**Terms of Reference (ToRs)**

**Consultancy offer – Training on Creative communication and campaigning in the digital age and Digital Safety**

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| Job title | Consultanc/y/ies |
| Category | Delivery of two trainings on: i) Creative communication and campaigning in the digital age and ii) Digital Safety |
| Duty Station | Remote |
| Type of Contract | Individual service contract(s) |
| Expected starting date | January 2024 |

1. **Background**

**EuroMed Rights (EMR) is a non-governmental organization aiming to promote cooperation and dialogue in and between countries on both sides of the Mediterranean Sea**. It is a network representing 68 human rights organizations, institutions and defenders in 30 countries. It was founded in 1997, following the 1995 Barcelona Declaration, by civil society organizations dedicated to promoting human rights and democracy within the framework of the Euro-Mediterranean Partnership. Its mission is to strengthen the collaboration between human rights organizations from the South, the East and the North of the Mediterranean, and to increase their influence at home and abroad. This mission is achieved by facilitating the creation of joint strategies and views to decision-makers and to the public. More information about EMR mission: https://euromedrights.org/about/

As described in the EuroMed Rights Strategy 22-27, the second political objective of EuroMed Rights is to **promote and participate in advancing gender equality in the Euro-Mediterranean region**. Since the establishment of its Women's Rights and Gender Justice (WRGJ) Programme in 2004, EuroMed Rights has worked to combat gender discrimination and promote gender equality in the Euro-Mediterranean region. To this end, EuroMed Rights supports civil society networks and groups of actors with the capacity to influence decision-makers to actively promote and protect the rights of women and gender minorities at the regional and national levels. Since one of the major obstacles on the path to gender justice and equality is gender-based violence, the programme has focused on this area of work before. Gender-based violence is a fundamental violation of human rights, as well as one of the most tragic forms of discrimination. Thus, **combating patriarchal violence is the main focus of the WRGJ programme in the fight for gender justice, through two workstreams: changing laws and changing mentalities.** To do so, several working methods are put in place: analysis and monitoring; collaboration and co-creation; advocacy and communication; mainstreaming; and capacity building.

One of the main drivers of the programme is the WRGJ Working Group (WG), composed by several members organizations. Regarding communication, on one side, the members have identified a **lack of skills and competencies to communicate and campaign in the digital age** as a problem for the achievement of the programme’s goal. Members use traditional approaches when communicate and do campaigns, not reaching a part of the potential audience that will contribute to achieve the change, like youth people.

On the other side, the **digital space is a double edge** sword for women’s rights and LGBTQIA+ activists: a **space of violence**, where activists can be attacked, with violence passing from the online to the physical world; and a **space of resistance**, that empowers individuals, support links between organisations and enhance mobilisation.

This is why the WG members have requested that EuroMed Rights implements a series of trainings on this subject.

1. **Objectives and outputs of the work**

The aim of this consultancy is to deliver two online trainings in order to build the capacities of the WRGJ WG members on Communication and Campaigning in the digital age and Digital safety. The structure of this call is somewhat unique, in that it is a call for one or more consultant(s) to deliver two independent but interrelated trainings – hereafter referred to as ‘Outputs’ - for members of the WRGJ Working Group. For each applicant, it remains within their discretion whether to apply to deliver one or two of the Outputs, depending on the expertise which they feel can be offered. Based on the applications received, a decision will be made by EuroMed Rights as to how best to choose the right consultant/combination of consultants to deliver this full package of trainings. The exact and ultimate timing of each of the Outputs will be negotiated with the consultant(s) to ensure that the schedule is amenable to all parties concerned.

The two trainings will take place online, and can be conducted in French or English (depending on the language preferences of the consultant(s) – there is no need for a uniformity of language across the two sessions as bi-lingual interpretation can be provided).

Outputs of the consultanc/y/ies: The consultant(s) will deliver two concrete products:

**Output 1: Communication and Campaigning in the Digital age**

Aim of the training: to learn how to develop a creative communication and campaign to achieve the planned goals, by maximising the use of digital communication tools.

This training must contain at least:

* Understanding of the different social media and reinforcing the importance of the digital space as a tool of activism.
* How to develop a digital campaign plan, how to frame the message adapted to the audience.
* Development of the rights products for the targeted audience.
* How to measure progress and impact.

Duration: 1 full day (to be split into 2 half days).

**Output 2: Digital safety for activists**

Aim of the training: to equip participants with the knowledge of the risks inherent to online communication whilst providing practical advice on how they can protect themselves from experiencing online violence.

This training must contain at least:

* Understanding technology facilitated gender-based violence.
* Analysing and identifying security risks of interacting in the online space.
* How to protect yourself and your organisation in the online world.
* Developing a security plan for the campaign.

Duration: 1 half day.

The target audience of these trainings will be the WRGJ WG members. Around 15-20 participants are expected.

The consultant(s) will receive all the relevant information to understand the nature of the WRGJ work and to adapt the trainings to the needs of the participants. The Communication Coordinator and the Women’s Rights and Gender Justice Coordinator will remain available to answer any questions the consultant/agency might have during the process.

The use of creative methodology (using a mix of online tools and platforms) is expected.

**For each Output, EuroMed Rights requests that all supporting documents (slides, PPT presentations etc.) and a short document compiling a concise set of guidelines/take-aways which can be shared on EuroMed Rights’ website are provided within an agreed-upon timeframe after the delivery of said Ouput (e.g. within a deadline of 2 weeks).**

1. **Process and timeline**

Trainings will be delivered in the period from **January to March 2024.**

The consultanc/y/ies shall be conducted according to the following anticipated timeline:

* Deadline for applications: 1 November 2023
* Response and consultation with EuroMed Rights: week of 6-10 November 2023.
* Negotiation of terms with consultant(s): week of 13-17 November 2023.
* Commencement of initial contract (including preparation time): 20th November 2023.
* Delivery of 1st Output: between 15- 26 January 2024
* Delivery of 2nd Output: between 4 -15 March 2024
* Finalisation of payments for final contract (as and before as applicable): 31 March 2024

**Please note: Signature of all contracts will take place in 2023.**

**Each contract will be concluded and paid in full within a two-week deadline of the delivery of all training materials (as aforementioned). The final contract will therefore be signed off on in April 2024, any previous contracts will be concluded within due time after their completion.**

1. **Required expertise, languages and portfolio**

**Expertise**

* Proven experience in these fields: Communication, Online campaigning for social change, Digital Safety. Experience on gender and technology facilitated gender-based violence is an asset.
* Experience in developing and implementing online trainings (mastery of platforms, methodologies adapted to online trainings, etc).
* Experience of working and collaborating with non-profit organisations at the international level will be an asset.

**Languages**

* Excellent written and verbal communication skills in English and/or French. Arabic is a plus.

1. **Application procedure**

Qualified and interested candidates are hereby requested to apply before **November 1st** **2023**.

Each candidate is kindly asked to submit their application, referencing which and how many Output(s) they wish to contribute to. **Concretely, in the opening line of your application, please specify “Output 1 and/or Output 2” as applicable.**

The application should contain the following:

* A brief description of why the individual/agency considers themself the most suitable for the assignment; kindly specify on the basis of the outputs intended (1 page max).
* An explanation about the methodology to be used in the trainings and how they will approach and complete the assignment based on the proposed calendar. The candidate is welcome to suggest revisions to the proposed calendar.
* A curriculum vitae, indicating education background/professional qualifications, all past experience, as well as the contact details (email and telephone number).
* **A budget with all-inclusive fixed total contract price, supported by a breakdown of costs, including VAT, on the basis of a proposal of 1 and/or 2 Outputs envisaged.** This must include: the number of projected workdays of preparation, time to deliver the Outcomes, follow-up with materials etc.

**Candidatures will be evaluated through the criteria mentioned above and considered on the basis of expertise, competitivity and overall feasibility of the correlation of consultancies.**

Please send your candidature to EuroMed Rights’ Thematic Support officer Officer, Laura Clough, at[**lcl@euromedrights.net**](mailto:lcl@euromedrights.net)**.**

We thank all applicants in advance for their interest in collaborating with EuroMed Rights, but unfortunately only those persons selected for interview will be contacted. We appreciate your understanding.

1. **Payment modalities**

EuroMed Rights will break down payments in two/three parts based on the amount agreed with the consultant.