

February 17, 2025

## Terms of Reference:

### Trainer and Consultant Services for DW Akademie Media Development Projects in Asia, Europe and Africa

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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. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also implement projects with funding from the Federal Foreign Office and the European Union (EU) -- in more than 70 developing countries and emerging economies worldwide.

In the Asia & Europe and Africa departments, many project regions are characterized by conflict. Constructive Journalism shows innovative ways to report critically on progress and solutions. This approach is intended to promote dialogue rather than polarization. The constructive approach helps in particular to support dialogue formats - be it with the media or at the civil society level - in the respective country context.

For our media development projects, we are looking for a trainer and consultant with **particular expertise in "Constructive Journalism"**, including in conflict and post-conflict societies. This expertise will be applied in the following contexts:

- Media production (online, video, radio, if applicable multimedia / podcasting) in the respective country context using a constructive approach;
- Training of Trainers (ToT) in Constructive Journalism;
- Developing training strategies for project partners with a focus on constructive approaches.

Interested applicants should have:

- Specific expertise in "Constructive Journalism";
- At least 10 years of training experience;
- At least 5 years of experience in Training of Trainers (ToT);
- Extensive knowledge of at least one region and the respective media landscape;
- Intercultural competence.

Fluency in English is required; knowledge of another language in the region is an advantage.

Applicants with suitable qualifications will receive a framework contract for training and consulting services on an invoice basis for up to 72 days in 2025. Should more than one contract be awarded, the number of service days may vary. There is no guaranteed minimum for the services, the exact number of days will be commissioned as required.

Interested applicants should please submit a proposal including the following:

- Letter of Offer and Curriculum Vitae (CV)
- Rate per day in EUR for Trainer and Consultant services
- Rate per day in EUR for preparation tasks
- If applicable, rate per day in EUR for services conducted abroad.

Offers (in English or German) should be submitted as one pdf **by March 17, 2025 via e-mail** to:

DW Akademie

Attn.: Support and Project Administration

DW (Deutsche Welle), Kurt-Schumacher-Str. 3, 53113 Bonn, Germany

E-mail: [dw-akademie.procurement@dw.com](mailto:dw-akademie.procurement@dw.com)