

SPEMP Communications Programme, Bangladesh

Assignment	SPEMP Communications Campaign is a four and half year campaign focused on Public Expenditure Management (PFM) in Bangladesh. The programme aims to increase awareness among different groups of stakeholders, and create an advocacy strategy and group to create pressure on policy makers for a more transparent and accountable system.
Client	Government of Bangladesh
Financing Agency	World Bank
Partners	BMB Mott MacDonald, 1) Bitopi, Bangladesh
Composition of Team	<i>BMB Mott MacDonald:</i> Program Manager, Team Leader, Account Director <i>Partner(s):</i> Media Production Specialist
Period of Assignment	From June 2010 to June 2014 Staff months: BMB Mott MacDonald: 5; Partner(s): 181
Contract value	BMB Mott MacDonald: € 265,000 Partner(s): € 1,264,000
Background	<p>The Strengthening Public Expenditure Management Program (SPEMP) is a comprehensive five-year programme of support funded by multi-donors (DFID, EC and DANIDA) and administered by the World Bank. The programme aims to strengthen the public expenditure management of the Government of Bangladesh and reinforce reforms in Public Financial Management. The SPEMP consists of three distinct projects that focus on the following areas: (i) budget preparation and execution; (ii) internal and external auditing, and: (iii) legislative and public oversight.</p> <p>The SPEMP communications project has been introduced to increase awareness about these projects and the overall PFM scenario in Bangladesh. At the moment, the level of awareness and the demand for a transparent system is low, and there is a need for an awareness programme that both informs the public regarding PFM system but also ensures there is pressure on the government to ensure transparency and accountability through a comprehensive advocacy strategy designed by the SPEMP communications team.</p>
Description of project	<p>More specifically, SPEMP communication campaign intends to achieve the following:</p> <ul style="list-style-type: none">i) The importance of efficient and transparent public financial management for improved service delivery is better recognized by citizens;ii) Citizens are aware of their right to know how their tax money is spent; andiii) The SPEMP programme is widely recognized for its potential

contribution to public resource management in Bangladesh.

BMB, the lead firm will be managing the overall team, provide technical input, implement and administer the campaign. The consortium partner, Bitopi Advertising Limited will be engaged in the production of all communication materials conceptualized and designed by the BMB team.

Services provided

The project includes two phases, both of which are being implemented simultaneously at the moment. Following is a brief description:

Phase 1: Fine tune the communication strategy for SPEMP: The first draft has been submitted to the Bank.

Phase 2: Implementation of the communication programme

- a. Fine tune and finalize the comprehensive communication strategy (provided by the World Bank) in consultation with WB staff along with detailed assessment of the strategy and communication activity calendar for given timeframe: First draft has been submitted.
- b. Identify and prioritize the outreach target audience groups and respective optimal communications mechanisms;
- c. Define precise indicators for the outreach effort including, but not limited to the number of people reached in each category and develop the evaluation method for the communication intervention;
- d. Develop a brand identity for SPEMP including creation of exciting message and slogan for the programme to succeed.
- e. Implement communication campaign in both Bangla and English using a mix of different communication channels such as TV adverts, drama serials, road shows etc.