

Terms of Reference

Service Contract for DW Akademie

Service contract:	Media and Information Literacy (MIL) Study
Project Name:	Country Project Ethiopia (Project: DAF23-ET120)
Location:	Ethiopia, Addis Ababa
Duration:	3 months (2nd October – 29th December 2023)
Eligible applicants:	Ethiopian CSOs

Background:

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. We are active in more than 70 developing countries and emerging economies.

In Ethiopia, DW Akademie engages in the fields of media and journalist education and innovation for dialogue, commissioned by the German Federal Ministry for Economic Cooperation and Development.

Introducing the MIL study

DW Akademie invites Ethiopian CSOs to apply for a service contract to conduct a study on Media and Information Literacy (MIL) in Ethiopia. The study is foreseen as formative research to collect and analyze data at the levels of society, CSOs and the youth. The regional focus is Addis Ababa, Oromia, Amhara and Tigray.

Scope of engagement and deliverables:

Deliverable Study design (1)

- Develop a study design to assess key data at the levels of society, CSOs and the youth. For the level of youth, the DW Akademie MIL concept (MIL as ability to access, analyze, create and reflect on media) should be reflected in the design. Data collection methodology and timeline should also be part of the study design.
- Suggested information needs for the design:
 - Mis- and disinformation flow in Ethiopia (main social media channels and main challenges)

- MIL among the Ethiopian youth (e.g., competence level, main information sources and channels used by youth, main MIL challenges, e.g., misinformation, cyberbullying, harassment)
- Assessment of selected CSOs as potential MIL multiplier organisations (e.g., level of MIL and peer-education competency, interest in MIL, experience with target group of youth and existing youth network). The assessment foresees that selection criteria for CSO will be developed for the assessment and aligned with DW Akademie. CSOs will be assessed in up to 4 regions (Addis Ababa, Amhara, Tigray and Oromia) and in 6-9 locations. The regional focus might be subjected to changes assessing the security situation.

Deliverable Data collection (2) and analysis (3) - open to negotiation

The concept for data collection is included in the study design (deliverable 1)

- Prepare questionnaires and other data collection tools according to the study design and translate into languages agreed upon (probably English, Amharic, Afaan Oromo and Tigrigna)
- Data collection using methods such as desk study, social media analysis (possibly existing databases); expert interviews, focus group discussions (2-3 groups, nr of participants per group to be defined); online survey, phone and in person interviews.
- Data analysis

Deliverable Study outline (4) and draft (5)

- Develop a study outline and align with DW Akademie
- Compile a 1st draft, share and align with DWA

Deliverable Study Validation Workshop with experts (6)

- Prepare and conduct a Workshop in Addis Ababa to share and validate results with selected experts
- Summarize main workshop findings and add to data collection

Deliverable Final Study (7) and study brief (8)

- Compile final version of study (maximum 25 pages) and incorporate DWA comments
- Compile brief version of main findings (1-2 pages)

Profile and experience of applicant organization

Mandatory

- Ethiopian non-profit organization, CSO, registered under the CSO Law in Ethiopia
- Experience in media development, governance and with the target groups of journalists and the youth
- In-depth knowledge of the Ethiopian media sector, mis and disinformation and MIL
- Experience in conducting studies, using quantitative and qualitative methods
- Organization that has a network of CSOs relevant for the youth in the Ethiopian regions

Desirable:

- First implementation experiences in MIL
- Engagement in youth empowerment in Ethiopia

How to Apply:

Kindly submit your non-binding **offer**, free of charge, to dw-akademie.ethiopia@dw.com with Karolina Luczak Santana (karolina.luczak-santana@dw.com) and Juliane Nitz (juliane.nitz@dw.com) in cc.

Applications shall be made in writing by September 6th, 2023, 12am EAT (Wednesday) and provide the following:

- Cover letter
- Concept note (max. 5 pages), incl. information on the profile and experience of applicant organization (see requirements above) and first conceptual ideas (see deliverables 1-8)
- Financial proposal (budget) in Euro (incl. all taxes), with an calculation, including estimated costs for transport, accommodation, catering, communication and other costs.

Your application should include the address of the recipient (Deutsche Welle Akademie, Kurt-Schumacher-Str. 3, 53113 Bonn, Germany), the CSO´s name including the address, title of required service contract and duration, date of the offer, all costs (incl. taxes) and the CEO signature.

Bonn, August 29, 2023