

ToR & Guidelines for The Big Shift Campaign Task-force

Description of campaign task-force

The campaign task-force will be comprised of representatives from actively engaged civil society and other stakeholder organisations that share positions on and approaches to sustainable public finance. The task-force members would be invested in the running of the campaign strategically and financially for a minimum specified duration. The taskforce will consolidate strategic information/intelligence and be the platform for regular deliberation and decision-making on behalf of the campaign members¹. The task-force will keep the campaign "open source" so that the maximum possible flexibility is ensured about campaign methods and engagement within the agreed strategy.

Task-force roles, responsibilities and composition

Proposed roles and responsibilities

The task-force will:

- Define campaign goals and theory of change, develop a strategy and targets for itself, demarcate areas of intervention, and facilitate campaign members participation;
- Bring together the information and intelligence required for its decisions and provide campaign members with strategic guidance;
- Form task-based sub-committees on specific action areas to make progress on targets;
- Ensure dissemination of important information to campaign members, partners and media, who then serve as channels for further dissemination;
- Build capacity of the campaign members to run the campaign in their respective areas of strength;
- Support the campaign with funding, leadership on tasks and team capacity.

Task-force membership indicative criteria

The composition of the task-force endeavours to bring together a wide range of stakeholders including individual experts for diverse inputs and resources.

- Task-force members should be currently engaged in at least one of the following:
 - Informing energy policies of governments and public finance institutions (PFIs);
 - Developing sustainability projects with potential for financing from PFIs;
 - Advocating for access to sustainable energy and infrastructure finance from PFIs
 - Mobilising communities, stakeholders of development projects and decision-makers on sustainable energy and infrastructure;
 - Informing media at national and sub-national levels about development challenges and causes.

¹ Campaign will have members to lead on public outreach apart from the task-force.

- All members must nominate at least one staff with an official mandate to represent them in the task-force, including for travel to participate in meetings;
- All members must contribute to the sustainability of the campaign strategically and/or financially.

Nature of roles in Task-force

Task-force Coordination working group would:

- Take responsibility for managing the task-force including regular participation in calls/meetings;
- Ensure excellent consultative coordination between campaign members and stakeholders;
- Ensure regular reporting to larger group of campaign members;
- Raise funds together with and on behalf of members of the campaign.

Research & Advocacy working group would:

- Advise on World Bank's policy-making and compliance processes as well as engaging with their leadership and utilise pressure points;
- Advise on engagement approach with key country governments where campaign mobilisation is specifically focussed in;
- Alert the Task-force on emerging opportunities to make interventions directly/indirectly for strategic leverage on campaign asks;
- Support the task-force with research and analysis;
- Co-create events and engagement opportunities to put the research to advocacy.

Strategic Communications and Digital Outreach working group would:

- Track key moments to get the messaging ready as well as mobilise the campaign communications network;
- Develop narratives translating public participation in the campaign for advocacy with World Bank leadership;
- Supervise development of communications tools as deemed necessary.

Public Mobilisation & Outreach working group would:

- Support the task-force to prioritise the public mobilisation and engagement approaches in the key countries;
- Streamline the communications and policy advocacy tools as per grassroots dynamics;
- Advise on and lead the public & key leaders engagement activities of the campaign.