

# Public Invitation to Tender

Media and Information Literacy (MIL)  
social media campaign on verification  
methods in Mexico,  
Funded by the German Federal  
Ministry for Economic Cooperation  
and Development (BMZ)

DW Akademie is calling for bids for a Media and Information Literacy (MIL) campaign on verification methods for social media in Mexico. The campaign is expected to take place between late January and February 2023, the report on the impact is to be submitted by mid-March 2023. Qualified media and communication experts with a MIL and verification background are kindly requested to send in their proposals. This assignment will include designing the campaign, its distribution strategy and an assessment report. Submissions are requested by 06.01.2022.

## **Position information**

**Title:** Media and Information Literacy Expert(s) for a social media campaign on verification in Mexico

**Type of Contract:** service contract

**Start Date:** 15.01.2023

**Duration of Assignment:** The contract will be effective from date of signing for 2 months.

## **Introducing DW Akademie**

DW Akademie is Germany's leading organization for international media development. We support the development of free and transparent media, quality journalism, and also offer programs to boost media skills. Our goal is to ensure every human can express their opinion free from discrimination and oppression and has access to independent sources of information. We view this as an important prerequisite for peace and democracy. If citizens can inform themselves and voice their opinions in public without fear, then they can demand further human rights. They can live their lives, give shape to their society and receive a fair chance for development. Human rights are at the heart of what we do and are the focal point of all our projects (human rights-based approach). Our strategies are aimed at structural and sustainable changes to support and enhance free, independent and plural media landscapes. In order to do this, five fields of action are covered: Media Viability, Media and Information Literacy, Digital Rights, Media and Journalism Education, and Innovation for Dialogue. Each field of action contributes to freedom of expression and access to information. The interplay of these diverse approaches enables sustainable structures to be created that are a prerequisite for freedom of expression and access to information. DW Akademie currently runs media development projects in over 50 countries on four continents around the world.

## **Campaign Design**

It is expected a social media campaign, that mediates MIL competencies on fact verification for a Mexican audience. The MIL learning objectives should encompass at least three of the five MIL competencies (access, analyze, create, reflect and act on media). The time of the campaign should be at least 4 weeks and should not exceed 6 weeks. The topic(s) of the campaign should be of local relevance and the language used must be inclusive and cultural accurate. It is of advantage, if the campaign follows a previous action with a specific target group or social media platform to expand the knowledge gathered on the selected audience or distribution channel.

## Services

The list of services that DW Akademie expects from prospective media and communication consultants are as follows:

- Developing a verification social media campaign based on MIL learning objectives (competencies covered: e.g., access, analyze, create, reflect and act on media)
- Defining the target group addressed by the campaign and the time coverage.
- Establishing the messages to send out within two months.
- Selecting the social media platforms and the media formats (e.g., videos, stories, pictures, infographics).
- Establish an interaction strategy with the public targeted.
- Producing the media and conducting the MIL verification campaign.
- Reporting on a midterm progress.
- Gathering the reach and interaction data and analyzing the results.
- Authoring an assessment report.

## Deliverables

- Concept note (refined application detailing budget, timeline and design). To be submitted a week after award.
- Media products with its own description (MIL learning objectives, tools used).
- Final assessment report including an analysis of the results and recommendations.

## Application Requirements

### a) Applicants' Profile

Applicants should have expertise in the field of Media and Information Literacy and Verification with a proven record of experience in these fields. They should have a proficient knowledge of the socio-political context in Mexico. The campaign and deliverables are to be produced and conducted in Spanish.

### b) Documents

The following documents should be included in the proposal:

- A concept note with the main objectives and MIL learning goals, target group, verification topics, distribution strategy, and a preliminary timetable.
- A list of projects documenting relevant experience as detailed above.
- A financial plan for expected expenditures, broken down into personnel, material costs, also detailing the number of workdays allocated to the campaign.

### c) General Information

A digital copy of your proposal should arrive by 06.01.2023 and be addressed to: [julia.manske@dw.com](mailto:julia.manske@dw.com) This tender does not imply that a contract will be concluded with the applicants.

The campaign shall be conducted between late January and February 2023. The final report should be finished by mid-March 2023.