



# REQUEST FOR PROPOSAL

Provision of Consultancy Services for Advocacy and  
Lobbying for PRSK IPRAC Bill 2022

March 2022



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# Request for Proposals

## Provision of Consultancy Services for Advocacy and Lobbying for PRSK's Institute of Public Relations and Communications (IPRAC)

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### 1. INTRODUCTION

The Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya with an overriding purpose to promote excellence performance in the practice. PRSK was established in 1971 and is registered under the Society's Act and governed by a Constitution. It is the only professional body for Public Relations and Communication practitioners in Kenya.

PRSK has over 3,000 registered members drawn from: Government Ministries & Parastatals, State Corporations, Private Companies, Corporates, Small and Medium Enterprises.

Though Kenya has a vibrant PRCM industry, it lacks a legal framework to regulate the manner in which professionals conduct their practice. The country lacks mechanisms to enforce the code of conduct for the PRCM practitioners as well as standards for their training. Together with the lack of a coherent understanding of the PR and Communication practice, the industry has been subjected to manipulation, resulting in negative perceptions that have injured the profession. It also poses a challenge to implement article 35 of the Constitution of Kenya 2010 and the access to information act, 2016 in a manner that embraces national values and principles of governance as provided under article 10 of the Constitution.

Professional standards in the country are vested in the Public Relations Society of Kenya (PRSK), a body corporate established and registered under Chapter 108 of the Societies Act. However, the Society lacks the legal instrument to enable it enforce professional ethics and standards in the practice of public relations and communication in the country. The Society intends to transform into an Institute of Public Relations and Communications (IPRAC) under an Act of Parliament as an instrument to professionalize and regulate the Public Relations and Communication practice in Kenya.

Regulation of the Public Relations and Communication profession will have a far-reaching impact on the way that the profession is practiced. Establishment of the law will regulate the sector and guide the operations of professionals and also instill professional ethics and discipline.

### 2. SCOPE OF WORK

PRSK is seeking to engage a Consultancy Firm to facilitate lobbying and advocacy for the proposed Institute of Public Relations and Communication Management (IPRAC) Draft Bill with a view to ensuring that the proposed legislation is passed as law.



The scope of work includes the following:

- a) Develop an advocacy and lobbying strategy to be used to secure support of parliamentarians in support of the Bill.
- b) Present a detailed workplan and roadmap to be used by the Society and consultant to deliver the IPRAC Bill,
- c) Execute the approved advocacy and lobbying roadmap by PRSK Council.
- d) Organize sensitization and advocacy meetings on the IPRAC draft Bill with various stakeholders in Government and Parliament including:
  - Members of Parliament
  - Select Committees of the National Assembly
  - Select leaders
  - The Speaker of the National and County Assembly
  - Ministry of ICT
- e) Support the revision and finalization of the Bill in line with recommendations made in the National Assembly and Senate.
- f) Ensure the proposed legislation is passed into Law.

### **Objectives**

- i. Stakeholder engagement and relationship building.
- ii. Develop the advocacy and lobbying plan and budget for approval by PRSK.
- iii. Facilitate lobbying and advocacy process for the proposed Institute of Public Relations and Communication Management (IPRAC) Draft Bill.
- iv. Support finalization of the Bill by the CII and National Assembly.
- v. Ensure that the proposed legislation is passed into law.

### **3. DELIVERABLES**

The consultant will have the following responsibilities:

- i. Final draft of the advocacy strategy and action plan
- ii. Sensitization meetings report.
- iii. Final IPRAC Bill.
- iv. IPRAC Draft Bill Passed into Law
- v. Assignment completion report

### **4. DURATION OF ASSIGNMENT**

Six months, effective from the date of contract signing. The assignment is scheduled to commence in March 2022.

### **5. PROPOSALS**

The proposal will be divided into two parts and should be submitted in two separate folders i.e. technical and financial. The technical part of the proposal should not exceed 10 pages and should contain the following:

#### **1) Technical Proposal**

- Demonstrated understanding of the terms of reference outlined by PRSK.
- Detailed methodology of the assignment.



- Detailed workplan with a Monitoring and Evaluation plan (including dates for submission of first draft, meetings and completion of the final report).
- Demonstrated capacity and experience to undertake the assignment.
- Applicants must include at least three references of similar assignments they have successfully undertaken in the last five years.
- CVs of the team leader and key members of the team which reflect relevant experience for advocacy and lobbying.

## **2) Financial proposal**

The financial proposal should clearly identify, itemize summary all costs for the assignment with detail breakdown. The budget should contain all applicable taxes. The consultant/consulting firm is expected to provide a justified budget, which is consistent with technical proposal. The final budget will be shared with the Executive Committee for approval before execution.

Interested individuals and/or firms to submit proposals on or before **14<sup>th</sup> March, 2022**.

## **6. TERMINATION AND WITHDRAWAL**

During the contract period, either party may terminate the contract by giving written notice. PRSK also reserves the right to unilaterally terminate the contract if the consultant/firm fails to effectively undertake the assignment.

Any communication relating to this call for proposal or any other related issues should be addressed directly to the under signed.

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