INVITATION FOR PROPOSALS FOR A PARTNERSHIP

Ref.: JOR/IfPP/18/08

EU funded activity: “Support to Media and Information Literacy Clubs in Public Schools”

Closing date: 14 August 2018 (14h00 Amman local time)

Technical Inquiries via email to: c.neri@unesco.org
cc h.gharaibeh@unesco.org and j.shalan@unesco.org

Official submission (electronic): amman.proc@unesco.org

A. SCOPE OF THE PROPOSAL

With reference to the EU funded “Youth Empowerment” project, UNESCO is seeking for applicants to implement the Activity “Support to Media and Information Literacy Clubs in Public Schools” described below and is inviting interested and qualified parties to submit proposals. The applicants are aware that this description will be able to evolve during the final activity design stage after the selection process in collaboration with the selected applicant.

Applicants must ensure that they fully understand the terms and conditions set forth in the present document. They are expected to fully read and examine the contents of this invitation for proposals and must fully comply with all the requirements set forth in it. UNESCO reserves the right to reject any and or all proposal that do not comply with any provision in the Invitation.

B. BACKGROUND AND JUSTIFICATION

The “Youth Empowerment” project advances Media and Information Literacy (MIL) as a holistic response to foster a more ethical and critical use of media and internet, therefore contributing to prevent hate speech through them. The action builds on over 40-years experience that UNESCO has in MIL worldwide. Moreover, the project will build upon the pilot initiative experienced under the EU funded project “Support to Media in Jordan”. The project will strengthen capacities of public institutions (universities and schools), media and education professionals and civil society organizations to strengthen MIL in four governorates: Irbid, Zarqa, Ma’an, and Mafraq.

To build inclusive knowledge, societies require the active engagement of all young women and men through information and communication technologies, drawing on relevant quality content, on the basis of human rights and dignity. Media and Information Literacy (MIL) is among the most effective responses to that.

Since the Project aims at strengthening youth and equipping them with more in depth critical thinking and other tools, to be more aware of the risk of being influenced by and engaged in hate speech content, the project targets the key institutions that gather youth. UNESCO will convene and mobilise national authorities, schools, local radio stations and civil society organizations with a view to empower youth with MIL skills so that they are better equipped to recognize and respond to the risks.

The funding for this project is provided by the European Union (EU), within the framework of an agreement signed between UNESCO and EU. The project will be implemented in close cooperation with Ministry of Education (MoE).

Description of Media and Information Literacy (MIL) clubs:

MIL clubs is an initiative piloted by UNESCO throughout the school year 2016/2017 in Amman. The initiative was introduced as part of the extracurricular activities for grades 7 to 9. The MIL clubs were operated once a week. The topics discussed the necessary skills to ethically consume and produce media content. More specifically, the clubs have been focusing on digital media literacy, visual media creation, authenticity of news, ethical reporting, and online privacy and security, among other topics.
Two teachers supervised each MIL club, with a regular support of ICT-Media experts for the practical sessions. Sessions with the students’ parents were also included to sensitize them on these concepts. The UNESCO Media and Information Literacy Curriculum for Teachers has been adapted in Arabic for national context. The supporting toolkit includes audio-visual material for the teachers.

UNESCO Amman Office is planning to expand the MIL clubs into three governorates; Irbid, Zarqa and Ma’an during school year 2018/2019.

The implementing agency shall provide planning, implementation, management and follow-up resources to the activity, while UNESCO will ensure the supervision and provide technical advises and MIL resources. In particular, the implementing agency shall undertake the following key areas:

- Training of master trainers on MIL and ICT skills
- Training of teachers on MIL
- Creation of MIL clubs (grades 7-9) in public schools in Irbid, Zarqa and Ma’an;
- Follow-up on the implementation of MIL clubs;
- Monitoring and evaluation of the action.

C. DESCRIPTION OF THE OVERALL PROJECT/ACTIVITY AND BENEFICIARIES

The assignment is expected to start in September 2018 and be concluded not later than July 2019.

The location of activities will be Irbid, Zarqa and Ma’an governorates, while some activities could take place in Amman accordingly to the beneficiaries needs.

The beneficiaries of the activity are: school students (grade 7-9), teachers and principals in the public system.

Activities include:

1. In cooperation with UNESCO, design and implement capacity building program and training curriculum on MIL for 10 media experts, journalists and 45 school teachers and principals;
2. Advise and provide technical expertise to the project advisory committee established by UNESCO;
3. Design and implement Monitoring and Evaluation plan to track the progress of the participants throughout the program;
4. In cooperation with UNESCO, select and identify 10 master trainers to take part in a training of trainers course. The training will target trainers, with a view to capacitating them to be able to provide future training and mentorship to teachers. The master trainers shall be ICT and/or media professionals who will provide on-the-job coaching for the teachers during MIL clubs. The training is supervised by one senior trainer and co-trainer;
5. Carry-out an evaluation for the master trainers to select 6 master trainers (out of the 10 trainers) who will be engaged in the MIL clubs throughout the school year.
6. Develop and execute one training for ICT staff and media experts (10 master trainers mentioned in item 4) for three (03) days in Amman, Jordan. The ToT will focus on the Media and Information Literacy concepts, with a focus on digital media and human rights and gender topics;
7. In cooperation with UNESCO and Ministry of Education, select and identify 30 teachers and 15 school principals in 15 schools from Irbid, Zarqa and Ma’an;
8. Carry out three four-day-training workshops on MIL for at least 30 teachers and 15 school principals in Irbid, Zarqa and Ma’an. The training shall provide skills and resources to the teachers on MIL and on how to run a MIL club in their respective school. This can take
place in Amman or in the governorates according to the MoE needs. The trainings should be carried out latest in October 2018. UNESCO will provide a locally developed syllabus and toolkit that will be integrated with resources and inputs provided by the contractor;
9. Engage the six (06) master trainers in at least one session during the training workshop for teachers.
10. Launch 15 MIL clubs for grades 7-9 in 15 schools in Irbid, Zarqa and Ma’an, starting after the training above described 2018. The clubs shall be monitored and supported during the school year (September 2018 to May 2019);
11. Launch and maintain 15 MIL clubs in the selected schools and supervise the smooth and successful implementation of MIL clubs classes;
   a. Engage 15-20 students in one class per week in each MIL club;
   b. Provide an interactive and dynamic learning environment for the students at the MIL clubs;
   c. MIL clubs will start in right after the ToT and end in May 2019 and supervised by two teachers at each school;
   d. Two master trainers will organize monthly follow-up visits to each school to provide guidance and technical support to the teachers (at least one monthly visit to each school);
   e. The contracted organization should organize regular visit to MIL clubs to monitor and ensure quality of teaching;
   f. Organize one student field visit for students part of each MIL club to local media outlets/libraries as part of the MIL clubs activities;
12. Provide on-going coaching and on-the-job training for the schools teachers during the implantation of the MIL clubs. The master trainers will ensure close mentorship for the teachers on regular basis. It is expected that the trainers provide face-to-face mentorship for the teachers on average of one on-site visit per club per month;
13. Contribute to the improvement of MIL syllabi and toolkit through, providing input and participation in the consultations of the revision of MIL curricula by the UNESCO consultant;
14. Organize a three (03) day retreat in Amman for participants part of the MIL clubs to provide them with more advanced training session and provide them with the opportunity to network and share experiences. Additional material could be provided by UNESCO as well. The activity will be organized during winter break (December 2018/January 2019);
15. Ensure appropriate level of visibility of UNESCO and the EU throughout the implementation.
16. The selected agencies will be required to produce independently verifiable narrative and financial reports according to a reporting schedule agreed to by both parties at contracting phase, which includes both progress and periodic reports and a final report. Periodic reports and final report (in a specific template to be provided by UNESCO at the time of contracting) will include annexes and supporting documentation outlined in the report format, and a certified financial report (also in a specific template to be provided by UNESCO at the time of contracting). This reporting must include a detailed financial report with certified copies of vouchers as proof of expenditure.

D. OBJECTIVES OF THE PARTNERSHIP

The introduction of Media and Information Literacy (MIL) concepts in Jordan has started is one in the framework of EU funded “Support to Media in Jordan (STMJ)” project (http://stmjo.com) in 2016. The action has been timely as the ground was fertile for receiving the MIL concept in all areas: from Government via the Ministry of Education to schools, students, parents and the general public. All agree that a more media literate audience will benefit social cohesion in Jordan.

The EU funded “Youth Empowerment” project, building on the results of STMJ, will further expand and deepen those results and foster the momentum for MIL in Jordan.

In light of this, the partnership is expected to:
i. Technically-contribute to achieve the specific objective: “School students in Irbid, Zarqa, and Ma’an governorates engage in MIL to prevent hate speech and disinformation”;

ii. Financially-contribute to achieve the specific objectives, either in form of direct

The added value of the partnership will be to foster the capacity of Ministry of Education in Jordan on MIL in order to ensure sustainability and expand the spectrum of actors engaged on MIL in Jordan.

In light of the above, and considering that the nature of the partnership requires the implementing organization to have both media and education background and mandate, UNESCO may accept to have up to two implementing organizations to associate together for the scope of this activity. In this case, the two agencies must provide a letter of association dated and signed by both parties and stating the following:

- Roles and responsibilities of each agency in undertaking the assignment;
- Leadership role for the different phases: design, implementation, programmatic and financial management, monitoring and evaluation, reporting, communication and liaising with UNESCO.

### E. EXPECTED RESULTS AND OUTCOMES OF THE PARTNERSHIP

The overall objective of the project is to strengthen Media and Information Literacy among youth, as a contribution to preventing the risk of hate speech and disinformation in Jordan.

In view of objective one of the project work plan, and in light of providing well-informed facilitation, capacity building and training, the expected result of this assignment is to provide action-oriented support to engage school students in Irbid, Zarqa, and Ma’an governorates in MIL Clubs, building on previous attempts, reviews and best international and regional practices in line with the Government of Jordan’s (GoJ) efforts.

In particular, the expected outcomes are:

- Master trainers trained on MIL and ICT skills and have supported MIL clubs implementation in Jordan;
- Teachers trained on MIL and have launched MIL clubs in 15 schools in Jordan;
- MIL clubs (grades 7-9) in public schools in Irbid, Zarqa and Ma’an launched and implemented;
- Students competencies on MIL (knowledge, skills and attitude) in 15 public schools increased;

### F. ELIGIBILITY

The applicant shall be a not-for-profit entity endowed under their national law and active for at least two years, including but not limited to: non-governmental organizations (NGOs), research institutes, universities, foundations, professional associations, governments, governmental entities and intergovernmental organizations.

The applicant shall in particular respect the UNESCO and/or the United Nations values. It shall:

- Have a sound financial status and appropriate internal control procedures;
- Have the capacity to participate in planning, monitoring and assurance evaluation activities; and;
• Have managerial and record keeping competencies as well as permanent staff and ability to manage and support staff in the field.

All the proposals shall be signed, dated and sent before the submission deadline by email to: Amman.proc@unesco.org

Neither proposal nor additional document will be accepted after the expiration of the submission period.

G. SELECTION CRITERIA

The proposal will be thoroughly evaluated according to the following criteria: relevant experience of the Applicant Agency, technical and financial capacity of the Applicant Agency, the technical approach proposed by the Applicant Agency and the ability to present an acceptable feasible strategy guaranteeing a successful undertaking of the assignment, qualifications of the proposed team for the assignment, managerial/ administrative capacity, and references for the Applicant Agency.

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<tr>
<th>#</th>
<th>Technical criteria</th>
<th>points</th>
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<tr>
<td></td>
<td>Part One: Institution's qualifications and expertise:</td>
<td>Up to 150 points</td>
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<tr>
<td>1</td>
<td>(mandatory/ 25 points) The institution has a sound structure that ensures a successful undertaking for the work assignment proven by a good profile for the institution and key personnel, flow decision-making process, a well-established financial and administration system, and solid performance during the last three years.</td>
<td>25 points</td>
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<td>2</td>
<td>(mandatory/ 20 points) A healthy financial position in 2016 and 2017 proven by null debts and the ownership of fixed assets.</td>
<td>20 points</td>
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<td>3</td>
<td>(mandatory/ 30 points) The institution should have relevant technical experience related to areas of media development and/ or MIL.</td>
<td>30 points</td>
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<td>4</td>
<td>(Mandatory/ 40 points) The institution has a documented track record of implementing a minimum of two (02) similar projects during the last 5 years. Reference letter(s) by project(s) owner(s) is mandatory</td>
<td>40 points</td>
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<td>5</td>
<td>(desirable/ 15 points) A demonstrated ability to work with government counterparts, civil society organizations, UN affiliated organizations, educational institutes, or any international development/ aid agency.</td>
<td>15 points</td>
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<td>6</td>
<td>(desirable/ 20 points) Experience in managing funds with a strong financial capacity to support implementation of the project; proven by running at least one project worth more than US$100,000. Proof: Financial audited statements for years 2016 and 2017</td>
<td>20 points</td>
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<td>Part Two: Quality, Methodology and work plan</td>
<td>Up to 350 points</td>
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<td>7</td>
<td>(desirable/ up to 20 points) The Institution was able to present a sound strategy and an applicable technical approach that both guarantee a successful implementation for the project.</td>
<td>20 points</td>
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<td>8</td>
<td>(desirable/ up to 20 points) The proposed strategy and approach provides a clear and added value to the work assignment and to the programme area</td>
<td>20 points</td>
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<td>9</td>
<td>(desirable/ up to 40 points) The institution was able to demonstrate a coherent and clear project management methodology, including monitoring and evaluation (M&amp;E) and control, fully-fledged documentation and reporting procedures.</td>
<td>40 points</td>
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<td>10</td>
<td>(desirable/ up to 30 points) A clear work plan; which is relevant to the work assignment and timelines that carefully considers proposition of a reasonable number of project personnel, a detailed listing of proper sequence of activities and reasonable duration.</td>
<td>30 points</td>
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<td>11</td>
<td>(desirable/ up to 20 points) The proposed project has innovative elements for the MIL clubs.</td>
<td>20 points</td>
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<td>12</td>
<td>(desirable/ up to 40 points) The institution considered different potential risks may affect timely implementation of project activities and provided an adequate risk mitigation plan.</td>
<td>40 points</td>
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<td>13</td>
<td>(desirable/ up to 30 points) The institution considered proper engagement of all project stakeholders and provided a sound communication plan and clear escalation procedures.</td>
<td>30 points</td>
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<td>(desirable/ up to 40 points) The institution proposed a timely resourcing plan for the project personnel, trainers/ teachers including identification and contracting, facilities, and other project requirements.</td>
<td>40 points</td>
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<td>(desirable/ up to 30 points) The institution demonstrates the capacity to coordinate, manage and monitor the overall implementation of the project</td>
<td>30 points</td>
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<td>(desirable/ up to 40 points) The institution was able to demonstrate a clear plan to measure the impact of the training and the learning process</td>
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<td>(desirable/ up to 40 points) The proposed project provides a concrete and realistic possibility to be sustain the MIL clubs formula</td>
<td>40 points</td>
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<td>Part Three: Key personnel</td>
<td>Up to 200 points</td>
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<td>18</td>
<td>(mandatory/ up to 200) The institution was able to propose suitable key candidates for the assignment. Roles, names, location in organigram, and a detailed CV of each project staff should be provided. Proven professional track record of the staff to be assigned to the project, supported by adequate documentation of previous projects.</td>
<td>200 points</td>
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<td>• Senior media trainer: 60 points</td>
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<td>• Co-trainer: 40 points</td>
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<td>• M&amp;E Officer: 50 points</td>
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<td>• Project Coordinator : 50 points</td>
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<td>Total scores for the technical part:</td>
<td>700</td>
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<td>Minimum passing score for technical criteria (70%):</td>
<td>490</td>
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**H. MINIMUM QUALIFICATIONS OF PROJECT PERSONNEL**

The Applicant Agency is expected not only to provide highly qualified experts for each of the above Service Areas but also to guarantee at any point in time during the project implementation to find alternate expert(s), whenever applicable, at no additional cost on UNESCO in case of unexpected attrition of a proposed expert or in case of his/her rejection by UNESCO or the counterpart of due to unsatisfactory performance during contract implementation.

The Applicant Agency is expected to provide the experts and trainers mentioned below. The Applicant Agency has the freedom to propose reasonable number of working days as the number of days given mentioned above as made on tentative/ estimation basis.

The Applicant Agency may propose additional needed human resources to undertake the project implementation as necessary.

1. **Senior Media Trainer**
   a) Advanced university degree in journalism, communications or a related field or equivalent proven work experience in journalism;
   b) Minimum of seven (07) years’ hands-on professional experience in journalism education in different countries contexts;
   c) At least four (04) years of proven work experience as a media/journalism trainer;
   d) Up-to-date with the latest trends and best practices in media;
   e) At least two (02) years of experience in media and information literacy;
   f) Demonstrated and very good IT skills.

2. **Co-trainer**
   a) At least Bachelor’s degree in journalism, communications or a related field;
   b) Minimum of three (03) years’ hands-on professional experience in journalism education in different countries contexts
   c) At least two (02) years of proven work experience as a media trainer
   d) At least two (02) years of experience in media and information literacy;
   e) Up-to-date with the latest trends and best practices in digital media
f) Demonstrated and very good IT skills

3. Field Coordination Officer (full timer)

a) At least a Bachelor’s degree in business or related field of study;
b) A minimum of three (03) years of experience in project management or similar fields;
c) At least two (02) years of experience in supporting education and/or media support projects;
d) Proven work experience in media or education is an asset;
e) Proven work experience in working in multicultural environment;
f) Excellent Knowledge in English and Arabic.

4. M&E officer (part timer)

a) University Degree preferably in Business Administration, project management or related field;
b) At least five (05) years of experience in the design and implementation of M&E in development projects or relevant projects;
c) Proven experience in projects implemented by international NGOs and UN bodies;
d) Proven experience in designing tools for data collection, analysis and production of reports;
e) Demonstrated and very good IT skills;
f) Excellent Knowledge in English and Arabic.

In addition, the contractor should ensure the following qualities in the proposed experts:

✓ Excellent planning and reporting skills;
✓ Good facilitation skills; with excellent communication capabilities;
✓ Ability to adapt to dynamic environments;
✓ Ability to work effectively in a multicultural/multinational environment;
✓ A commitment to UN values of non-discrimination on the basis of race, gender, economic status, or religion.

5. Other Personnel

Please specify as necessary, including purpose and role in the project, qualifications and time allocation during project implementation)
INSTRUCTIONS TO APPLICANTS

General Information

Any error or major discrepancy related in the information provided (e.g. the amounts mentioned in the budget are inconsistent with those mentioned in the concept note) may lead to rejection of the application.

Please note that this Invitation notice does not entail any commitment on the part of UNESCO, which reserves the right to change or cancel this requirement at any time in the Invitation process.

The applicants is also aware that:

- All applications must be in English;
- Hand-written applications will not be accepted;
- The complete identification form, concept note and draft budget must be submitted in Word and Excel or PDF;
- Please note that only the requested documents will be evaluated. It is therefore of utmost importance that these documents contain ALL relevant information concerning the Project/Activity.
- Incomplete applications will be rejected

Applicants shall bear all costs associated with the preparation and submission of their proposals. UNESCO shall not bear any liability and shall not be held responsible for any cost the applicants may incur while preparing their proposals, regardless of the final outcome of the selection process.

All the quotations and proposals made by applicants shall be valid for at least 60 days after the closing of the invitation period.

Submission details

All submissions should be submitted electronically via email to: Amman.proc@unesco.org

On or before 14 August 2018 (14h00 Amman local time)

Attention: Mr. Cedric Neri
Reference: JOR/IfPP/18/08
Project Title: “Support to Media and Information Literacy Clubs in Public Schools”

Applications sent by any other means (e.g. by fax) or delivered to other addresses will not be considered under this Invitation for Proposals.

Deadline for submission of proposals

The deadline for the submission of applications is 14 August 2018 at 14h00 Amman local time as evidenced by the date of receipt of submission email. Any application submitted after the deadline will be automatically rejected.

Document to be provided in the submission by the applicant*

Applicants must provide the following:

- The identification form duly filled;
- All the documents requested to support the identification form;
- Registration/ incorporation certificate;
• Organization’s profile/ CV and profile of its key staff;
• History of previous projects related to the scope of this activity;
• Relevant reference letters;
• Audited financial statement for 2014-2015-2016 and if available 2017;
• CVs of proposed Experts and key project personnel;
• A financial proposal (in USD) using the template form;
• A technical proposal explaining and discussing the way to implement the activity proposed in the framework of the partnership. This technical proposal must provide the following information:
  ➢ A General strategy for the implementation based on all the information provided in this document;
  ➢ A preliminary work plan;
  ➢ A description of the methodology for implementing the activity;
  ➢ A draft planning for Human resources, including subcontracting, where relevant, along with the CVs of the main experts/trainers;
  ➢ The Estimated time to deliver and timeframe;
  ➢ The Added value you are offering;
  ➢ The comparative advantage you are offering;
  ➢ Identify the risks in the Project/Activity and explain how you will deal and mitigate them;
  ➢ Describe how sustainability of results after completion will be ensured. Consider key sustainability factors such as Capacity Development, Gender Equality, Human Rights-Based Approaches, etc.
  ➢ Demonstrate your absorptive capacity and a financial management record commensurate with the grant request amount.

• In case two agencies associate together for the scope of this activity, they must provide a letter of association dated and signed by both parties and stating the following:
  • Roles and responsibilities of each agency in undertaking the assignment;
  • Leadership role for the different phases: design, implementation, programmatic and financial management, monitoring and evaluation, reporting, communication and liaising with UNESCO.
  • The identification form should be filled out by each non-for-profit entity separately, with registration and NGO supporting documents.