

A G R E E M E N T

BETWEEN

ISLAMIC DEVELOPMENT BANK
in its Capacity as the Administrator of the
ISLAMIC SOLIDARITY FUND FOR DEVELOPMENT

AND

THE UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)
(As Implementing Agency)

REGARDING
THE IMPLEMENTATION OF THE “GLOBAL CAMPAIGN AND PLATFORM
FOR THE ALLIANCE TO FIGHT AVOIDABLE BLINDNESS” PROJECT

[https://ecm.idbhq.org/alfresco/aos/_aos_nodeid/690d16e5-46f4-43b0-92ae-c175bc69ad96/Agrrt-btw-ISFD \(IsDB\) -UNDP- Global Campaign and Platform to Fight Avoidable Blindness.doc//mr//](https://ecm.idbhq.org/alfresco/aos/_aos_nodeid/690d16e5-46f4-43b0-92ae-c175bc69ad96/Agrrt-btw-ISFD (IsDB) -UNDP- Global Campaign and Platform to Fight Avoidable Blindness.doc//mr//)

A G R E E M E N T

THIS AGREEMENT is made on 29/08/1441^H, corresponding to 22/04/2020^G,

BETWEEN:

The **ISLAMIC DEVELOPMENT BANK**, an international financial institution established pursuant to its Articles of Agreement signed/ratified by its member countries, having its headquarters at 8111 King Khalid St. Al Nuzlah Al Yamanian Dist., Unit No. 1, Jeddah 22332-2444, Kingdom of Saudi Arabia, in its Capacity as the Administrator of the ISLAMIC SOLIDARITY FUND FOR DEVELOPMENT, (hereinafter referred to as "**IsDB**"),

AND

The **UNITED NATIONS DEVELOPMENT PROGRAMME**, based at One United Nations Plaza, NY, 10017, USA (hereinafter referred to as "**UNDP or Implementing Agency**").

IsDB and UNDP are also, referred to individually as the "**Party**" and collectively as the "**Parties**".

WHEREAS,

- A) IsDB has appointed UNDP as implementing agency of the "Global Campaign and Platform for the Alliance to Fight Avoidable Blindness (AFAB)" Project (hereinafter referred to as "**the Project**") and UNDP has accepted the appointment;
- B) The Parties have, therefore, agreed that UNDP responsibilities in the implementation of the Project shall be as described in the Terms of Reference of the Project (Appendix-II to this Agreement);

NOW, THEREFORE, the Parties hereto have agreed as follows:

ARTICLE-I **PURPOSE OF THE AGREEMENT**

The purpose of the present Agreement is to set out modalities of the implementation of the Project and the responsibilities of the Parties.

ARTICLE-II **RECOGNITION OF UNDP**

UNDP is, hereby recognized to have full responsibility, as Implementing Agency, to implement the Project with its skills, expertise and experience in the best possible manner, and in compliance with the relevant best practices and standards.

ARTICLE-III
FINANCIAL PROVISIONS

- 3.1 IsDB will make available to UNDP a total amount not exceeding USD **99,360** (United States Dollars Ninety-Nine Thousand Three Hundred Sixty) for the implementation of the Project (The Allocated Amount).
- 3.2 Disbursement of the Allocated Amount shall be in accordance with the terms set out in Appendix-II to this Agreement.
- 3.3 IsDB reserves the right to stop or suspend all or any part of any payment under this Agreement in case UNDP breaches any material provision of this Agreement or is found to be negligent in carrying out its obligations under this Agreement; provided however that before discontinuing future transfers of the Contribution, the Contributor will consult with UNDP with a view to promptly resolving IsDB's concerns.
- 3.4 Any amount to be disbursed by IsDB for the Project under this Agreement shall be exclusively used for the Project and shall not be used for any purpose or activity not related to the Project.
- 3.5 Any unspent balance identified in the certified financial statements of account shall be returned to IsDB.

ARTICLE-IV
STANDARDS OF PERFORMANCE

- 4.1 The Project will be implemented in accordance with the Regulations and Rules, policies and procedures of UNDP. UNDP shall implement the Project and carry out all its obligations under this Agreement with all due care, skill, efficiency and diligence in accordance with the highest relevant and recognized standards.
- 4.2 UNDP, as the implementing Agency of the Project, shall be responsible for the overall coordination and management of the Project.
- 4.3 UNDP undertakes the responsibility of the risk analysis in accordance with its standard policies and procedures, regarding activities financed under the Project, and ensures the availability of the arrangements needed for the mitigation of such risks.
- 4.4 The Project shall be subject to audit in accordance with the Financial Regulations and rules, and policies and procedures of UNDP.
- 4.5 Equal opportunity will be observed while administering the Project regardless of gender or race or other considerations.

ARTICLE-V
RIGHT TO TERMINATE THE AGREEMENT

Each Party to this Agreement shall have the right to terminate this Agreement in any of the following cases:

- i) If there shall occur a situation or circumstance which renders the continuation of the Project impossible.
- ii) If the other Party breaches any material provision of this Agreement or is found to be negligent in carrying out its obligations under this Agreement.

ARTICLE-VI
REPORTS AND AUDITING

- 6.1 UNDP shall maintain full records of the activities of the Project in accordance with its standard policies and procedures.
- 6.2 UNDP shall submit to IsDB the following reports prepared in accordance with UNDP accounting and reporting procedures:
 - (a) An annual financial statement as of 31 December every year to be submitted no later than 30 June of the following year;
 - (b) A certified financial statement of account to be submitted 15-18 months after the Project expiry date;
 - (c) A six-monthly progress report on progress in implementing the Project, to be provided no later than two (2) months after the reporting date;
 - (d) A final narrative report describing the implementation and results of the Project in the light of the aims set, to be provided to IsDB no later than three (3) months after the completion of the Project.
- 6.3 UNDP will make available to IsDB a copy of the Project related audited financial statements and external auditors' reports that refers to the Project.

ARTICLE-VII
REVISION, MODIFICATION, AND AMENDMENT

Each Party to this Agreement may request in writing a revision, modification, or amendment of any part of this Agreement. Any revision, modification, or amendment agreed by the Parties shall be in writing and shall form an integral part of this Agreement. Such revision, modification, or amendment shall come into force on such date as may be agreed by the Parties. A revision, modification, or amendment shall not prejudice the rights and obligation, which have arisen from this Agreement prior to the date of such revision, modification, or amendment.

ARTICLE- VIII
ENTRY INTO FORCE, DURATION AND TERMINATION

- 8.1 This Agreement shall enter into force on the date of its signature by the Parties.
- 8.2 This Agreement shall remain in force for a period of Five (5) years starting from the date of first Disbursement.

- 8.3 The termination of this Agreement shall not affect the implementation of ongoing activities and functions, which have been agreed upon prior to the date of the termination of this Agreement.

ARTICLE-IX
SETTLEMENT OF DISPUTES; PRIVILEGES AND IMMUNITIES

- 9.1 Any dispute between the parties to this Agreement and any claim by any such party against the other party arising under this Agreement, which could not be determined by agreement of the parties within 60 (Sixty) days of notice by one party to the other, shall be referred by either party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The arbitral tribunal shall have no authority to award punitive damages. The parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.
- 9.2 The provisions for arbitration set forth in Section 9.01 above shall be in lieu of any other procedure for the determination of disputes between the parties to this Agreement or any claim by any such party against any other such party arising under this Agreement.
- 9.3 Nothing in or related to this Agreement shall be or shall be interpreted to be a waiver, express or implied, of the privileges and immunities of IsDB emanating from its Articles of Agreement, or privileges and immunities of the United Nations including UNDP pursuant to the Convention on the Privileges and Immunities of the United Nations, 1946, or otherwise.

ARTICLE-X
NOTICES

- 10.1 Any notice or request to be given or to be made by a Party to the other under this Agreement or in connection therewith, shall be in writing and may be given by telex or letter. Such notice or request shall be deemed to have been duly given or made when it shall be delivered by hand or mail or sent by telex or telefax to the other Party at its address specified in Article 10.2 hereof or any other address as it may designate by notice to the other Party.
- 10.2 For the purposes of Article 10.1 hereof, the Parties have given their addresses as follows:

For IsDB:

Islamic Development Bank
8111 King Khalid St. Al Nuzlah Al Yamania Dist.
Unit No.1
Jeddah 22332-2444
Kingdom of Saudi Arabia
Tel: +966 -12-6361400
Fax: +966-12-6366871
Email: archives@isdb.org

For UNDP:

Istanbul Regional Hub
UNDP Regional Centre for Europe and the CIS
Merkez Mahallesi, Abide-I Hurriyet Cd No.142
34381 Sisli/Istanbul
Turkey

- 10.03 Each of the Parties may change its representative hereunder by giving written notice to the other.

ARTICLE-XI
FAIRNESS AND NON-DETRIMENTAL

The Parties declare that fairness is a cardinal principle of this Agreement. Each Party shall deal with the other Party with fairness and without detriment to the interest of that Party. If, in the course of the implementation of this Agreement, unfairness to a Party is disclosed or anticipated, then the Parties shall use their best endeavors to agree upon such action as may be necessary and equitable to remove the cause or causes of the same.

ARTICLE-XII
MISCELLANEOUS

The preamble of this Agreement and the Appendixes hereto shall be deemed to constitute an integral part of this Agreement, which shall be construed accordingly.

End of Articles

EXECUTION PAGE

IN WITNESS WHEREOF, the authorized representatives of IsDB and UNDP have signed this Agreement in two originals in the English language on the date appearing in the Preamble hereto.

**FOR AND ON BEHALF OF
ISLAMIC DEVELOPMENT BANK
IN ITS CAPACITY AS THE ADMINISTRATOR
OF THE
ISLAMIC SOLIDARITY FUND FOR
DEVELOPMENT**



**Dr. Waleed Al Wohaib
Director General**

**FOR AND ON BEHALF OF
UNITED NATIONS
DEVELOPMENT PROGRAMME**

Gerd Trogemann

Gerd Trogemann
Manager

APPENDIX-I PROJECT TERMS OF REFERENCE

EXECUTIVE SUMMARY

This Annex is Description of Work with Budget; for creation and design of an AFAB Platform and Campaign. This is to support ISFD, IsDB and AFAB Partners in their actions to achieve the objective of fighting avoidable blindness in OIC member countries with following actions, responding to key challenges:

- i. **Using the AFAB momentum** created through partnerships and pledges made by 32 partners in March 2018 - as basis for creating a platform-based tool with a goal to mobilize resource, using alternative finance tools – such as crowdfunding and crowdinvestment, to be able to eradicate avoidable blindness by 2030 in OIC member countries.
- ii. **Developing a campaign and platform for supporting AFAB visibility and connecting to new partners, including to connect with crowdfunding platforms for diversifying resource mobilization.** AFAB visibility is limited to mostly having Arab States and Turkey, which hinders its opportunities to diversify resource mobilization. It could benefit from being connected digitally and to a more diverse group of partners. So, one of the main goals of this campaign is to “get it out of the box” and have it recognized in other places as well.
- iii. **Building synergy** between AFAB Platform, Tadamon Platform, the IsDB & ISFD supported platform to support NGOs in OIC countries to diversify sources of funding and develop capacities on crowdfunding, and the Islamic Solidarity Fund For Development (ISFD) platform.
- iv. **Conducting a study for identifying new and innovative finance models** in order to create sustainable solutions that fight avoidable blindness; and to identify new partners to get engaged in creating solutions;
- v. **Creating engaged impact and evaluation** reports to represent the accomplishments of AFAB, including describing success and contributing factors against the problem.

UNDP role in the project would be to advise, create, run and implement a campaign, develop the aggregating platform that will be backed up by impactful communication strategy and supporting the AFAB partnership.

UNDP will leverage its global network to spread the message about the AFAB Campaign and Platform. UNDP will support the design of the campaign through story-telling, building on the inputs from ISFD and other sources, as well as develop the platform to spread the message.

The goal of the AFAB Campaign and Platform is to improve visibility, diversify its partner base and contribute to sustainable finance for AFAB, and better outcomes for people with avoidable blindness, in line with SDGs.

1. PROFILE OF AFAB

Below are some key facts about the Alliance for Fighting Avoidable Blindness, including its history, partners and pledges:

- i. AFAB is a South-South partnership, with a network of international and local expertise to provide sustainable solutions for the treatment of avoidable blindness;
- ii. Its financial partners are the likes of the Arab Bank for Economic Development in Africa, the Azerbaijan International Development Agency, and the Islamic Relief Worldwide;
- iii. Brings together health ministries' programs for the control of blindness, NGOs, training centers, donor institutions and volunteers;
- iv. The Second Generation of the Alliance will develop its actions in 13 African beneficiary countries (not limited to it): Somalia, Burkina Faso, Chad, Cameroon, Côte d'Ivoire, Djibouti, Guinea, Guinea-Bissau, Mauritania, Mali, Mozambique, Niger and Togo; but also looking global expanding the campaign on Europe, North America and Canada;
- v. In 2013-2017 period, the Alliance gathered 6 partners under "Seeing the Light" campaign and managed to fundraise for 46.000 sight-restoring cataract operations and 250.000 ophthalmological treatment of vulnerable population. The Second Generation of the program will work from 2018 to 2022 with 32 partners who agreed and signed a **Joint Declaration** to achieve 1.5 Million surgeries and 10 Million ophthalmological treatment of vulnerable population;
- vi. At the Coordination Meeting of the AFAB in Istanbul in March 2018, in addition to the ISFD investment of \$5 million, an additional \$245 million (estimated value) were pledged.

2. SETTING UP THE AFAB CAMPAIGN AND PLATFORM FOR FIGHTING AVOIDABLE BLINDNESS

This Description of Work addresses the following challenges & opportunities:

- a) **Utilizing and expanding the AFAB momentum** created through partnerships and pledges made by partners at AFAB meetings;
- b) **Expanding the digital campaign approach and platform** to include actors in other countries, spanning beyond Arab States and Turkey where activities are currently focused; and
- c) **Mapping AFAB activities against the SDGs and supporting them to communicate their results against SDGs.**

In this project, UNDP will be responsible for the activities outlined below:

- I. **Developing a Platform for connecting to new partners, including to connect with crowdfunding platforms for diversifying resource mobilization:**

- a. **Setting up the AFAB Platform**– creating knowledge sharing platform to provide the information on avoidable blindness worldwide and in OIC member countries (key players worldwide, new techniques and technologies);
 - b. **Building synergy** between AFAB Platform, Tadamon Platform, the IsDB & ISFD supported platform to support NGOs in OIC countries to diversify sources of funding and develop capacities on crowdfunding, and the Islamic Solidarity Fund For Development (ISFD) platform;
- II. **Designing and implementation of the Campaign for supporting AFAB visibility.** AFAB visibility is limited to mostly having Arab States and Turkey, which hinders its opportunities to diversify resource mobilization. It could benefit from being connected digitally and to a more diverse group of partners. So, one of the main goals of this campaign is to “get it out of the box” and have it recognized in other places as well.
- a. **Communication strategy for AFAB Campaign** (in collaboration with THIQA) - creating impact communication strategy to create awareness, support and mobilize support for the Global Campaign; prepare short videos and other digital media products (i.e. photos, galleries) by using testimonials collected via THIQA, ISFD and IsDB, and the crowdsourcing campaigns on the platform;
 - b. **Using and improving already existing and created visual identity from the first generation of AFAB (2008-2015)** (in collaboration with THIQA) – improving design, getting visual materials from the people on the ground, by e.g. creating crowdsourcing or engaging video challenges to showcase the results, and development of social media products;
 - c. **Design of a Launch Session for the Platform and Campaign:** session will take place during the AFAB, and will be designed with support from THIQA and ISFD/IsDB teams.
- III. **Supporting the AFAB sustainability with Alternative Finance solutions and measuring impact:**
- a. **Conducting a study for identifying new and innovative finance models** in order to create sustainable solutions that fight avoidable blindness; and to identify new partners to get engaged in creating solutions;
 - b. **Mapping AFAB activities against the SDGs** and supporting them to communicate their results against SDGs.

UNDP will bring UN dimension in AFAB partnership - to provide global action, transparency, credibility and to help expanding the ecosystem of supporting organizations.

2.1. Developing the AFAB Platform

The platform is key for providing information and mobilizing different actors for action and builds on the knowledge and networks of the TADAMON platform.

The Platform will serve as the holistic information hub on Alliance targets, *with a special focus on achieving universal eye health service and diminish all avoidable blindness*. During this project cycle, UNDP will support collecting information from member organizations and ensuring that they are made available in a transparent manner on the Platform.

The platform will seek to:

1. Serve as knowledge sharing platform, that provides the information on avoidable blindness worldwide and in OIC member countries (key players worldwide, new technics and technologies);
2. Attract new partners to join AFAB, Local NGOs, Volunteers, Donors communities by sharing information about the activities of the partners;
3. Facilitate access to AFAB Partners to raise funds through crowdfunding platforms for their campaigns;
4. Diffuse information on AFAB targets, achievements activities and events and showcase the success stories and videos from partners projects;
5. Create a space for partners to present what are the county needs and what actions will we do in each country (*so partners can see transparently what we do, in which country and how they would like to be engaged - how they can contribute*);
6. Link up to ISFD website (<https://isfd.isdb.org/EN/Pages/default.aspx>), and to AFAB partners to generate more visits and visibility.

By creating the space for ongoing dialogue with users, investors, and other stakeholders, the AFAB Platform aim is to take the Alliance 2030 initiatives to the next level by reaching more visibility, attracting new partners and new donors' pledges.

Creating synergies between AFAB and Tadamon platform to support the Global Campaign

By connecting Tadamon and AFAB platform we will create a disruptive business approach that will enhance both platforms success, bring together ecosystem/network partners and investors/donors ready to support activities and crowdfunding campaigns. More specifically the synergy effect will have an effect on:

1. **Reducing costs:**
 - a. By connecting AFAB and Tadamon platforms, we can increase the outreach to donors and investors interested in supporting crowdfunding campaigns;
 - b. The two platforms can increase the reach and user touch-points;
 - c. Multiplying advocacy effects
2. **Generating network effects:** Connected platforms will create more users, a dynamic which in turn prompts a self-enforcing cycle of grow and directly contributes to platforms success.
3. **Promoting UNDP, IsDB, ISFD brands:** Matching media audience will bring multiple affect to UNDP – ISFD – IsDB partnership and without excess.

2.2. Design and Implementation of AFAB Campaign

Developing a communication strategy by UNDP with the support of the core team ISFD, IsDB and THIQA. The communication strategy will be a part of overall campaign strategy and will contain:

- i. Defined targets groups (such as: Financial institutions, Corporate organizations, Ministries and governments, Associations, the Beneficiaries, the Partner);

- ii. Communication goal - fighting avoidable blindness by raising awareness, mobilizing additional financial resources, increasing access to the new technology and providing eye health care;
- iii. 2-3 key messages that effectively speak to each target group (and recognizing these groups) - Over 80% of all vision impairment can be prevented or cured; with education to prevention; fighting avoidable blindness enhance the quality of life; building a brighter future for new generations; equal rights for good health care;
- iv. Identified main communication channels and develop a few human-centered impact stories;
- v. Provide input into the social media strategy, and open accounts for social media (Facebook, Twitter, YouTube and Instagram).

Improvement of the **visual identity** is crucial to ensure visual linkage to what has been done by the ISFD and by AFAB and its partners so far. Original visual identity for AFAB has already been created, but there is a need to be further expanded by the use of:

- i. Establishing the visual identity of the aggregator platform;
- ii. Development of infographics;
- iii. Dissemination of materials (ads, banners, stickers) on social media; and
- iv. Production of a few digital media products (such as photo footage of micronarratives, video coverage and testimonials) to be used through all segments of the campaign.

In order to get broad support from the ground, a **crowdsourcing initiative will be setup**, collecting relevant videos and photo coverage of those in need and the work done, connecting it to social networks for wider publicity. This effort will be complemented by the materials collected and prepared for editing by THIQA, ISFD and IsDB.

2.3. Supporting the AFAB sustainability with Alternative Finance solutions and measuring impact

This activity includes close work with ISFD / IsDB / AFAB Partners to strategically identify options from alternative finance for achieving financial sustainability, transparency and partnership extension for fighting avoidable blindness. UNDP will ensure tapping into experiences of other UN organizations and other organizations committed to this issue, to identify opportunities for diversification of funding.

Exploring alternative finance options to support AFAB goals, would entail conducting a study to map out different opportunities for diversification of sources of funding. This could include:

- a. identifying various blockchain technology options for tracking those in need and monitoring what was already achieved, and ensuring transparency on where the aid financing has been spent;
- b. identifying opportunities to set up the social impact bond focused on fighting avoidable blindness;
- c. setting up the support with crowdfunding platforms in order to mobilize more financing; with a special focus on Islamic finance options, and

- d. exploring new options for mobilizing funds through the Ihsan Waqf Investment Fund, (IWIF) – to be discussed later with ISFD partners.

This study will also include a snapshot of a mapping of AFAB activities against the SDGs.

3. PROJECT TEAM, PARTNERSHIPS AND RESPONSIBILITIES

Core team working on the Campaign includes services of the following experts for the project duration of 12 months. The overall guidance and direction will be provided by the Innovation Specialist at the Istanbul Regional Hub. The expertise utilized for the implementation of this project is the following:

- a. Campaigning expert
- b. Alternative finance
- c. Communication expert

Additional experts will be engaged on a part-time result basis such as IT expert / coder; designer; storytelling (collecting testimonials to create micro and macro narratives) expert.

The roles and responsibilities of the other partners that are expected to collaborate with UNDP, are outlined below.

1) THIQA:

- i. Co-lead the AFAB Campaign (and pursue with its implementation after 2020), communication and media materials to IsDB and ISFD internal networks and partners. Create the plan for proactive and reactive dialogue with media, including key ‘hooks’ encompassing thought leadership pieces, programmatic campaign success stories and impact, positive stories about the coalition and its achievements.
- ii. Collect the impactful testimonials from the people that are/were affected by blindness, and the results from the first generation of AFAB (2008-2015), especially photo footage of micronarratives, video coverage and testimonials to be used through all segments of the campaign.
- iii. Support the second generation of AFAB by presenting the AFAB Global Platform and Campaign on social events that they or their partners are organizing, and through supporting creation of additional video materials done from videos collected in crowdsourcing process.
- iv. Create the stakeholder and influencer engagement plan – rooted in stakeholder and audience mapping.

2) ISFD/IsDB:

- i. Assist with preparation activities, such as transferring the data and materials collected from the first generation of AFAB (2008 – 2015).
- ii. Ensure active involvement of AFAB partners, creation of annual brochures and data collection to be included in the platform.
- iii. Lead on the ground actions (collecting the data, testimonials from local partners and those present on the grass-root level) from the included 13 African countries - Somalia, Burkina Faso, Chad, Cameroon, Côte d’Ivoire, Djibouti, Guinea, Guinea-Bissau, Mauritania, Mali, Mozambique, Niger and Togo.

- iv. ISFD/IsDB teams will be responsible for collaborating with colleagues across the ISFD/IsDB and the wider marketing division to deliver fully-integrated Global Campaign, with resource mobilization through crowdfunding campaigns, visible on AFAB Global Platform.
- v. Disseminate the AFAB Global Platform and Campaign brand identity across all ISFD/IsDB platforms and channels.

APPENDIX-II PROJECT BUDGET AND DISBURSEMENT ARRANGEMENTS

<u>Activity</u>	<u>Budget US\$</u>	<u>Time frame</u>
<p>RESULT 1: AFAB PLATFORM Setting up the crowdfunding aggregator platform and created partnerships with external crowdfunding platforms to publish their campaigns for fighting blindness on AFAB platform</p>	<p>48.000,00 which includes IT experts, designers and platform maintenance first 12 months of the project</p> <ol style="list-style-type: none"> 1. Creating online lending page to serve as a platform to showcase partners, stories, crowdfunding campaigns and other relevant resources. (60% - 28.800,00) 2. Website design and development of the custom "scraper" script which automatically and regularly syncs the data from the partners pages and crowdfunding websites (20% - 9.600,00) 3. Website maintenance, which would include applying security patches, clearing out log files, enlarging disk space before it runs out, sorting out security certificates and fixing bugs in the code. (10% - 4.800,00) 	Month 1-12
<p>RESULT 2.1: AFAB CAMPAIGN In coordination with THIQA developed and implemented Communication strategy for the Global Campaign (social media strategy, communication goals, target groups, media coverage, offline events etc)</p>	<p>18.000,00 Includes travel costs to work with AFAB alliance to identify social media campaign approach, designing and planning offline events and media coverage strategy</p> <ol style="list-style-type: none"> 1. Designed Communication strategy for the Global Campaign (social media strategy, communication goals, target groups, media coverage, offline events etc). (56% - 10.080,00) 2. Presenting the Campaign at the AFAB partners meeting and incorporating the feedback and agreeing on results/impact/actions. (46% - 8.280,00) 	Month 1 - Month 4
<p>RESULT 2.2: IMPROVING THE VISUAL IDENTITY AND MATERIALS</p>	<p>12.000,00 including setting up the crowdsourcing call to reach out to video and photo materials from the ground (Challenge with the prizes); work</p>	Month 1 - Month 5

<p>Visual identity by building on already developed visual materials from the first AFAB generation (2008-2015) to be improved with micro-narratives and storytelling elements, video coverage, infographics, sharing materials for social networks, recognizable visual identity)</p>	<p>on designing communication materials, costs for designers etc).</p> <p>Visual identity of the Global Campaign created with included storytelling elements, video coverage, infographics, sharing materials for social networks, recognizable visual identity</p> <ol style="list-style-type: none"> 1. Updated visual identity (30% - 3.600,00) 2. Video Coverage (45% - 5.400,00) 3. Materials (infographics, social media, sharing materials) (25% - 3.000,00) 	
<p>RESULT 3: ALTERNATIVE FINANCE Identified alternative finance options to ensure project financial sustainability – with defined solutions in blockchain technology, crowdfunding, IWIF, Islamic finance and Social Impact Bonds</p>	<p>14.000,00 including work of experts to asses various aspects of alternative finance; and travel costs for a meeting with experts</p>	<p>Month 6 - Month 9</p>
<p>Total value of all the project activities</p>	<p>92.000,00</p>	
<p>General Management Service Fee (GMS costs = 8% for UNDP)</p>	<p>7.360,00</p>	
<p>Total + GMS</p>	<p>99.360,00</p>	

DISBURSEMENT SCHEDULES FOR ISFD FINANCING ACTIVITIES

Disbursement per year of the project	Amount disbursed from ISFD/IsDB to UNDP	Date of disbursement	Main deliverables
First Disbursement	35.000,00 USD	First Disbursement upon the signature of the Agreement (Month 1 of the project)	<ul style="list-style-type: none"> i. Website platform developed and connected to partners ii. AFAB campaign designed and communicated with partners iii. AFAB campaign and platform launched and presented to AFAB partners at the meeting iv. Visual materials for the AFAB campaign have been developed v. Crowdsourcing campaign has been carried out to collect photo and video coverage from the region vi. Setting up agreements and partnerships through the Platform with at least 13-20 platforms to support raising funds for AFAB campaigns in the 13 beneficiary MCs vii. Identifying potential partners and donors to provide seed funding or i-kind contributions for AFAB viii. Mapping donors and inviting participation of approved donors to attend the steering committee of AFAB as observers on the 18-19th of March 2020 in Vienna.
Second Disbursement	35.000,00 USD	Second Disbursement will be paid upon submission of progress report indicating achievement of the first six Months of the project deliverables	<ul style="list-style-type: none"> i. AFAB Platform Operational: Platform has been fully developed and launched according to the comments and early presentations and maintained; and presents all the information from the partners involvement and their achievement (data collected, entered and monitored) ii. AFAB Platform should be linked to key players, Global organizations, donors and INGOs

			<p>in the World, AFAB Partners and Potential partners, MoH in MCs, local NGOs active in fighting Avoidable blindness</p> <p>iii. Communication strategy developed and implemented (including AFAB branding, logo, 2-3 key messages, identify main communication channels, and develop a few human-centered impact stories; open accounts for social media</p> <p>iv. Dissemination of materials (ads, banners, stickers) on social media; and Production of a few digital media products (such as photo footage of micronarratives, video coverage and testimonials) to be used through all segments of the campaign</p> <p>v. Alternative finance study has been assessed on achieving sustainable financing; and communicated with ISFD/ISDB and main AFAB partners to analyze next possible steps (including identifying various blockchain technology options; identifying opportunities to set up the social impact bond; setting up the support with crowdfunding platforms in order to mobilize more financing; exploring setting an IWIF with identified partners...)</p> <p>vi. AFAB campaign is fully recognized and used by AFAB partners</p>
Third Disbursement	29.369,00 USD	Third Disbursement will be paid on month 12 of the project	<p>i. Maintenance of the AFAB platform and keep it operational</p> <p>ii. Train Thiqah staff and IT specialist on managing AFAB platform and handover the platform</p>