

TERMS OF REFERENCE
BLACK CLOUD CAMPAIGN
EGYPT: GREATER CAIRO AIR POLLUTION MANAGEMENT AND
CLIMATE CHANGE PROJECT

A- BACKGROUND

The Greater Cairo Air Pollution Management and Climate Change Project (herein “the Project”) aims at reducing air emissions from critical sectors and increase resilience to air pollution in Greater Cairo. The Project aims more specifically at reducing air emissions which is a key step toward the reduction of pollution concentrations and improvement of air quality. The Project will focus on two of the primary sources of air pollution in the Greater Cairo (GC) region (i.e., Cairo, Giza and Qalyoubia Governorates): open burning of solid waste and vehicle emissions; and will include six main components aiming at: (i) enhancing the air quality management framework and decision support system in Egypt; (ii) improving Solid Waste Management services; (iii) reducing air and climate pollutants from vehicle emissions; (iv) furthering stakeholder engagement, awareness and communication; (v) project management and monitoring & evaluation (M&E); (vi) addressing the important issue of unintended emissions of POPs.

Project Components:

- **Component 1: Enhancing the Air Quality Management (AQM) & Response System**

This component will support the enhancement of the Air Quality Management (AQM) decision support system in GC through a strengthened AQM infrastructure (monitoring and analytical), capacity building activities, developing emergency response plans and raising public awareness through information dissemination.

- **Component 2: Support the operationalization of SWM Master Plans in GC**

This component aims to support operationalization of the Governorate SWM master plans, which lay down the full range of necessary actions and investments needed for each governorate to improve solid waste management services in accordance with the specificity of each Governorate. In view of the complexity and magnitude of SWM system in GC, a phased and gradual approach is being proposed to achieve tangible results on the ground. This approach involves providing technical support at the central level such as the Qalyoubia Governorate, the Waste Management Regulatory Authority (WMRA) and the Ministry of Local Development on the technical, financial and project development aspects of solid waste management.

- **Component 3: Vehicle Emission Reduction**

Under this component, the Project will support activities aimed at reducing vehicle emissions from public transport sector. Approximately 100 electric buses and the equipment required to operate and maintain these buses will be procured. The activities will support the Cairo Transport Authority

(CTA), which will operate the electric buses. The Project will upgrade facilities at CTA, including the retrofitting of existing bus depots with electric charging stations, power supply and related safety equipment; training CTA staff such as bus drivers and mechanics on operating and maintaining the new e-equipment.

- **Component 4: Communication & Stakeholders engagement**

This component aims at ensuring that all stakeholders, in an inclusive manner, are actively involved in the design, implementation and monitoring of all Project activities and that the Project is implemented following a full consultative participatory approach that is meant to build a constructive relationship between the stakeholders and the Government of Egypt (GoE). The component is complementary to the comprehensive plan for engaging with stakeholders as part of the environmental and social risk management and the Stakeholders Engagement Plan (SEP).

- **Component 5: Project Management and Monitoring & Evaluation**

This component will support the establishment of Project Coordination Unit (PCU) at the Ministry of Environment (MoE) and four Technical Implementation Units (TIU) for each of the first four components:

2. A Project Coordination Unit (PCU) has been established at the Ministry of Environment (MoE). The PCU ensures that the Project is implemented in accordance with the Legal Agreement signed between the GoE and the World Bank, the Project Appraisal Document (PAD), the Project Implementation Manuals (Project Operational Manual, M&E Manual, etc.).
3. Four Technical Implementation Units (TIUs) have been established to oversee the implementation of Components 1, 2, 3 and 4 in coordination with other relevant agencies. TIU 4 is dedicated to implementing Component 4 on communication and stakeholders' engagement. The PCU is also responsible for implementing Component 5: Project Management and Monitoring & Evaluation.
4. The TIU4 consists of the following core members:
 - a. Communication TIU4 Lead.
 - b. MoE focal point.
 - c. Communication Specialist.
 - d. Egyptian Environmental Affairs Agency (EEAA) focal point.
 - e. WMRA Communication focal point.
 - f. Qalyoubia Communication focal point; and
 - g. CTA Communication focal point.

- **Component 6: Improved E-Waste and HCW management for Reduction of Unintentional Persistent Organic Pollutants (UPOPs)**

This component comprises three sub-components which focus on the country's priority of addressing the important issue of unintended emissions of POPs and to begin to understand how to

address other substances of concern, such as mercury.

Black Cloud Campaign

For decades, Egyptian farmers used to gather rice straw, the most agricultural solid waste available in Egypt, and open burn it in the field as a mean of rapid disposal. The practice of open burning of rice straw causes the formation of the black cloud annually and resulting environmental damage. In addition, it causes health problems related to heart disease, stroke, lung cancer and respiratory diseases.

The open burning of rice straw can bring pollution levels up to ten times the limits set by the World Health Organization and can persist for days or weeks at a time. Vulnerable people (such as children and elderly suffering from respiratory diseases), and others at risk, can also be admitted in hospitals with exacerbated lung infections and asthma attacks at unusually high rates, which in its turn can contribute to cancer and other long-term respiratory health problems.

B- OBJECTIVE OF THE ASSIGNMENT

The Project is seeking to hire a Communication Consulting Firm “the Consultant” to design and implement a comprehensive awareness raising campaign for the population living in Greater Cairo on Black Cloud. The Consultant shall develop a comprehensive Black Cloud awareness campaign, which aims to mobilize and create awareness on air pollution issues among inhabitants in general and in GC in specific, and in particular the vulnerable groups and encourage them to take protective actions.

Through this campaign, people will be alerted in a timely manner, understand options and take protective measures for themselves and those they are caring for. The Consultant shall develop partnerships with media, institutions and relevant stakeholders to amplify the information.

The campaign objectives are:

- 1) Inhabitants in general and in GC in specific, and the vulnerable groups are aware of the effects of Black Cloud, where to obtain information and the period it happens.
- 2) The relevant stakeholders know what their behavior should be in days of Black Cloud and act accordingly.

Target audience: Inhabitants of GC and in particular the vulnerable groups such as people, notably young and elderly citizens suffering from respiratory diseases.

Timeframe: The Black Cloud Awareness Campaign activities would be spread between September 2024 to February 2025.

Feedback from targeted public should be collected at least one month before the campaign and 3/6 months after the end of the campaign, then make a set of recommendations as to what will need to be improved in the upcoming black cloud campaign.

Behavioral insights: The Consultant shall design the awareness raising campaign with a behavioral insights approach. To this end, it shall use research¹, knowledge and practices from other countries, for example the United Kingdom² and other countries as suggested by the Consultant and which can be used as example(s) for Egypt, or toolkits developed by international organizations³ and health programs⁴.

OUTREACH STRATEGY / CHANNELS: Possible channels for the campaign may include social media, specific radio/TV channels/shows; public billboards; use of other (non-media) channels to raise awareness are also encouraged (e.g., schools; health facilities, retirement homes). Field meetings and awareness visits for agricultural associations, farmers, brickyards and foundries, in addition educating Imams of mosques for active participation in the campaign. Communication channels may differ across audiences e.g., general Black Cloud awareness may call for wide distribution via radio, whereas messages targeting vulnerable groups may require more targeted channels. Campaign objectives will govern the whole exercise. Channels and messaging (overarching messages and audience specific messages) will be determined based on a rigorous stakeholder mapping exercise which identifies main audience groups and the suitable messages/channels for each group.

MEDIA CONTENT: a common visual identity must be used in all content of the Black Cloud public awareness campaign and other communications tasks (e.g., standardized taglines, color scheme and logo for all posters, video-content, social-media posts etc.). Use of infographics is required.

C- RESPONSIBILITIES AND TASKS

The Consultant shall:

- 1) Develop the awareness raising campaign plan containing the campaign objectives, outputs, activities and detailed timeline for the period of September 2024 to February 2025.
- 2) Implement the plan.

¹ Riley, R., de Preux, L., Capella, P. et al. How do we effectively communicate air pollution to change public attitudes and behaviours? A review. *Sustain Sci* 16, 2027–2047 (2021). <https://doi.org/10.1007/s11625-021-01038-2>

² Public Health England (2019). Review of interventions to improve outdoor air quality and public health - <https://tinyurl.com/2uhzdmxr>

³ EU urban air quality partnership (2017) Toolkit: Communicating on air quality and health, inspiring practices, challenges and tips. <https://tinyurl.com/3n4ubmrd>

European Environment Agency (2016). *Communication, environment and behavior*

<https://www.eea.europa.eu/publications/communication-environment-and-behaviour/file>

⁴ Example of good practice in communicating about air pollution by the Health and Environment Alliance (HEAL) (2019). *Advocating for clean air: how to communicate the science*. <https://tinyurl.com/3hm6dc89>

- 3) Collect feedback from audience before the campaign and after the completion of activities and make recommendations for the next black cloud campaign based on monitoring and feedback.

Indicative activities

The following is the indicative list of activities for awareness and action components that may be organized during the Campaign:

- "Launching an intensive media campaign on various social media platforms and producing an awareness broadcast about the risks of the black cloud, utilizing an influencer on social media platforms."
- Facilitation of an agreement between the Project / MoE with mobile applications to provide alert information to the population.
- "Partnering with mobile companies to send short text messages during the black cloud period, including two types of messages:
 - the first to raise awareness about the risks of the black cloud, and the second to report any burning rice straw."
- Partnerships with educational and health institutions to raise awareness, provide information and prepare these vulnerable groups in case of Black Cloud.
- on ground awareness campaign Insightful workshops, public meetings and /or exhibitions related to Black Cloud.
- "Launching a radio campaign on Greater Cairo Radio and FM."
- Information and dissemination of the educational and informative briefs, through prints, pamphlets, leaflets, brochures; online, outdoor, any other media channels.
- Black Cloud Competitions, Quiz ; Essayes, etc.
- Schools and health facilities campaign: How to protect oneself.
- Outreach: a toolkit consisting of flip-charts and posters, flash cards, caps, T-shirts, mobile-phone covers, bags, stickers, etc.
- Others as proposed.

D- CONTRACT DURATION AND DELIVERABLES

The total duration of the contract is one year starting from June 2024 to June 2025.

The Consultant is expected to deliver the following outputs according to the following schedule:

Output	Timeframe	Payment Schedule
Inception report	Two weeks after the signature of the contract.	5%
Campaign detailed concept with detailed activities, planning	Four weeks after signature of the	5%

Output	Timeframe	Payment Schedule
within the allocated budget	contract.	
Collect feedback from the target audience before starting the campaign.	Two weeks after the submission of the accepted campaign concept.	5%
Implement the campaign	From September 2024 to February 2025.	40%
Monthly reports to be submitted during the campaign duration.	October 5 th , November 5 th , December 5 th , January 5 th , February 5 th , and March 5 th .	5% (against all the monthly reports).
Collect Feedback from targeted public after the completion of the campaign.	3 months after the completion of the campaign.	10%
Final report with revised/updated material (as needed and based on the evaluation above).	June 2025.	30%

E- REPORTING AND MANAGERMENTS

The Consultant will work under the supervision of and report to the Head of the TIU for Component 4, the Project Coordinator, or his designee.

Contract management and other administrative responsibilities are overseen by the Project Coordinator of the Greater Cairo Air Pollution Management and Climate Change Project, or his designee.

F- QUALIFICATION OF CONSULTANTS

The Consultant shall have at least 7 years of professional experience in the same field and completed at least three similar Communication Strategy Programs and Plans or at least five studies, which included communication and outreach for a large-scale development project.

The Consultant Team must include the following key expertise:

1. Project Manager and Public Relations Expert: 15 years of experience
2. Branding and Public Relations Specialist: 5-10 years
3. Behavioral scientist: 5-10 years
4. Graphic Designer: 5-10 years

5. Community engagement specialist: 5-10 years
6. Part-time Expert in the relevant campaign fields 10-15 years.