

TERMS OF REFERENCE

for

expert services provision in the field of media and
information literacy

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Subject	Recruiting an expert in Media and Information Literacy (MIL) to conduct capacity development program for civil society organizations (CSOs)
Project	Advancing Media Literacy through Armenian Civil Society Actors
Implementing Organization	People in Need Armenia (PIN Armenia)
Donor	Ministry of Foreign Affairs of the Czech Republic under the Transition Promotion program
Assignment period	June 2024 – October 2025
Target Region	Lori marz (region) of the RA.
Direct Project Target Groups	Registered civil society organizations operating in Lori marz of the RA from 2-5 years.
Final Beneficiaries (wider target group):	First, the population of the Lori marz of the RA with emphasis on young people (16-29 years old) and women, and secondary, citizens residing in other parts of Armenia.

1. PROJECT BACKGROUND

Who are we?

People in Need Armenia (PIN Armenia) is a non-governmental, non-profit organization founded on the ideals of humanism, freedom, equality and solidarity. We work in humanitarian aid, human rights, education and social work. Focusing on **Civil Society & Inclusive Governance**, we aim to support civil society's engagement with government actors to advance participatory democratic processes and develop inclusive public services.

Project Objective

The project "Advancing Media Literacy through Armenian Civil Society Actors," funded by the Ministry of Foreign Affairs of the Czech Republic, under Transition Promotion program, aims to empower Armenian civil society to critically evaluate information and identify media manipulation and propaganda. The project addresses the challenges posed by disinformation campaigns and hate speech in Armenian society, which have resulted in political polarization, distrust in institutions, and disrupted social cohesion.

The project's overarching goal is to contribute to a more resilient, well-informed and critically thinking society in Armenia.

2. FORMAT AND APPROACH OF THE PROJECT

Project components

The project will pursue two interrelated components/phases to achieve its objective. By submitting their application, eligible organizations automatically apply for two project phases. Only organizations participating in the first phase successfully completed it will be considered for the second phase:

Component/Phase 1: Development and strengthening of media and information literacy capacities of **5 selected CSOs** (two representatives from each) through a tailored capacity-building program.

Component/Phase 2: Due to the competition, **only 3 CSOs** who passed the second stage will be given sub-grants to implement the ideas of increasing media literacy.

First, the project's activities will build the capacity of CSOs to promote MIL. In response to the increase in disinformation campaigns in crisis situations, capacity building will enable CSOs to take active steps in their communities to counter disinformation campaigns and manipulation. As a result of the workshop, proactive ideas will be developed aimed at strengthening the resilience of the society of the given community against disinformation campaigns and false statements, ensuring the inner peace of young people and women living in the most remote and hard-to-reach places. The ideas will be evaluated by a specially created selection committee and, according to the established criteria, the best ones will be selected to participate in the second phase of the project.

Secondly, the initiatives to be implemented by CSOs aim to develop and strengthen the media literacy skills of at least 180 young people, women, and the general population living in the Lori region of RA. This will be done using the innovative media literacy rising approach "One World in Schools - OWIS".

The OWIS methodology One World in Schools (OWIS) is PIN's approach to educating the next generations of active citizens who think critically, respect human rights and act with empathy and self-awareness. It is an innovative teaching/learning methodology developed in the Czech Republic in 2001. Since then, it has been introduced in formal and non-formal learning settings in 14 countries worldwide.

The core of the methodology is documentary films, which use storytelling to introduce complex issues related to, but not limited to, human rights, democratic principles, media and information or climate change. The films are used as the basis for follow-up discussions, exercises and emotional reflection that promote empathy, critical thinking and self-compassion. OWIS is more than films - it's an integrated approach that includes a range of activities outside the classroom - youth-led initiatives, youth leadership/journalism competitions, student elections, stories of injustice and much more.

3. SCOPE OF WORK

To ensure the process of proper implementation of the goals and tasks defined in the project, a **Media and Information (MIL) Expert** (key expert) will be engaged to carry out the relevant

work with the representatives of the selected CSOs, to assist the CSOs in tailoring their MIL initiatives to the learning needs of their target audiences and providing resources and advice.

The MIL Expert will be responsible for supporting the implementation of various activities. The following activities are included but not limited to:

1. Facilitate a 2.5-day face-to-face interactive Workshop for 5 pre-selected CSOs to deepen their knowledge of media and information literacy trends, tools and approaches.

A suggested initial curriculum for the course is presented in Annex 2. It can be adjusted/modified as a result of discussions with the expert. The course will also feature other invited experts who will guide participants in applying the principles and tools of the OWIS methodology to their initiatives.

2. Assist in the organization of 3 webinars, in developing agendas, engaging speakers, and disseminating information about the event. The meetings are expected to be attended by local and international independent mass media, researchers and representatives of leading organizations in the field.
3. Provide mentoring and/or coaching services for the 3 CSOs that received a grant within the framework of the program, to develop ideas and their effective implementation. Participants will be provided with 3-5 individual online consultations, particularly on educational materials, interactive tools, online platforms and other issues of interest.
4. Coordinate the alignment of CSO initiatives with the evaluation indicators defined by the program, ensuring constant feedback with participants to eliminate possible shortcomings and gaps. Within the framework of the project, PIN experts will organize a 1-day course for the participants to present the specifics of monitoring and evaluation of the implemented initiatives.
5. Facilitate a 1,5-day seminar for CSOs to reflect on the outcomes of their MIL initiatives, share experiences, and develop evidence-based project ideas for future implementation.
6. Facilitate the organization of the closing event of the project to present the results and successful experiences of the project, to reflect on the outcomes of the CSOs' implemented MIL initiatives, as well as to discuss the processes of improving the resilience of the community and civil society in the future.
7. Collaborate and communicate in a timely manner with PIN staff and other project stakeholders to align the MIL expert's activities with the overall project objectives and timelines. Propose and discuss with the PIN project team relevant guest speakers and experts for webinars and training sessions.
8. Submit reports (electronically) on the work done within the framework of the project according to the specified deadlines, ensure the pre- and post-evaluation processes of

participants' knowledge providing insights and analysis related to the effectiveness of MIL interventions, etc.

4. QUALIFICATIONS AND SKILLS

- Advanced degree in Media Studies, Communication, Education, or related field.
- Expertise in Media and Information Literacy methodologies and practices, particularly on youth and adults' civic engagement.
- Experience in capacity-building and training initiatives, preferably within civil society development contexts both face-to-face and remote formats is required.
- Experience organizing face-to-face participatory, practical workshops aimed at developing skills rather than simply transferring information;
- Experience providing coaching, mentoring or individual consultations will be considered an advantage;
- Strong facilitation, communication, and networking skills.
- Familiarity with the Armenian media landscape and understanding of local context and challenges.
- Ability to perform tasks and fulfil responsibilities within fixed time frames;
- Motivation and commitment to the values of transparency and integrity;
- Fluency in Armenian and English, both written and spoken.

5. REQUIRED DOCUMENTATION

Interested candidates/legal entities are encouraged to submit a file containing:

- A detailed CV highlighting the candidate's qualifications and expertise,
- A cover letter outlining the candidate's experience in the media and information literacy area, as well as reflecting commitment to be available for up to 18 months, including occasional travels to Lori marz of the RA to deliver the training and monitor the activities,
- 2 referral contacts related to previous relevant trainings and support provided on a similar topic(s).

6. DURATION

The MIL Expert will be engaged for the 18-month project under the specified project activities timeframe (see below in Annex I).

7. REPORTING

The MIL Expert will report to the Program Manager and work closely with the project team, PIN staff and local partners. The MIL Expert will be responsible for providing reports (written or verbal) on the activities they are involved in within the project.

MIL Expert should submit:

- Revised detailed Education Plan and practical Training Modules with incorporated OWIS model (in Armenian);

- Educational materials (PPT, printed/electronic materials) on the presented topics;
- Signing sheet of participants, photo and/or video materials taken during the events;
- Completed by participants pre and post-evaluation forms;
- Reports on the work performed (upon request)
- Final report on accomplished activities (in Armenian or English) (both electronically and in hard copy *(including the description of approaches and work methodology)*).

These reports will include insights, observations, and assessments of the implementation of capacity-building programs, training sessions, consultations, and other related activities. The MIL Expert will document the effectiveness of the training sessions, progress made by participating CSOs, challenges encountered, and recommendations for improvement. Additionally, they will report on the outcomes of monitoring and evaluation activities, including the application of new skills by CSOs and the impact of MIL initiatives on target audiences. These reports will be essential for project evaluation, monitoring progress toward objectives, and informing future project planning and decision-making.

8. APPLICATION PROCESS

Interested candidates should submit their CV (max up to 2 pages), cover letter, and a sample of a training session design addressing their relevant qualifications to procurement.armenia@peopleinneed.net with the subject line "**Advancing of Media Literacy through Armenian Civil Society Actors.**" Applications received after the deadline **will not be considered**. **Deadline: 28/06/2024**

Only short-listed applicants will be contacted.

All qualified applicants, regardless of gender and age, are encouraged to apply.

Annex 1. Timeline for Deliverables

N	Assigned Task	Timeframe
1.	Conduct a 2.5-day face-to-face interactive Workshop for CSOs including consultations with each CSO on their MIL initiatives	September, 2024 (Year 1)
2.	Provide tailored guidance and support to CSOs in developing MIL initiatives. Offer 3-5 online consultations to each participant CSO post-training to address any ongoing challenges and provide additional support as needed.	November-December, 2024 (Year 1)
3.	Support and facilitate the organization of three webinars followed by in-person training, open for participation to other interested CSOs.	September-October, 2024 (Year 1)
4.	Supervise CSOs during the evaluation phase of their MIL initiatives, ensuring adherence to best practices and providing feedback for improvement.	July-August, 2025 (Year 2)
5.	Facilitate a 1,5-day seminar for CSOs to reflect on the outcomes of their MIL initiatives, share experiences, and develop evidence-based project ideas for future implementation.	September, 2025 (Year 2)
6.	Collaborate with PIN staff and other project stakeholders to align the MIL expert's activities with overall project objectives and timelines.	All the period
7.	Contribute to the development of project reports and documentation, participants pre and post evaluation providing insights and analysis related to the effectiveness of MIL interventions.	All the period
8.	Submitting the Final report together with the developed methodology to the Project Team	October, 2025 (Year 2)

Annex 2. Proposed Condensed Workshop Module for CSOs:

Workshop Objectives:

1. Equip CSOs with comprehensive knowledge of media literacy.
2. Enable CSOs to design effective media literacy initiatives for youth and adults in the Lori marz (region) of the RA.
3. Foster critical thinking and analytical skills to combat misinformation and propaganda.

Workshop Structure:

- **Duration:** 2.5 days
- **Participants:** pre-selected 5 Civil Society Organizations (CSOs)
- **Methodology:** Interactive lectures, group discussions, practical exercises, case studies, and project development sessions.

Date	Topic (duration approx.)
<p>Day 1: Foundations of Media Literacy</p> <p>Morning Session:</p>	<p>1. Opening and Introductions (30 mins)</p> <ul style="list-style-type: none"> ➤ Welcome and workshop objectives. ➤ Ice-breaker activity. <p>2. Information and Media Literacy Competencies (1 hour)</p> <ul style="list-style-type: none"> ➤ Definition and importance. ➤ Key competencies: accessing, analyzing, evaluating, and creating <p>3. Media Field and Information Sources (1 hour)</p> <ul style="list-style-type: none"> ➤ Types of media and their roles. ➤ Evaluating the credibility of information sources.
<p>Afternoon Session:</p>	<ul style="list-style-type: none"> ➤ 4. Freedom of Speech and Its Limits (1 hour) ➤ Legal frameworks and ethical considerations. ➤ Case studies on freedom of speech challenges. <p>5. Protection and Security of Personal Data in the Digital Environment (1 hour)</p> <ul style="list-style-type: none"> ➤ Best practices for digital privacy. ➤ Tools and techniques for securing personal data online.
<p>Day 2: Combating Misinformation and Developing Initiatives</p> <p>Morning Session:</p>	<p>1. Misinformation: Definitions and Context (30 min)</p> <ul style="list-style-type: none"> ➤ Understanding misinformation, disinformation, and malinformation. ➤ Contextual examples of information wars and campaigns. <p>2. Propaganda Mechanisms and Technologies (30 min)</p> <ul style="list-style-type: none"> ➤ Techniques used in propaganda. ➤ Historical and modern examples.

	<p>3. Markers of Incitement to Hate and Discrimination in the Media (30 min)</p> <ul style="list-style-type: none"> ➤ Identifying hate speech and discriminatory content. ➤ Legal and social responses to hate speech. <p>4. How to Identify, Avoid, and Verify Disinformation and Propaganda (30 min)</p> <ul style="list-style-type: none"> ➤ Practical strategies for identifying false information. ➤ Verification tools and techniques, fact-checking platforms. ➤ Hands-on activity: Using fact-checking tools. <p><i>Group work: exercising of fact-checking tools.</i></p>
<p>Afternoon Session: (with the participation of invited experts)</p>	<p>5. Innovative Media and Information Literacy Approaches (30 min)</p> <ul style="list-style-type: none"> ➤ Latest trends and innovations in media literacy. ➤ Examples of successful media literacy programs. <p>6. One World in Schools (OWIS) Innovative Media Literacy Teaching Methodology (1 hour)</p> <ul style="list-style-type: none"> ➤ Introduction to OWIS methodology. ➤ Documentary films as an instrument for media literacy rising ➤ How to approach the documentary films for critical thinking development (exercises and approaches) <p>7. Critical Thinking: The Art of Asking Questions and Analyzing: examples from OWIS cases (30 min)</p> <ul style="list-style-type: none"> ➤ Developing critical thinking skills. ➤ Exercises in questioning and analysis. <p><i>Group Work: Developing Media Literacy Initiatives (1 hour)</i></p> <p><i>Participants form groups to brainstorm and outline their media literacy initiatives. Focus on tailoring initiatives to youth and adults in the Lori region.</i></p>

**Day 3: Finalization and
Presentation of Initiatives (Half
Day)**

1. Project Development: Refining Ideas (1 hour)

- Groups refine their project ideas with facilitator support.
- Emphasis on sustainability and impact.

2. Presentations of Media Literacy Initiatives (1 hour)

- Each group presents their idea for the initiative.
- Peer feedback and facilitator input.

3. Closing Remarks and Next Steps (30 mins)

- Summary of key learnings.
- Future collaboration opportunities.
- Evaluation and feedback from participants.