

Mapping the use of AI technology in media in the MENA region

Terms of Reference, 22.11.2024

I. Background

DW Akademie – as an integral part of Deutsche Welle – is Germany’s leading organization for international media development. The organization is active in various countries in the MENA region. Part of DW Akademie’s strategy is to leverage the potential of new technologies to support quality journalism and Media and Information Literacy in MENA countries.

In the framework of the initiative “Transparency and Freedom of Expression – Crisis Resilience of Media”, funded by the German Federal Ministry for Economic Cooperation and Development,

DW Akademie is seeking proposals for:

- the **production of three to five country mappings** on the use of AI tools in media organizations.
- Targeted countries: **Jordan, Lebanon, Morocco, Palestinian Territories, Tunisia**
- Candidates can be **individual researchers** or **companies registered in a MENA country** and can submit **proposals for one or more country mappings** based on the following criteria:
- **Candidate’s requirements:**
 - 1) proven track record in academic/media research
 - 2) proven knowledge of the country’s media sector
 - 3) English and Arabic language proficiency

II. Overall goal of the country mappings

- 1) analysis of the current state of the art of the use of AI tools by selected independent media outlets, fact-checking organizations and NGOs in the field of digital rights or Media and Information Literacy
- 2) description of the legislative and policy framework that those organizations are operating in when it comes to the use of AI technology

III. Research scope of the country mappings

- the current and latest developments of the policy and regulatory landscape regarding the use of AI technology in the given country, including a mapping of relevant actors
- analysis of the use of AI tools by selected media and fact-checking organizations, how these AI tools have changed the way the journalists work and what the remaining shortcomings of these tools are (including aspects like accessibility to AI tools and/or technical restraints)
- identification of the pioneers and forerunners both in the use and development of journalism-related AI tools in the respective country

- mapping of key regulatory actors and players who are setting or implementing guidelines or advocate for a transparent use of AI
- assessment of capacity building and cooperation needs in the field of AI for quality media production and consumption

IV. Structure and methodology

To ensure good comparability of the research results, each country mapping should have the following structure:

Part I – Desk research

- a. identify all AI technology-related laws and the latest developments of the regulatory landscape regarding the use of AI tools, especially by media organizations
- b. mapping of key local actors dealing with AI technology at
 - policy level: ministries, agencies, regulatory bodies etc.
 - tech/ business level: local tech companies
 - academic level: research units and national experts active in the field of AI and journalism
 - advocacy and lobbying: public, private or NGO actors advocating for a specific approach in introducing AI technology in the country’s media landscape (regulation, innovation, ethical principles etc.)

For each actor, please provide a short description of the focus of their work/mandate

- c. list and describe three to four national “champion projects” of media organizations in the field of AI (a pioneering and innovative project or initiative regarding the use of AI, the development of AI tools or policies/regulation of its use)

Part II – Qualitative interviews with 10-15 local organizations per country

Conducting **in-depth interviews** with representatives of 10-15 local organizations per country. Three types of organizations need to be included:

1. independent media (not directly or indirectly affiliated to government or a political party or group)
2. fact-checking organizations or networks
3. NGOs active in the fields of digital rights and/or Media and Information Literacy

Scope of the interviews:

- the existence of policies or guidelines regarding the use of AI technology and tools within the organization
- overview of the current use of AI tools in the organization and different use cases in the organization’s workflows (see Annex III for examples).
- understanding which AI tools would be needed or are missing to make their work more effective and efficient

- AI tool development or AI tool customization: Do the organizations develop AI tools? Is this happening in-house or in collaboration with tech partners?
- capacity building: Have the members of the organizations been trained how to use AI tools? In-house or externally? What are their needs? For which specific use cases is training needed?
- collaboration at national or regional level: Analysis of current state and needs/interest for collaboration in the field of AI for journalism and Media and Information Literacy.

Part III: Online survey gathering needs of 50 journalists/fact-checkers per country

Conducting an online survey with around 50 journalists/fact-checkers per selected country to understand their individual needs in the field of AI. The survey should not exceed more than 15 questions and include some mandatory questions (provided by DW Akademie). Guidance on well-suited respondents will be given by DW Akademie.

For part II and III of the research, kindly note that DW Akademie will be in the lead to develop the English version of the questionnaire, but in coordination with the selected candidates and based on their suggestions. Arabic translation of the questionnaire should be done by the selected candidates.

V. Deliverables

1. **Research report** which presents all results of the desk research and an analysis of the interview results in English. The report includes an **executive summary** (1 page) and a **conclusion** chapter which provides some **key recommendations**.
Maximum length: 25 pages (Times New Roman, font-size 12, single spacing)
2. Based on the research report, a **PowerPoint Presentation** presenting the **key findings** for all research categories including some **visualizations** (e.g. graphics, diagrams, charts).
Maximum length: 12 slides.
3. **A research annex** with the list and contacts of all interviewed organizations and persons, as well as the questionnaires that were used.

VI. Tentative timeline and payment schedule

09.12.2024	Deadline for the submission of proposals
16.-20.12.2024	Announcement of selected proposals and online meetings with DW Akademie on final research scope, role/task division, timeline and communication
20.12.-06.01.2025	Signature of contract with DW Akademie
07.01.-13.02.2025	Conduction of the research and preparation of the draft deliverables
28.02.2025	Submission of draft deliverables: Research report and key findings PowerPoint Presentation

01.03.-13.03.2025	Review of the draft deliverables by DW Akademie and finalization of the deliverables
20.03.2025	Submission of the final deliverables

Payment schedule: 50% by submission of draft deliverables, 50% by submission of final deliverables

VII. Template for technical offer (Annex I.)

The technical offer should not exceed 5 pages and need to follow the structure and categories listed in the provided template in **annex I**

VIII. Template for financial offer

The financial offer should be presented in a table as below and provide a detailed breakdown of the number of working days per research step per mapping. The man-day fee shall be quoted including all costs incurred (such as travel costs if applicable). No separate payment will be provided for additional expenses that may arise during the production of the research.

Please use the following template respectively for each country mapping.

Item / research component	Nr of man-days	Unit cost net price (Daily fee)	Work packages / Workings steps	Total price VAT included

In case the tenderer must pay VAT or sales tax in his country, the financial proposal listed price has to include these costs. The price schedule may not include German VAT because as part of Germany's public law body Deutsche Welle, DW Akademie is obliged to settle all German taxes directly with the German revenue authorities.

The total costs per country mapping should not exceed 6.500 EUR (Net price, excluding VAT).

Please send your proposals (technical and financial offer) by 09.12.2024 to:

Contact: Jenna.kleinwort@dw.com; Chantal.mairesse@dw.com

Email Object: Mapping proposal and name of the country/countries selected

Kindly note that only complete proposals covering all points stated in the ToR will be considered and evaluated.

[Annex I - Template for technical offer](#)

Maximum length: 5 pages

Part I – General information and qualifications

- name and address of applicant (as it would appear on the invoice)
- for companies: name and website if available and name of the company's representative who would sign the contract with DW Akademie
- CV of the researcher(s) conducting the mapping
- description of expertise/track record of working experience relevant for the topic of the mapping and the selected countries
- link to at least two work samples (or attached to the technical offer as an annex)
- name and contact (E-mail, phone number) of at least one person as a professional reference
- short description of the motivation to submit the given proposal

Part II – Proposed Approach for the Country Mapping

- country/countries covered by the submitted proposal
- for each selected country: Proposed list of 10 to 15 local organizations that will be interviewed
- draft questionnaire for the in-depth interviews (max. 20 questions)
- draft questionnaire for the online survey (max. 15 questions)
- if applicable: recommendations to adjust the structure and/or methodology of the country mappings