

Invitation to tender
Media and Information Literacy trainings for youth
Hadhramaut

DW Akademie is calling for bids from civil society organizations in Yemen for Media and Information Literacy (MIL) trainings for youth.

Position information

Title: Media and Information Literacy trainings for youth

Type of contract: Service contract

Intended start date: May 1, 2023

Duration of assignment: July 31, 2024

Introducing DW Akademie

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue.

Background of project

Project: Media for Coexistence, part of GIZ PPSY II project

Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)

Implemented by: DW Akademie

Countries: Yemen

Project duration: 1.09.2022 -31.08.2024

Media for Coexistence is part of the GIZ project “Peace Process Support for Yemen II” (PPSY II). One objective of the project is to enhance the Media and Information Literacy (MIL) skills of young people in Yemen. MIL can be defined as a set of skills that enable a person to access media, analyze media content, create new media messages, reflect on media content, and take action with media.

DW Akademie seeks to work with civil society organizations (CSO) in Yemen to achieve the above-mentioned goal. DW Akademie will support the CSO in conducting trainings for young people in the field of MIL. This support includes establishing a pool of MIL trainers at the CSO. The CSO is expected to nominate at least three trainers. These trainers will be trained by DW Akademie.

Specifically, they will receive a five-day online workshop on MIL and a five-day online Training-of-Trainers (ToT) on pedagogical skills needed to teach MIL to young people.

In a pilot phase, the CSO trainers will then train young people on MIL. At least three five-day MIL trainings with 10 participants each should be implemented face-to-face. Through these MIL trainings, youth will understand the role of media and media's influence on people and society. Young people will gain the ability to decode media messages and understand the constructed nature of media content. They will create their own media, whether it is a wallpaper, a blog, video clips, or the like, to peacefully promote their causes.

Among the young people participating in the MIL training, the best or most motivated will be selected to be trained as peer multipliers. At least 4 peers should be selected by the CSO. These peers will participate in one advanced three-day workshop on MIL and one two-day ToT to enhance their newly acquired MIL capacities and to become peer multipliers. These trainings will be delivered in person by the CSO trainers. At least one team of peers should then be supported in applying their learned skills in a workshop they plan and organize themselves to train their peers on MIL.

A selected team of DW Akademie experts will coach the CSO trainers throughout the program.

Definition of Media and Information Literacy (MIL)

MIL plays an essential role in helping people navigate the media. It helps them separate fact from fiction, exercise their right to access information and be active and act responsibly in the media world. A media literate person is able to:

- **Access** information and media (e.g., find accurate information, fact check, etc.)
- **Analyze** information (e.g., question media content, why has this angle been taken?, why have they spoken to these people?, check original sources, etc.)
- **Create** content (e.g., write a post for social media, create articles, audio and video, etc.)
- **Reflect** on what they have learned (e.g., understand personal rights, understand obligations as a media consumer, is there a motive behind the information?, etc.)
- **Act** on conclusions (e.g., consciously consume media, participate in the media, report mis- or disinformation or hate speech on Facebook, demand transparency, protect personal data online, etc.)

Roles and responsibilities of the selected CSO:

In close coordination with DW Akademie, the selected CSO will perform the following services:

- Recruiting / nominating / selecting MIL trainers
- Selecting the participants of the MIL trainings

- Organizing workshop venue and catering
- Organizing permits
- Conducting MIL trainings with youth
- Evaluation and reporting of the trainings
- Selecting and training MIL peer multipliers
- Supporting peer multipliers in planning and organizing a workshop for their peers themselves
- Participating in regular meetings with DW Akademie to report on progress
- Participating in an idea lab implemented by DW Akademie to develop MIL teaching material

Deliverables

- At least three trainers are selected
- At least three five-day MIL trainings with 10 participants each are implemented
- At least 4 peers are selected and trained
- At least one team of peers has planned and organized a workshop on MIL for their peers
- A final report

Services and deliverables should be completed within the following time frame:

May 2023	Kick-off with DW Akademie to define steering structure, introduce MIL, agree on objectives / activities / timeline
June 2023	Selection of CSO trainers
July / August 2023	ToT and MIL training (online) for CSO trainers Selection of youth participants
September 2023	Idea lab: MIL teaching material
October 2023 – February 2024	MIL trainings for youth
March / April 2024	Selection of peer multipliers Training peer multipliers
May / June 2024	Peer multipliers plan and conduct MIL workshop for their peers
July 2024	Final reporting

Eligibility criteria:

Applicants must:

- be based in or around Hadhramaut
- have access to and experience working with youth
- be active in the field of MIL **or** be interested in adding MIL to their field of expertise
- be independent, i.e. not be affiliated to any political or religious movement
- be legally registered in Yemen

- be able to receive funds from abroad

DW Akademie's roles and responsibilities:

Selected CSOs will receive:

- Support in adding MIL to their work portfolio
- MIL training and coaching
- Access to MIL teaching material and tools

How to apply:

We look forward to receiving your application, which should include the following documents:

- A cover letter, conveying the motivation and eligibility of the applicant for the project
- A portfolio of your organization. Please include information on how your organization is registered in Yemen and if it is VAT exempt.
- A technical proposal, which should include a description of previous MIL-related projects and experience if any, background information on the team (name, position, short profile) that will be working on the project, and a description of your training approach.
- A financial proposal. The financial proposal should not exceed **10,800 EUR** in total and outline the expenditures for completing the work, broken down into personnel and material costs and detailing the number of working days allocated to the project.

Please submit your application in **English** to **dw-akademie.yemen@dw.com**

Subject: Yemen – Partner CSO

Application deadline: **April 16, 2023**