**ANNEX B: DETAILED STATEMENT OF REQUIREMENT FOR MOD – FOR THE PROVISION OF INDUSTRY SUPPORT FOR THE JEF**

**REQUIREMENT BRIEF**

Standing Joint Force Headquarters (SJFHQ), as the JEF Operational HQ, requires industry support to enhance the planning and delivery of strategic communications. The requirement is for an established industry partner to provide the outputs listed within this document, on a pay as you go basis determined by the JEF Director of Communications.

It is expected that this requirement will be delivered by the successful supplier over the remainder of the FY24/25. The authority accepts that there are creative aspects to this requirement and invites your organisation to provide its creative input where required on the below outputs.

**BACKGROUND**

The JEF is a multinational military partnership aimed at enhancing regional security, Defence cooperation and joint operational capabilities among its participating nations. It fosters mutual understanding, trust, and coordination among its member nations, thereby strengthening regional security. Through its collaborative approach and commitment to joint operations, the JEF serves as a valuable instrument to its member nations and partner organisations, such as NATO.

Although fully operational since Jun 18, the past 15 months has seen JEF operate with other nations in a more coordinated and consistent manner; in turn, the JEF has gained some exposure as an organisation that can contribute to the Northern European security architecture. There is a requirement to enhance the JEF strategic communications output, which demands a clear narrative and simple exposition codified within a strategic communication policy. As the Framework Nation, the UK will lead on this work, supported by the Primary Nations within JEF as required.

**EXPECTED OUTPUTS**

**OUTPUT 1: INDUSTRY LIAISON**

1. An individual(s) to act as a single POC for the successful provider that **i**s available on a flexible basis to work in the HQ as output demands; currently we estimate once a fortnight to receive updates on upcoming activity and :
   1. provide advice to develop or refine the HQ plans and outputs for JEF activity in line with AJP10 Strategic Communications.
   2. Source, cost and oversee delivery of industry capabilities and options to mitigate SJFHQ gaps in execution of Information Activities.
   3. Conduct assessment of SJFHQ information activities using own tools/applications. These applications may not be accessible from UK mil systems so the individual may have to use their own equipment.
2. This individual will be required to be at SJFHQ at Northwood HQ, London, HA6 3HP.
3. This individual will be provided with the following equipment for the duration of the contract:
   1. Access to ModNet OS laptop[[1]](#footnote-1).
4. The estimated likely duration needed throughout the contract is up to 60 days of support.[[2]](#footnote-2)

**OUTPUT 2: Event/Content creation support to JEF activities**

1. SJFHQ will require Industry support to:
   1. Deliver one event in 2025 in the form of forums/conventions/symposiums on a directed JEF topic to be determined. This would include providing a suitable venue, host and generating a list of stakeholders to invite from across government and industry.
   2. Produce creative JEF branded content for release on owned or earned media. Indicative outputs:
      1. Up to 3 written articles approximately 1000-2000 words for publication in owned media.
      2. Up to 3 short format videos produced in accordance with JEF Branding Guidelines. [[3]](#footnote-3)Videos ranging from 1-3 mins in length with raw footage supplied.

**OUTPUT 3: Monitoring, Evaluation, Research and Learning (MERL) Capability**

1. To provide the essential data and evidence base to support planning of and inform progress on the JEF Stratcom strategy. The supplier will need to utilise their own tools to deliver MEL on JEF owned channels;
2. [www.jefnations.org](http://www.jefnations.org)
3. Twitter: @JEFnations
4. LinkedIn: Joint Expeditionary Force – JEF
5. Newsletter: [Read the](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmyemail-api.constantcontact.com%2FFarewell-from-Maj-Gen-Jim-Morris-and-Sweden-s-reflections-on-the-JEF-as-a-NATO-Member-State.html%3Fsoid%3D1140529642182%26aid%3D1sJIeNiFMW0&data=05%7C02%7CPrincejit.Ubhi468%40mod.gov.uk%7Cdc0184dac9974d0d16d408dc942be664%7Cbe7760ed5953484bae95d0a16dfa09e5%7C0%7C0%7C638548163490927070%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=AqPylIh8KBVc4WPETGHJfA0GFjxajuf6hUy7r55cTXs%3D&reserved=0) [JEF Newsletter](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmyemail-api.constantcontact.com%2FFarewell-from-Maj-Gen-Jim-Morris-and-Sweden-s-reflections-on-the-JEF-as-a-NATO-Member-State.html%3Fsoid%3D1140529642182%26aid%3D1sJIeNiFMW0&data=05%7C02%7CPrincejit.Ubhi468%40mod.gov.uk%7Cdc0184dac9974d0d16d408dc942be664%7Cbe7760ed5953484bae95d0a16dfa09e5%7C0%7C0%7C638548163490935336%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CFKinQ32Jbwk1Ky0gHAXayJtW8UOa%2Fvc%2BbJXMBrRjSU%3D&reserved=0)

1. Subject to individual having valid UK and NATO security clearances. [↑](#footnote-ref-1)
2. Within the period 1 Sep 24 – 31 Mar 25. [↑](#footnote-ref-2)
3. Branding guidelines will be provided at the time of task initiation. [↑](#footnote-ref-3)