



**Global
Partnership**
for Sustainable
Development Data

Request for Proposals

Communications Strategy (Colombia), Make Inclusive Data the Norm

Consultancy

Deadline: July 11, 2025

Global Partnership for Sustainable Development Data

To : Offerors

From : Global Partnership for Sustainable Development Data /
United Nations Foundation

Subject : Colombia Communications Strategy Consultant on discrimination, Make
Inclusive Data the Norm Project

RFP Issue Date : June 24, 2025

RFP Closing Date : July 11, 2025

RFP Closing Time : 17:00 hours U.S. Eastern Time

Performance Period : Approximately 5 months

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking to engage a consultant to design, develop, and support the implementation of a communications strategy for disseminating and promoting the participation of Colombian citizens in data collection on discrimination issues through a web-based application. The Global Partnership invites qualified individuals and organizations (“Offerors”) to submit a proposal for the requested services. The contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate the Global Partnership / United Nations Foundation (UNF) to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership / UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and consultants.

Section 1: Background and purpose

Background: United Nations Foundation

The United Nations Foundation (UNF) links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. UNF hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit www.unfoundation.org.

Background: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data (Global Partnership) is a dynamic global network of governments, UN agencies, private companies and civil society organizations. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit www.data4sdgs.org.

Background: Make Inclusive Data the Norm

Inclusive data remains central to the "Leave No One Behind" agenda and has become a priority in recent years. For governments to truly achieve their commitment to leave no one behind, marginalized or underrepresented people must be safely included and represented in the data and data processes used to design and monitor development policies. This is relevant for both policymakers and citizens, based on the idea that improved data can enable more effective advocacy processes in different areas.

We urgently need data that reflects the realities of all people's lives—especially the poor, marginalized, vulnerable, or underrepresented—and that does so with their consent and participation. There are three concrete opportunities for governments to champion the "leave no one behind" agenda:

1. **Prioritize data disaggregation and intersectionality:** Governments need sufficient disaggregated data to understand the situation of different population subgroups and target policies and resources to those most in need. Governments also need to increase their knowledge of the application of intersectional approaches, which will allow them to better understand how different situations of people intersect to further marginalize them.
2. **Greater participation in data processes:** There are increasing opportunities to use citizen-generated data (data that people or their organizations produce to directly monitor and drive change on issues that affect them) to complement official data sources and help shape policies that respond to community needs.
3. **Data advocacy and inclusive policy:** Data collection and processing should not be a one-sided and extractive process. When a government agency manages to produce highly disaggregated data, it should strive to enable different stakeholders (citizens, NGOs, businesses) to use this data to advocate for their interests, enabling an informed decision-making process within the agency. This process should also motivate the development of inclusive policies that represent a diverse range of experiences and perspectives.

Governments around the world have made great progress in seizing the opportunities of the "leave no one behind" agenda to strengthen their data systems and make them more inclusive. However, governments continue to face similar challenges in strengthening their data systems. Different countries have many lessons and experiences to share.

Over the course of 2024 and 2025, the Global Partnership, in collaboration with the Colombian Presidential Agency for International Cooperation (APC-Colombia), has worked with, and continues to work with, government and civil society actors in Colombia, Ghana, and Kenya, led by the National Statistical Offices (NSOs). The overall project, "[Make Inclusive Data the Norm: a South-to-South learning project between Colombia, Ghana and Kenya](#)" aims to enable the three countries to learn from each other's experiences and challenges in advancing inclusive data, which is essential to achieving the "leave no one behind" agenda and the Sustainable Development Goals (SDGs). The project will enable the three countries to enrich their knowledge resources and toolkits on inclusive data systems and increase the effectiveness of urgent development policymaking and implementation.

The National Administrative Department of Statistics (DANE) of Colombia is one of the proponents of the Inclusive Data Charter (IDC) and has developed guidelines for adopting intersectional and differential approaches to data in the national statistical system. Colombia seeks to promote and transfer its experience to other NSOs on the implementation of good practices for measuring differential and intersectional

approaches. Furthermore, they are interested in learning about Citizen-Generated Data and expanding their leadership beyond their current work in the IDC toward inclusive data practices.

The Kenya National Bureau of Statistics (KNBS) has strengthened disability data as a champion of the IDC, but has also developed criteria for the institutionalization of Citizen Generated Data. Kenya aims to create coherence between its work on gender and disability data, including by deepening its intersectional approach. The country also aims to remain a leader in championing Citizen Generated Data.

The Ghana Statistical Institute (GSS) has made significant progress in establishing a Citizen Generated Data framework and in the practical use of a technological approach to address data gaps in monitoring progress toward the SDGs. Examples include specific initiatives on gender-based violence, waste management, marine debris data, and public service satisfaction surveys using mobile technologies. The GSS has also championed statistics through various approaches across various sectors in the country.

The three countries have also contributed their knowledge and experience over the years to the [Copenhagen Framework for Data Citizens](#), a framework that can help conceptualize and address the different ways citizens can play a role in data, and support the formulation of action points for the community to move forward. The Copenhagen Framework is led by the United Nations Statistics Division under the [Collaboration on Citizen Data](#).

Section 2: Scope of services and qualifications

The consultant selected for this work will design, develop, and support the implementation of a communications strategy for the dissemination and the promotion of Colombia's citizen participation in the collection of data on discrimination through web applications, involving various civil society actors (the "Project"). The communications strategy will ensure that the Project is widely known and understood by people over 18 years of age, encouraging citizen participation in the data collection phase.

The main objectives of this consultancy are to:

1. Raise awareness about the importance of collecting data on discrimination, which will enable progress in measuring SDG indicator 16.b.1 regarding the proportion of population reporting having personally felt discriminated against or harassed in the previous 12 months on the basis of a ground of discrimination prohibited under international human rights law.
2. Maximize the Project's reach and impact including to improve national (Colombia) and regional reach, visibility, and public trust in the web application.
3. Generate support and collaboration around the Project
4. Continuously evaluate communication activities using feedback and data from Colombian users and stakeholders to ensure inclusive and effective engagement.

Under the supervision of the Global Partnership's Senior Program Manager and in collaboration with the in-country focal points, the selected provider will be responsible for the activities and deliverables of this consultancy listed below (which will be further detailed during the onboarding phase):

1. Design a comprehensive communications strategy that will maximize the Project's reach, which includes:
 1. Identifying key audiences across demographic and geographic lines, core messages in Spanish, and the most effective national and regional channels (including traditional and digital media, such as radio, WhatsApp, local influencers, community-based organizations, online channels, and/or social media), ensuring that the proposal is aligned with the Project's objectives and DANE's institutional guidelines.
 2. A coherent and compelling narrative that resonates with the informational needs of civil society organizations and other government actors to raise awareness about the importance of collecting data on discrimination,

3. Details that ensure communications content incorporates clear, inclusive, consistent, persuasive, and accessible language and is disseminated to the general public in accordance with the institutional image and content construction guidelines of DANE, considering different media, levels and skills in digital literacy, and the different types of disabilities among the population.
2. Draft a report on the estimated costs and partnership recommendations for implementing proposed options for the dissemination of the web application.
3. Provide implementation support for the communications strategy as requested by the Global Partnership and the country's focal points through the production and dissemination of communications content such as articles, newsletters, social media posts, and graphic and audiovisual resources, and adapting the content to different audiences and platforms.
4. Establishing and maintaining strategic engagement and coordination with key stakeholders, including the media, social organizations, government entities, community groups, unions, groups representing target populations, and other interest groups, to strengthen support for the Project as well as the Project's reach and legitimacy, taking into account the guidelines for citizen participation, institutional coordination, and collaborative work promoted by the Government of Colombia.
5. Promote citizen participation in data collection through awareness-raising campaigns, which will be developed as part of the overall communications strategy, that communicate the importance of reporting discrimination through the web application. The campaigns should be in Spanish using formats suited for rural, low-literacy, or digitally disconnected audiences.
6. Monitor media coverage and public response to the Project, evaluating audience behavior in response to communications activities and identifying opportunities for improvement through the analysis of quantitative and qualitative data.
7. Prepare regular progress reports evaluating communications impacts of the Project communications strategy and campaigns, including results obtained, reach and engagement metrics, media coverage, analysis of audience feedback, as well as recommendations for adjustments to the strategy and implementation of those adjustments.

Planned deliverables:

(The Global Partnership team will review and approve the expected deliverables to ensure the consultancy clearly meets the project's needs.)

First month:

- Work plan schedule with activities, timelines, responsible parties, and products (expected to be completed during the first week of the consultancy).
- Media and stakeholder relations management plan.

Second month:

- Communications Strategy Document, including the identification and segmentation of types of discrimination and key audiences.
- First round of requested communications dissemination products, including any requested articles, newsletters, social media posts, graphic and audiovisual resources for awareness campaigns, and other designed and produced content.

Third month:

- Report with estimated costs and partnership recommendations for implementing the proposed options for the dissemination of the developed web application.

Fourth month:

- Second round of requested communications dissemination products, including any requested articles, newsletters, social media posts, graphic and audiovisual resources for awareness campaigns, and other designed and produced content.
- Communications Strategy Document, updated with the final cost estimation, partnership feasibility, and feedback provided from stakeholders.

Fifth month:

- Communications Impact Report containing:
 - An evaluation of the impact of communication activities.
 - An analysis of key metrics with reach and engagement results.
 - A report on media coverage and public response, and the impact of communication activities on the coverage and responses.

Desirable experience/qualifications

(If a consulting firm or organization is bidding, the Global Partnership would look for these qualifications from the lead individual and others likely to be significantly engaged in the work.)

- Experience in planning and developing participatory and digital communication strategies, focusing on community work and audiovisual production.
- Training and at least a postgraduate degree in social communication, journalism, public relations, social work, advertising, marketing, and related fields.
- At least five (5) years with demonstrable experience in similar roles, preferably in social or human rights projects and community work.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Knowledge of digital communication tools and platforms.
- Experience in media relations management.
- Experience in designing communication pieces.
- Located in or near Bogotá and be available in person, as part of the strategy implementation.
- Demonstrated ability to produce creative communications in Spanish and design inclusive campaigns tailored to diverse Colombian audiences.

Section 3: Proposal Preparation Instructions

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. The font used should be easy to read and generally no smaller than 11 points. (Smaller font can be used for short footnotes.) Proposals must be submitted in **English or Spanish**.

1. Technical Proposal, no more than 2 pages, to include:

- a. The primary contact person for the Offeror: the individual's name, address, phone number and email address.
- b. A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.
- c. A summary of the Offeror's understanding of the scope of services, along with a positive commitment to perform the work in a timely manner.
- d. A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP, and years of relevant experience.

2. Resume or CV of Key Personnel

3. List of References

The Offeror must include a list of three references, including phone number, e-mail address and a short description of work done for the referee.

4. Cost Requirements

The Offeror should include a budget for the services described above. All prices must be quoted in **U.S. dollars**. The Offeror should include any applicable, specific rates as related to the services described above, such as deliverables-based rates, hourly rates, daily rates, or specific service rates.

The Global Partnership has a strict budget cap for this work of US \$7,500.00.

Proposal submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: **proposals@data4sdgs.org**. Be sure to include in the subject line: Colombia Communications Strategy Consultant, Make Inclusive Data the Norm Project. The Global Partnership / UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

Section 4: Selection

The Global Partnership will review candidates with the goal of selecting one or more consultant(s) which is / are most advantageous to the Global Partnership, based on the qualifications listed above, as demonstrated by the resume or CV, cover letter, and additional material, if applicable. The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

Section 5: RFP Conditions

The Global Partnership / UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a Service Agreement on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one Service Agreement.

Nothing in this RFP is, or should be relied on by an Offeror as, a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies

to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than **120** days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

Section 6: Terms of payment

Payment terms for the Services Agreement shall be on a deliverables basis and will be made following the submission of deliverables. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of deliverables (if applicable), at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or bank wire. The final payment terms in the Service Agreement will control, not this RFP. No advanced payment will be made.