

Waterproof: Dance for WASH¹ Campaign (East Africa)

Viva con Agua

Scope of Work and Request for proposal for East Africa

Viva Con Agua is looking for **social media agency** to help build awareness and drive the impact of our multi-country 'Dance for WASH' campaign, utilizing social media channels, traditional media relationships, and influencer/celebrity partnerships.

We are looking to work with two agencies, one that has a footprint in East Africa and one that has a footprint in Southern Africa. This scope of work is for East Africa.

About Viva Con Agua

Viva con Agua is a community and network of people and organizations committed to humane access to clean drinking water and basic sanitation using joyful means of arts, music, and sports.

Our Mission is Water for All: All for Water

And we work towards our mission by

- activating individuals and organisations through the universal languages of music, sports, and art, to take part in a process of positive societal change
- inspiring people to get involved creatively and enthusiastically with the global issue of water, sanitation, and hygiene
- engaging in committed and synergy-oriented partnerships, to bring our local supporters together, thereby developing a stable platform with leverage for initiating positive societal change
- implementing WASH projects in various countries around the world that make a positive impact on communities' access to water

Viva con Agua currently has more than 12,000 volunteers around the globe supporting affiliates in Germany, Switzerland, Austria, Uganda, and South Africa. We are also supported by artists, sports men/women, and musicians who contribute their creativity, energy, and passion.

Project Background:

Our newest project, Waterproof, is a "Dance for WASH" is a collaboration with GIZ (The Deutsche Gesellschaft für Internationale Zusammenarbeit) whereby through the medium of dance, we will promote messages for infection prevention control and increased pandemic resilience by encouraging kids (aged 8-18), to wash their hands.

Dance has the power to transform, connect and bring people together. It does so joyfully and playfully as dance is an intricate part of African culture and society. Beyond celebration, dance is easily adapted to different contexts such as learning, communicating, mobilizing, activating, and transforming. Everyone can participate regardless of age, gender, or physical abilities.

We want to create a **movement of joy** that kids want to and have fun participating in.

¹ WASH means Water, Sanitation and Hygiene

This project will be activated in Malawi, Mozambique, South Africa, and Zambia in southern Africa, and Tanzania, Rwanda, and Uganda in eastern Africa. The core Viva Con Agua visual identity and brand identifiers will be used to create all marketing/media collateral. However, where needed, messaging will be contextualized to meet the needs of the market. The VCA team will advise.

A set of dance moves will be created by a partner of the VCA Uganda team, and this will lay the foundation for the dance movement we aim to create in other countries. This may be accompanied by a song that will be created by one of the artists in our VCA network or using an existing popular song, based on local context. (Details to follow).

While dance is the primary medium through which we will activate this campaign, project activities may include the creation of art murals, comic strips, community dance-a-thons, social media dance-offs, etc. (Activities are currently being finalised).

Our target audience:

Children aged 8-18 in Malawi, Mozambique, Rwanda, South Africa, Tanzania, Uganda, and Zambia. Our goal is to reach 500k kids across these countries.

We aim to engage with the younger kids in our target audience, aged 8-13 via in-person, live events as they are typically not yet on social media. These will be conducted via school and community organizations, details to follow. Here we will rely on traditional media coverage to help us amplify the impact of our in-person events.

For our older audience, aged 14-18, we aim to engage with them via social media channels, Instagram, Tik Tok, Facebook, and Snapchat where appropriate in market. Our aim is to use influencers/ celebrities to share the campaign message and specially created dance moves on social media with the view of encouraging their followers to participate in the movement.

Project Objectives East Africa:

- a. Build awareness with our target audience across in Rwanda, Tanzania, and Uganda of the 'Dance for WASH' campaign
- b. Drive behaviour change among our target audience with our Dance for WASH campaign. This can be in person and via social media. [Please note we will need to keep track of our reach and impact so as to be able to share this information with our partners.](#)
- c. Amplify the impact of the 'Dance for WASH' activities by engaging with traditional media outlets, i.e., inviting them to our events, and encouraging their teams to participate in our dance-a-thons.
- d. Amplify the impact of the 'Dance for WASH' activities by creating engaging content for our social media channels (Instagram and TikTok) across the various VCA social media country accounts.

Timing:

This project is set to run for six months, and we aim to launch activities mid-December for a period of three months. (Timing to be advised.) As such, we will need to work with a team that can accommodate our need for quick turnaround times.

Your agency will be responsible for the following:

- Create a social media campaign for each country with the view of driving awareness of and participation in the campaign with our target audience. This includes:
 - Create a creative campaign idea that guides all the activity across the multiple countries and activities in this campaign.
 - Creating a content plan for the duration of the campaign – 6 months.
 - Creating content for the campaign, not only of our live events, but also any content you deem appropriate to reach our goals. The content you produce will need to be engaging, informative, and entertaining. Your role will include filming the content, editing, adding captions, and formatting for the best experience per social media channel. We will expect consistent quality across all content from each country- content will need to be of high quality, suitable for an organisation of our global standing.
 - Engaging with and grooming relevant influencers, celebrities, dance professionals in each country to help us drive impact.
 - Track the performance of the campaign and present back results on a monthly basis to the VCA team of our coverage and reach.
- Engage with traditional media in each country to encourage the coverage of our live in-person events and to participate in the dance competitions. Any existing relationships that can be utilised to this end will be greatly appreciated.
- Project management of the final agreed-upon activities will lie with the VCA Germany in consultation with local teams in project countries.

Please note:

We will be employing an individual project manager to project manage all activity across every country to ensure the smooth implementation of all activity. This individual will work in tandem with your agency to ensure consistent quality across all content

Total Project Budget: 25,000 euro.

Please note there is a separate budget for project management.

In your proposal back to our team, please include the following:

1. Personnel Management: Identify those individuals in your team who will work on our account specifying who will be responsible for different activity tasks.
2. How your agency works: Provide a description of how the agency would go about working on our account on a day-to-day basis.
3. Share two case studies featuring relevant assignments where you can share how you successfully managed a multi-country, social media project.
4. Please indicate the influencers that have you or are currently working with.
5. Budget: How you propose using the allocated budget across content creation and management, media engagement and account management. Please also indicate if this includes funding to influencers.
6. Method of billing for work.

7. References: Provide three client references. At least two must be current clients. Include client name, contact information, and the engagement start and end dates.
8. Company Description: Provide a description of the nature of services you offer, the year in which your company was formed, a list of current clients and past clients.

Questions:

If you have any questions, please send Belinda b.abraham@vivaconagua.org an email and we will set up a quick 15-minute Q&A call post the briefing to answer your questions.

Timing:

Please send proposals, titled: **Waterproof- East Africa'** to b.abraham@vivaconagua.org along with a proposed date to take us through your proposal. Proposals due Monday 14th November 2022.