

## TERMS OF REFERENCE - #mySPACE4Change (Ver.1.1, 5 May 2020)

### INTRODUCTION

The Sustainable Development agenda has largely remained a concern of governments, business and to some extent the public through civil society organizations. But what about individuals?

Perhaps we should put some thought into how we might activate citizens to partake in sustainable development as there is much to be gained by putting them not only as the subject of development but as actors in an initiative of shared human responsibility. Viewed this way, the implication is that all human beings share this responsibility and are required to take action towards positive and lasting change.

To trigger the wanted action, provisions for information must be made to allow the wider public to find their own space and role in public action, debates, social movements and grassroots initiatives. With today's active social learning environment, engaging individuals in the process will allow greater strides to be made in achieving the **Sustainable Development Goals 2030 (SDG2030)**.

### PROGRAM BACKGROUND

Since its inception in 2015, the SDG2030 Agenda has provided a blueprint for shared prosperity in a sustainable world—a world where all people can live productive, vibrant and peaceful lives on a healthy planet. However, as reported in the [United Nation's Sustainable Development Goals Report 2019](#), it was evidently clear that current global efforts were neither moving at the speed nor scale needed to achieve the goals by targeted year. Even more worrisome is that according to a 2020 report by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), the Asia-Pacific region is not even moving in the right direction consistent with the global agenda. Read the report [here](#).

It is for these reasons that the United Nations Global Compact (UNGC) called for 2020 to usher in a decade of ambitious action to deliver the Goals by 2030. The [SDG Ambition](#) - The Decade of Action - calls for accelerating sustainable solutions to all the world's biggest challenges. Global Compact Network Malaysia (GCMY) is seeking corporate partners to help mobilize strategic programs under the #mySDGAction2030 campaign – a local call to action for a more sustainable and resilient Malaysia. The #mySPACE4Change is one of many actions to help align stakeholders to accelerate and scale efforts in a decade of action towards achieving the 2030 deadline. GCMY supports the movement towards a global civil society through the mobilization of the private sector, which is expressed through this initiative to promote individual action towards the SDG2030.

Find out more about #mySDGAction2030 and partnership opportunities [here](#).

## OBJECTIVES

As a social innovation initiative, the #mySPACE4Change program has the following objectives:

1. Create the largest private-sector enabled multimedia network for publishing Public Service Announcements, hereafter referred to as PSAs.
2. Produce highly engaging PSAs that promote the SDG2030 for public consumption in ways that seed pro-sustainable development thinking and lifestyle.
3. Generate public goodwill by enhancing the reputation of contributors (media space, creatives, digital expertise and other resources) and campaign funders (companies that help fund the program) as active and responsible corporate citizens.
4. Provide campaign insights through post campaign analytics for program contributors and partners to aid marketing and business decision-making.

## WHY PSAs ARE IMPORTANT

PSAs serve to educate the community about important topics like environmental protection, education, human rights, physical and mental health, gender equality and other issues that might afflict society. The creation of PSAs serve to make more people aware of the issues with the aim that the audience will take necessary action to reduce risks, avoid consequences, increase action or otherwise resolve the issue of focus. Therefore, PSAs serve as a way to influence the public's opinion.

## BENEFITS

Contributors (of media channels) and Partners (in the provision of such as creative and digital services) enjoy the following benefits.

1. "Credits" display ad (page) to supplement PSA display ad. The "Credits" page constitutes part of the PSA ad over social media platforms.
2. Credits in the dedicated #mySPACE4Change official site. GCMY will maintain a microsite for curating the campaigns along with all its pertinent records.
3. Contributor and Partners profiles on official site. Clicking on the contributor logo takes users to the contributor's profile, which includes a 1-minute video clip.
4. Link to your website. Company profile will come with links to your chosen site.
5. Campaign reports with analytics and insights. Contributors and Partners gain access to exclusive reports.
6. Increased visitor activity on your social media platforms. Based on opportunity and unique visitors, our digital solutions provider (partner) will help push online engagement.
7. VIP recognition in our official program launch. Contributors and Partners to receive special mention as "pioneer group" through official speech by the officiating VIP.

8. Coalition membership certificate as “Pioneer Group”.
9. Press statement or interview\* during official launch, subject to media space availability.
10. Exposure in GCMY’s PR campaign to promote the #mySPACE4Action program over various news platforms.

## METHODOLOGY

GCMY undertakes the role as the backbone agency to build stakeholder consensus around the program. The backbone agency will produce campaigns for the program guided by the following process steps.

1. Consolidate Contribution  
Bring together the contributing parties to provide the necessary provisions such as media real estate (media channels or space), creative input, digital solutions, material production, program funding or any other resources deemed of value to keep the program going.
2. Campaign Brief  
As the foundation of any successful creative campaign, the brief outlines the campaign’s vision and functions as a map that guides the creative team - on how best to reach the campaign’s stated goals.
3. Campaign Design  
Work to assist the creative partners to execute the campaign on time, on budget and to specifications and where necessary to meet special requirements.
4. Media Planning  
Consolidate and arrange all media real estate contributions to streamline media variables (specs, materials, and deadline) into a cohesive platform to publish PSA campaigns.
5. Campaign Rollout  
Bearing in mind the multi-stakeholder, multiplatform and multimedia content of the program, the campaign rollout seeks to introduce the PSAs and integrate various program activities to ensure maximum impact.
6. Monitoring  
Monitor the digital platforms by manual and automatic sifting to ensure campaign objectives stay on course for the desired outcomes. Where necessary our administrators will engage with the public.
7. Campaign Analytics  
Using a suite of digital media analytics platforms, our digital solutions partners provide the metrics around campaign performance parameters to provide information on what works and what does not.
8. Reports  
Individual campaign reports that provide hard numbers along with insights into consumer sentiments provide stakeholders with actionable information. Though campaigns typically last a month, campaign reports may cover a two-month or 60 days campaign duration.

## PRINCIPLES

1. Use of the platform is strictly for the purpose of publishing PSAs relevant to sustainable development and collective/sectoral interest deemed to be of national importance.
2. The platform prohibits advertising of products or services for commercial transaction.
3. As a private sector CSR-led collective action initiative, individual organizations accept the intent and commit to advance the objectives of the platform to promote the SDG2030.
4. As CSR-driven initiative, GCMY advocates a partnership based on mutual respect and common agenda over a contractual arrangement.

## LEGISLATION

The following codes guide the publishing of PSAs under the platform.

1. THE MALAYSIAN COMMUNICATIONS AND MULTIMEDIA CONTENT CODE. The Content Code demonstrates a commitment toward self-regulation by the industry in compliance with the Communications and Multimedia Act 1998 (Act 588). Find out more about the code at <https://www.mcmc.gov.my/skmmgovmy/files/attachments/ContentCode.pdf>
2. MALAYSIA CODE OF ADVERTISING PRACTICE. The Code contains general guidelines relevant to all advertisements as well as rules for specific sectors. The Code and the self-regulatory procedure that exists to administer it are designed to work within to complement existing regulations. Find out more about the code at <https://asa.org.my/files/ASA-code-eng.pdf>.

## GOVERNANCE

1. As the primary mover and convener of Contributors and Partners to this collective action initiative, GCMY will assume the role of platform administrator. GCMY endeavors to represent the collective voice of the private sector in as far as the platform is concerned.
2. If called for by Contributors and Partners to the platform, the GCMY will facilitate the setting up of an advisory council for the platform. The pioneering group (or early adopters) will have the first right of refusal to serve onboard as members of the #mySPACE4Change PSA council. The call for the establishment of the council must be made within six months of the official launching of the platform after which it is deemed that GCMY has the full support and backing of the contributors and partners.

## RIGHTS AND INTELLECTUAL PROPERTY

1. A Creative Commons (CC) license applies to all published PSAs produced for the platform, which allows free distribution and grants the "baseline rights", such as the right to distribute the copyrighted work worldwide, for non-commercial purposes and without modification.
2. Licensees may copy, distribute, display and perform only verbatim copies of the work, not derivative works and remixes based on it.

3. GCMY holds all rights to the concept, creatives, artwork and materials produced under the platform and as such, any parties with enquiries or wishing to obtain clarification pertaining to the platform may do so by contacting GCMY.

## DEFINITIONS

1. #mySPACE4Change, or otherwise referred to as the platform, is a multi-stakeholder social innovation initiative to establish the largest Private Sector-enabled and CSR-driven national multimedia platform for the sole purpose of promoting the 2030 Agenda for Sustainable Development through Public Service Announcements (PSAs).
2. Public Service Announcements, or otherwise referred to as PSAs, are non-commercial communication messages that may take the form of display ads, advertorials, write-ups, social media posting, out of home or ambient media, interactive media, videos or events aiming to improve knowledge, attitudes and/or behavior of the public. PSAs set about to change public opinion and raise awareness on important issues while disseminating information quickly and efficiently.
3. Platform is the multimedia and multi-channel communications assets contributed by stakeholders for the sole purpose of publishing PSAs. The assets are defined as any means used by the organization to communicate with their respective market(s), its constituents and employees.
4. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries in a global partnership to end our destructive ways.
5. Collective action is the behavior and actions of a group working towards a common goal. Collective action lies at the heart of any vibrant civil society because civic engagement requires individuals to work together as part of a group made up of peers or even competitors across sectors, industries or segments. When individuals engage in collective action, the strength of the group's resources, knowledge and efforts are combined to reach a goal shared by all parties.
6. A Contributor is private sector organization that commits to publish #mySPACE4Change PSAs over their communication assets.
7. A Partner is any organization that commits its products or services on a pro bono basis in pursuit of the collective action objectives. This may come in the form of services (creative, digital solutions or printing) or products (shelf talkers, premium items or other products that may be used for the purpose of furthering the platform objectives).

**PERSON IN CHARGE (PIC)**

Contributors and Partners are to appoint a PIC from their respective organizations as the main contact point for the operational-level instructions or guidelines, specifically specifications and other media executables related to the platform.

The PIC shall be the main coordinator for the timely execution of all campaigns on behalf of his/her organization.

**EXECUTION TIMELINE**

The table below provides the critical milestones as a buildup to the launching during the sidelines of United Nation’s ESCAP Meeting this 12 June 2020.

		W19	W20	W21	W22	W23	W24	W25	W26
TASKS	NOTES	MAY				JUNE			
Creative Brief	Preparation, briefing, updates,	8May			25May				
TOR signed	PIC contacted, media specs collated,			20May					
Media Plan Ready				22May					
Material Submission	To various media plan specs ,					03Jun			
ESCAP Launching	Invitation list, press release, launch gimmick, event sequencing						12Jun		

Note: Event launch to be done online and witnessed by UN ESCAP dignitaries.

**ACCEPTANCE**

As a declaration of support and participation in the #mySPACE4Change program, kindly return a signed copy of this document via email to [shahshakr@ungcmalaysia.org](mailto:shahshakr@ungcmalaysia.org)

SIGNATURE	(PLEASE FILL UP THIS SIDE OF THE TABLE)
NAME	
DESIGNATION	
ORGANIZATION	
DATE	