

**TERMS OF REFERENCE:
ADVOCACY, RESOURCE MOBILIZATION AND COMMUNICATIONS
PARTNER COMMITTEE (ARCPC)**

December 2024¹

¹ As approved by the RBM Partnership Board on 5 December 2024 (RBM/B32/2024/DP07).

1 Purpose

- 1.1. The RBM Partner Committees (PCs) are intended to formalize, consolidate and amplify the Partnership priorities of advocacy, resource mobilisation, and country/regional support. The work of these Partner Committees is expected to align with the global, regional and national priorities as well as with the RBM Partnership Strategy, Annual Budget and Work Plans.
- 1.2. The Advocacy, Resource Mobilization and Communications Partner Committee (ARCPC) aims to provide a platform through which to increase political will and domestic and international financial commitment for a malaria free world. Specifically, the ARCPC will:
 - 1.2.1. identify resource gaps in the global fight against malaria and seek measures to address these;
 - 1.2.2. coordinate broader Partnership advocacy and communications activities, including multi-sectoral outreach; and
 - 1.2.3. provide a platform for partners to work together and join resources on strategic advocacy and communications activities to elevate malaria on the global agenda, build momentum and influence leaders.

2 Areas of Focus

- 2.1 **Convene Partners engaged in malaria advocacy and communications and resource mobilization** to ensure effective coordination and leveraging of assets across the Partnership to address related opportunities and needs at global, regional and country levels.
- 2.2 **Coordinate the implementation of advocacy, communications, and resource mobilization strategies**, aligned to the RBM Partnership Strategy (and other relevant global malaria initiatives).
- 2.3 **Design and implement the ARCPC workplan** including activities and tools that can be used by all partners.
- 2.4 **Co-design, produce and share communications and advocacy assets** for partners to use for harmonized and aligned messaging and branding around malaria campaigns.
- 2.5 Work closely with the key malaria funders and partners, and the Country and Regional Support Partner Committee, to **facilitate estimation of the resources needed for a malaria free world** (by country, sub-region and region) to support resource mobilization efforts for the immediate and longer-terms.
- 2.6 Informed by the resource need estimation, **create or leverage resource mobilization tools and messaging to address identified funding shortfalls** to assist the Partnership Board, CEO and Partners to communicate and advocate for greater resource mobilization. This would for example include joint messaging for Global Fund and Gavi replenishments and other

areas impacting malaria such as climate change, pandemic preparedness, health systems strengthening and neglected tropical diseases.

- 2.7 **Engage relevant stakeholders with a view to increasing domestic funding for malaria programs**, supporting sustainable resource mobilization at the endemic-country level. In this endeavour the ARCPC will coordinate with the CRSPC to leverage skills in the most effective manner depending on setting and respective capacities.
- 2.8 **Prioritize responses to mitigate predicted and more imminent funding shortfalls** through the identification of resource mobilisation opportunities.
- 2.9 **Work closely with specific groups/constituencies to ensure their voices are represented** throughout the ARCPC work.
- 2.10 **Perform regular evaluations of the ARCPC focus areas, workstreams and initiatives**, based on the RBM Partnership Impact Evaluation Framework, to allow for ongoing monitoring and adjustments and improvements to strategies /campaigns.
- 2.11 **Leverage existing data sets, publications and research**, among other tools, to develop key advocacy, communication and resource mobilisation collaterals, including case studies and success stories.

3 Process for Partner contracting

- 3.1 To implement its Board-approved workplan, the ARCPC may engage with RBM Partners or independent consultants to take forward specific activities within its workplan. Decision-making processes in this regard are governed by the relevant policies and procedures of UNOPS as the host agency, and will largely consist of the following steps:
 - 3.1.1 When an activity is identified as requiring contracted support, the RBM Secretariat, prepares a terms of reference (or other relevant contracting requirement as appropriate) describing the required service, timeline and deliverables, including the required skills or profile of the prospective provider. This is shared with the PC Co-chairs for validation.
 - 3.1.2 Once validated by the PC Co-chairs and PC Managers, the TOR (or other contracting requirement) is processed by the Secretariat in accordance with the applicable UNOPS processes. This may include dissemination to ensure potential and qualified providers of the services are notified of the opportunity to submit a quote/proposal within a set timeframe for submission and with the aim of securing the best value for money for the RBM Partnership via fair and transparent competitive processes.

- 3.1.3 Once the quotes/proposals are received by the Secretariat, and in accordance with the relevant policies and procedures, the Secretariat will prepare a list of qualified providers with clear recommendations made to the PC Co-chairs for their review and input. Depending on the nature of the contractual process, and in accordance with applicable policies and procedures, the CEO makes a final decision taking into account all aspects of the award, including the PC Co-chairs' input.
- 3.2 Following this decision, the Secretariat processes the contract award and oversees the disbursement of funds to the selected Partner/provider.

4 Membership:

- 4.1 Members of the ARCPC are drawn from the RBM Partnership and reflect the skills and experience of the Partnership able to support the areas of focus as outlined above.
- 4.2 The skills and expertise are likely to include (but not be limited to) African endemic country advocacy; global, African, Asia-Pacific, and Latin American communications and advocacy; donor advocacy; private sector public affairs; science public affairs; climate health; civil society and youth.
- 4.3 As described in Section 2.6 of the Partner Committee Standard Operating Procedures (PC SOPs), the RBM Secretariat maintains the listing of active members for each Partner Committee, updating this on an annual basis to ensure partners are regularly invited to engage in the Partner Committees.

5 Roles and Responsibilities

- 5.1 ARCPC will normally be led by two PC Co-chairs, in coordination with the Partner Committee Manager and/or (an) other representative(s) of the Secretariat that the CEO designates and supported by a Partner Committee Steering SG. These roles are described in Section 3 of the PC Standard Operating Procedures (SOPs).
- 5.2 Recognising the breadth of focus areas and the need to respond in a dynamic and timely fashion, the Co-chairs and SG, supported by the PC Manager, may establish specific workstreams to coordinate work around key thematic areas and specific needs or events. If applicable, these workstreams will be led by two co-chairs with the relevant experience and knowledge.

6 Reporting

- 6.1 As described in the PC SOPs (Section 2), the work of Partner Committees is coordinated and overseen by the CEO.
- 6.2 At a minimum, the Partner Committee Co-chairs shall report to the Board on an annual basis.