



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Call for Proposals from Academic and Research Institutions

Reference: CI/FEM/FOE/RPI/2016/01

Date: 7 January 2016

Request to submit a written and financial proposal for a work assignment with UNESCO on

World Trends in Freedom of Expression and Media Development 2017

UNESCO is inviting written proposals from academic and research institutions for producing the 2017 report in the series *World Trends in Freedom of Expression and Media Development*, in accordance with the assignment described in attachment A.

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- (a) Terms of Reference (attachment A)
- (b) Background information concerning the work assignment (attachment B)
- (c) Financial template (attachment C)

Your written proposal should comprise, in **separate attached documents**:

- 1) **A Technical Proposal** consisting of the following:
 - A description of your organization, including its managerial/administrative capacity and previous engagement in research projects on freedom of expression and media development, as well as information about any additional partners envisaged in a consortium to be led by your organization;
 - The added value of your organization in this research and prospects for sustainability, including through contributions to the project;
 - A detailed approach, strategy and methodology guaranteeing a successful undertaking of the assignment;
 - A detailed work plan for the assignment, including specific indicators and timelines;
 - A description of the proposed team, including updated CVs;
 - Comments on the Terms of Reference, if any.

- 2) **A Financial Proposal** for the assignment, broken down by activity as described in Attachment C. The budget should be quoted in US Dollars.

Your proposal and any supporting documents must be in **English**.

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money.

Your offer comprising a technical proposal and financial proposal, submitted in two separate files, should be sent through two separate emails to the following address **no later than 9 a.m. on Monday, 15 February 2016**:

ci.proposals@unesco.org

To ease the email tracing and facilitate quick processing, kindly use the following subject line "**Proposal for World Trends in Freedom of Expression and Media Development 2017**".

Submissions will be acknowledged by email upon receipt but **ONLY** selected organizations will receive further notification and correspondences.

It is the applicant's responsibility to ensure that the proposal is received by the deadline.

You are requested to indicate if you will be submitting a proposal. For this purpose, and for any requests for clarification, please contact **Ms Rachel Pollack Ichou** (r.pollack@unesco.org).

Thank you for your interest in this UNESCO assignment. We look forward to receiving your proposal.



 **Mr Guy Berger**
Director
Division of Freedom of Expression and Media Development
UNESCO

Terms of Reference

1. Background and Justification

In 2011, UNESCO's 195 Member States approved a resolution during their 36th General Conference requesting the Organization to 'monitor, in close cooperation with other United Nations bodies and other relevant organizations active in this field, the status of press freedom and safety of journalists, with emphasis on cases of impunity for violence against journalists...and to report on the developments in these fields to the biannual General Conference.'

To carry out this mandate and with the support of the Government of Sweden, UNESCO embarked in 2012 on a large-scale research project with an advisory group of 27 leading international experts. Based on this research, a summary report on trends in press freedom and the safety of journalists between 2007 and mid-2013 was presented to the 37th General Conference in November 2013, in the form of an overview document highlighting relevant key findings. The final publication on *World Trends in Freedom of Expression and Media Development* was launched by UNESCO's Director-General in Stockholm, Sweden in March 2014 and then presented in all five UNESCO regions.

The first *World Trends* report filled an important gap in contemporary media and communications research. While other studies and reports offered snapshots of specific dimensions or regions, UNESCO's *World Trends* was the first to present a systematic trend analysis of the multiple aspects of media freedom, pluralism, independence and safety, while giving special attention to gender-sensitive considerations.

UNESCO has recently published a second edition in the series, focusing in depth on selected digital-era trends. *World Trends in Freedom of Expression and Media Development: Special Digital Focus 2015* provided a substantive analysis of key areas identified in the first *World Trends* as particularly relevant for further study, namely the issues of: online hate speech, protection of journalism sources, and the role of internet intermediaries in fostering freedom of expression, as well as continued focus on the safety of journalists. It also built on issues raised in the 2015 UNESCO study titled *Keystones to foster inclusive Knowledge Societies*.

UNESCO will publish the next full edition of *World Trends in Freedom of Expression and Media Development* in 2017, covering developments across the full range of media freedom, pluralism, independence and safety. The selected organization will work closely with UNESCO to produce the 2017 *World Trends* report, a comprehensive study modeled on the first *World Trends* edition, leading the coordination of research and writing. The costs for this 2017 *World Trends* as regards a UNESCO editor, advisory board, translations, design and printing, and launch activities will be covered directly from UNESCO.

UNESCO further continues to engage in fundraising so as to secure the sustainability of future editions of the report, with an eye to continued publication beyond 2017.

2. Objective

World Trends in Freedom of Expression and Media Development serves as part of UNESCO's overarching objective to foster peace, sustainable development and democracy through promoting freedom of expression. In particular, it works towards the expected result of an enabling environment fostered for freedom of expression, freedom of information and press freedom, both online and off-line, with the key output as the production of in-depth reports on press freedom.

UNESCO seeks a partnership with an academic or research institution to produce the 2017 edition of *World Trends in Freedom of Expression and Media Development*. The partner should work closely with UNESCO from conception through execution and share in responsibility for achieving project results. The selected organization must contribute to the activity through financial or human resources or contributions in kind.

3. Deliverables and Schedule:

By **1 July 2017**, the Partner shall prepare and deliver to UNESCO a work which for reference purposes is now titled: *World Trends in Freedom of Expression and Media Development: 2017 Report* (herein after called "the Report") in the form specified below:

The Report shall consist of approximately one hundred-fifty (150) standard pages (approximately 320 words each), excluding references and recommendations, written according to the UNESCO Style Manual and adhering to the overall Guidelines for the preparation of manuscripts (to be provided by UNESCO). The Report shall be written in native-level English in a style corresponding to the audience of UNESCO Members States and the freedom of expression community. Ensuring top quality scholarship and diverse referencing will be critical. The contributions should be neutral and soundly based on facts and a triangulation of credible sources. The main part of the report should cover the global picture, and there should also be regional chapters.

The Report shall provide an assessment of trends over the past four years in the areas of media freedom, pluralism, independence and safety, including consideration of gender and relevant digital media. It should also provide forward-looking insights and policy recommendations for Member States at the conclusion of the document. The Report shall not repeat the publications or articles recently published by UNESCO or other organizations.

The Partner is required to present UNESCO with the following deliverables:

- A work plan for the Report should be submitted to UNESCO by **1 June 2016**.
- A progress report on the first draft of the Report should be submitted to UNESCO by **31 October 2016**.
- A first draft of the Report shall be submitted to UNESCO no later than **1 February 2017**.
- A second draft shall be submitted by **15 May 2017**.

- The final version of the Report, taking into account UNESCO's corrections and additions, shall be submitted to UNESCO by **1 July 2017**, in order to launch the report in English and French at UNESCO's 39th General Conference in November 2017.
- Alongside the written report, a dynamic Web portal shall be produced by **1 October 2017** with digital products based on the research, including a searchable database and information visualizations.

4. Activities

1. Designate a minimum research management team that is wider in composition than one region of the world, for example involving a North-South partnership of institutions, with one lead actor/institution, indicating also the envisaged time commitment (eg. lead co-ordinator, half-time; x number of researchers quarter-time for y months; etc).
2. Conduct a comparative analysis and critical assessment of existing research to produce a comprehensive literature review relevant to the Report.
3. Drawing on the template of the first edition of *World Trends*, and using relevant indicators, as discussed with UNESCO, proceed to collect empirical data. Indicators may be drawn from existing UNESCO and UN-validated indicators, such as the Media Development Indicators, Journalism Safety Indicators, and those that are relevant within the Sustainable Development Goals.
4. Commission international experts from all parts of the world to collect relevant data from diverse and relevant sources, including legal documents, news media and social media, the reports of international organizations, experts, and scholarly and academic analyses.
5. As a scalable possibility, depending on budget, provide research scholarships to students from the global South, one attached to each of the four pillars in the report of freedom, pluralism, independence and safety.
6. Compile and store as much of the data as possible, in a searchable database that is open to scholars and researchers worldwide, and maintained by the Partner for a three-year period after which discussions will take place with UNESCO as to future hosting in the light of further envisaged editions of the *World Trends* report.
7. Synthesize all data and other contributions to the Report, in an analytical report, and further ensure that the full text contains consistent quality and style throughout, and takes into account UNESCO's editorial conventions and final authority as regards the content.
8. Contribute to UNESCO's efforts to secure support, in financial contributions and in kind, from governments and foundations, in order to create a broad and sustainable donor base for future editions of the *World Trends* report.
9. Assist in the publicisation and dissemination of the Report, particularly among academic audiences and through the media, through the preparation of:

policy briefings, press releases, key messages, and open data available for infographics and visualizations. This may include being available for a presentation of the Report at launch events.

10. Advise UNESCO on the composition of an Advisory Board for the Report.

5. Reporting:

The following are the list of general reports that will be required from the Partner during the implementation period:

- Work plan with detailed activities schedule
- Periodic progress reports
- Periodic financial reports
- Final narrative and financial report with supporting documents

The selected organization 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.

6. Eligibility Criteria:

The organization must be a **non-for-profit entity** with full respect to the following eligibility criteria. It must also not be listed under any global terrorism list, including under UN Security Resolution 1267 and the UNDP suspended vendors list.

The organization shall ensure that the following criteria are supported as part of the technical proposal.

#	Requirement	Eligibility criteria
1	Legal status of the institution	Registration as a non-for-profit entity that has been active for at least two years is required.
2	Areas of expertise/ Mandate of the institution	Recognized excellence at the international level in research on freedom of expression and media development is required. The presence of students and junior researchers who could contribute to the research would be an advantage.
3	Working relationships	Wide international network of researchers in freedom of expression and media development is strongly desired. Good relationships with relevant stakeholders, including universities, NGOs, governments and the media would be an advantage.
4	History of similar assignments	Successful completion of at least two international research projects involving a consortium of researchers is required. Successful fundraising for research would be an advantage.

5	Qualifications of the project leader	Advanced university degree in communication and information, media, political science, law or related field is required. Expertise in freedom of expression and media development, as well as methods, demonstrated by at least three publications. At least 7 years of experience in experience in research related to freedom of expression and media development, including at least 3 years of leading projects at the international level. Proven professional skills and integrity are required.
6	Working languages	Excellent level of English is required. Knowledge of additional UN languages would be an advantage.

If selected, the organization will need to provide within 10 days the following documentation of legal and financial status:

- Registration / incorporation certificate (demonstrating status as non-profit)
- Organizational chart and decision-making mechanisms
- Audited financial statement for 2013 and 2014

7. Awarding Criteria:

#	Technical criteria	points
	Part One: Institution's qualifications and expertise:	Up to 200 points
1	(mandatory/ 50 points) The institution is a non-profit organization that has a sound structure for successful undertaking of the assignment proven by a good profile, key personnel and a well-established financial and administration system.	50 points
2	(mandatory/ 50 points) The institution should have recognized excellence in research on freedom of expression and media development.	50 points
3	(desirable/ up to 50 points) Experience in managing large projects, proven by at least two projects with an international consortium of researchers.	50 points
4	(desirable/ up to 25 points) A wide international network of researchers in freedom of expression and media development	25 points
5	(desirable/ up to 25 points) A demonstrated ability to work with universities, NGOs, governments and the media to secure research funding and dissemination.	25 points

	Part Two: Methodology and work plan	Up to 300 points
6	(desirable/ up to 100 points) A sound methodological approach, demonstrating in-depth theoretical understanding of the field, knowledge of relevant indicators and research documents, and advanced skills in research methods	100 points
7	(desirable/ up to 100 points) A clear and realistic work plan, which is relevant to the assignment and timelines and that states a reasonable number of project personnel and a detailed listing of the proper sequence and duration of activities	100 points
8	(desirable/ up to 25 points) Demonstrated understanding of project management techniques, including monitoring, documentation and reporting procedures.	25 points
9	(desirable/ up to 25 points) Identification of potential risks that may affect timely implementation of project activities and provided adequate risk mitigation plan.	25 points
10	(desirable/ up to 50 points) Innovative ideas for fundraising and dissemination.	50 points
	Part Three: Key personnel	Up to 200 points
11	(mandatory/ 50 points) Advanced university degree in communication and information, journalism, social science, law or related field	50 points
12	(desirable/ up to 50 points) Project leader has minimum of 7 years of years of experience in research related to freedom of expression and media development, including at least 3 years of leading projects at the international level	50 points
13	(desirable/ up to 25 points) Knowledge and expertise on freedom of expression and media development, demonstrated through at least 3 peer-reviewed publications	25 points
14	(mandatory/ up to 25 points) Excellent level of English. Other UN languages would be an advantage	25 points
15	(mandatory / up to 25 points) Proven track record of professional skills and integrity, including ability to meet deadlines and strong interpersonal skills.	25 points
16	(desirable / up to 25 points) Gender and geographic balance, as well as the inclusion of junior researchers, among selected researchers would be an advantage.	25 points
Total scores for the technical part:		700
Minimum passing score for technical criteria (70%):		490

	Financial Proposal	Total 300 points
	Financial proposal submitted by the institution according to Attachment C	Up to 300 points

Attachment B

Relevant background information/documents

World Trends in Freedom of Expression and Media Development (2014):
<http://www.unesco.org/new/en/world-media-trends>

World Trends in Freedom of Expression and Media Development: Special Digital Focus 2015: <http://www.unesco.org/new/en/world-media-trends-2015>

Media Development Indicators: <http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/ipdc/initiatives/media-development-indicators-mdis/>

Journalist Safety Indicators: <http://www.unesco.org/new/en/communication-and-information/freedom-of-expression/safety-of-journalists/journalists-safety-indicators/>

UNESCO Communication and Information Sector website:
<http://www.unesco.org/new/en/communication-and-information/>