 in one PDF file. The proposal should include:

- A brief introduction of the company/entity with a short description of similar assignments undertaken.
- A brief outline of approach and plan that highlights innovative and creative thinking.
- CVs of key proposed technical experts (e.g., Mining Communications Expert, Community Relations Expert, Mining Expert, Video Producer, Graphic Designer and other required experts).
- Estimated cost inclusive of all taxes and fees. Travel related costs will be covered separately by AMEP program.

For more information, please contact P. Oyunbileg, AMEP 2 Partnerships Manager, at [oyunbileg@amep.mn](mailto:oyunbileg@amep.mn).