



Puntland Youth and Social Development Association (PSA)

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Terms of Reference (TOR) Provision of Radio Services

Project Title: Joint Puntland and Galmudug Peace Initiative

About PSA

Puntland Youth and Social Development Association (PSA) is a non-profit organization established in 2002, dedicated to promoting social-related activities and peacebuilding initiatives in Puntland, Somalia. PSA focuses on safeguarding vulnerable populations, advocating for human rights, and facilitating community-driven peace processes. Through partnerships with local communities, government agencies, and international organizations, PSA has played a pivotal role in fostering stability, resolving conflicts, and enhancing governance in the region. Its programs prioritize inclusivity, conflict sensitivity, and sustainable development to create a peaceful and secure environment in Puntland.

Project Background

PSA, along with its consortium partners is implementing the SSF III project in the border region between Puntland and Galmudug, an area that has historically experienced inter-communal and inter-state conflicts but is now witnessing a sustained ceasefire and increased cross-border cooperation. SSF III aims to build on this progress by supporting inclusive political agreements, addressing grievances, promoting democratic processes, strengthening local governance, and enhancing accountability between citizens and the state. The project is engaging key stakeholders including the existing peace committees as well as the government in broader peace-building efforts to reinforce conflict resolution mechanisms and ensure their effectiveness in sustaining peace and stability.

The project is tackling several critical challenges, including recurrent inter-communal conflicts that threaten political settlements, the vulnerability of peace processes due to political divisions and external pressures, and competition over resources exacerbated by climate change. Additionally, SSF III is working to enhance early warning systems and dispute resolution mechanisms, particularly along the Puntland-Galmudug border.

Therefore, in order to address this gap and effectively contribute to addressing the root causes of the conflict, PSA would like to contract The selected radio to provide a platform for the consortium to engage the community in peacebuilding and peaceful co-existence through talk-shows, airing of informative messages on peace and creating awareness on the peace processes within Mudug.

Advocacy through radio engagement will provide the platform to raise awareness and engage with different stakeholders including grass root community members.

Objectives of the contract

The main aim of this contract is to use radio to deliver accurate information, foster understanding, raise awareness, and educate communities about conflict resolution and peace-building in addressing root causes of conflict, foster understanding between groups, and empower marginalized communities to participate in peace processes.

Specific Objectives

- Initiate and promote dialogue between conflicting parties, allowing for open discussion and the exploration of potential solutions.
- Educate communities about the root causes of conflict, the importance of peace-building, and the role of individuals in maintaining peace.
- Foster social cohesion by promoting understanding and respect between different groups. This will help create a more inclusive and peaceful society.
- Address conflict-related issues, such as climate change and its impact on peace, by amplifying the voices of local peace-builders and experts. This will help build community resilience and support conflict transformation.
- Provide a platform to raise awareness on how to develop local mechanisms for non-violent ways of handling conflicts.
- Provide an avenue for reporting tensions and alarming situation to relevant institutions including the government.

Scope of work: It is expected that the selected radio will undertake the following tasks:

1. Produce radio messaging for the peace initiatives and broadcast
2. Produce 120 peace messages per month on peacebuilding, conflict resolution, and peaceful co-existence topics and play each 4 times per day during its duration.
3. Provide coverage of events to enable wider dissemination and outreach on a need basis upon communication to the selected radio of the said events.

Expected Outputs/ Deliverables:

The following deliverables are expected from this assignment for the duration of the contract:

- Produce radio message to define the consortium led peace messages
- Peace messages played 120 times per month (4 times per day for 30 days)
- Monthly report of the radio engagement indicating the number of broadcasts
- Final radio engagement report at the end of contract submitted to PSA.

Schedule:

It is expected that the contract will be effective for 4 months from the start date with the following tasks as outlined in the following schedule. The timing of the tasks shall be agreed with the selected radio based on their current running schedules of programs.

Task	Month	By End of Contract
1 Production of peace messages	1 Message	4 Messages
2 Airing/playing of peace messages	120 times (4 times per day for 30 days)	480 times

Budget

The estimated budget for the assignment should include all costs required to render the requested service per month. PSA will make monthly payments based on receipt of monthly report from the selected radio.

Lines of Communication

The selected radio will report to PSA Project Manager.

Protection of beneficiaries and other programmed participants

PSA has a Safeguarding Framework that includes Staff Code of Conduct and a Child Protection Policy which have been developed to ensure the maximum protection of programme participants and to clarify the responsibilities of staff, consultants, visitors to the programme and partner organization, and the standards of behavior expected of them. In this regard, it is the responsibility of the selected radio to demonstrate commitment to strictly adhere to Code of Conduct and Child Protection Policy. The selected radio has the responsibility to ensure that any persons hired, used or consulted during the process are made familiar with the policies and commit to abide by them during execution of this work. Any firm offered a contract will be expected to sign Code of Conduct and Child Protection Policy as an appendix to their contract. By doing so, candidates/firms acknowledge that they have understood the contents of policies and agree to conduct themselves in accordance with the provisions of these two documents.

Selection Criteria

The Technical and Financial Proposals will account for 70% and 30% respectively of the selection criteria, broken down as follows:

Criteria	Score
Budget	30%
Technical proposal:	
Experience related to the task	25%
Experience in producing advertisements related to disability issues	25%
Technical Proposal	20%
Total	100%

How to Apply

The selected radio should submit Technical and Financial proposal to PSA through [Procurement @psasomalia.org](mailto:Procurement@psasomalia.org) or deliver hard copy to the HQ office in Bosaso behind UNHCR office before **16th May 2025**.

In your submission, include the subject 'Provision of Radio Services'. The contract is expected to start in **May 2025** and last for 4 months from the start date.