

Terms of Reference

(Supporting CSOs with Digital Skills)

Background: ACTED & Libya Mission

ACTED is a French humanitarian NGO, founded in 1993, which supports vulnerable populations affected by humanitarian crises worldwide. ACTED provides continued support to vulnerable communities by ensuring the sustainability of post-crisis interventions and engaging long-term challenges facing our target populations, in order to break the poverty cycle, foster development and reduce vulnerability to disasters. Our interventions seek to cover the multiple aspects of humanitarian and development crises through a multidisciplinary approach which is both global and local, and adapted to each context. Our 3,300 staff are committed to responding to emergencies worldwide, to supporting recovery and rehabilitation, and towards sustainable development. Our teams in the field implement some 340 projects in 34 countries covering the following sectors: emergency relief, food security, access to health, education and training, economic development, microfinance, advocacy, institutional support, regional dialogue, and cultural promotion.

ACTED has been programming in Libya since March 2011, initially focusing on responding to the humanitarian crisis in the wake of the conflict and on providing vital humanitarian assistance to displaced and vulnerable populations. During this period ACTED utilized its assessment and mapping capabilities to help coordinate and provide information for the humanitarian response and reconstruction of the country.

Since January 2012 built on the strong networks developed during the emergency response, ACTED is offering capacity building, grants, and networking opportunities to civil society and local governance actors under its Civil Initiatives Libya (CIL) banner in cooperation with GiZ, EuropeAid and MEAE, as well as support to social entrepreneurs funded by the British Embassy in Libya. The overall objective of CIL is to define methods and approaches, adapted to the Libyan context, and aiming at improving the resilience of communities and local institutions in time of crisis.

Since 2014, ACTED is working on cash-based intervention in partnership with ECHO, GAC and UNHCR to address the needs of the IDPs and returnees in the post-conflict areas. Furthermore, in 2017, ACTED, in partnership with other organizations, set up a Rapid Response Mechanism and a protection monitoring project in the eastern region. The coordination team based in Tunis is managing our operations implemented from three field level offices in Tripoli, Benghazi and Sebha with support of 70 national and 10 international staff. In 2019, ACTED in Libya implements a two-fold approach addressing humanitarian needs through life-saving assistance for the most vulnerable, while supporting the recovery and development of conflict affected communities.

ACTED provides assistance through cash-based interventions and protection response – community and household level monitoring, referral system, and a helpline – to mitigate the impact of the protracted humanitarian crisis.

ACTED further works towards community stabilization by implementing Quick Impact Projects (QIPs) and infrastructure rehabilitation to strengthen social cohesion, improve service delivery and meet urgent infrastructure needs within the communities.

ACTED also supports local actors, mainly civil society organizations, through capacity-building and financial support. In 2019, ACTED has supported 45+ CSOs in playing an active role in emergency responses and development efforts in their communities.

Activity Background

As part of its CSOs Capacity Building activities in Libya, ACTED aims to conduct a number of training sessions that target digital growth of local Libyan CSOs. ACTED will target up to 20 CSOs from the CSOs, to undertake 4-month long program that will result in an increase in CSOs capacity in using the digital space through professional storytelling and adequate technical skills in managing social media platforms.

The overall Activity:

To complement ACTED's CSOs Capacity Building and development, the Lintaawan project also aims at strengthening Resilience in Digital Growth and Engagement of CSOs through capacity building program based on a thorough approach that is built on Organizational Capacity Assessments

Objectives:

The overall objective of this activity is to target digital capacity building of CSOs of nascent and grassroots CSOs already part of Lintaawan project. ACTED aims to provide the CSOs under the project with support in three key areas, storytelling, strategy and digital confidence. So that CSOs will gain knowledge and experience to harness digital storytelling and mobilize greater audience.

1. Develop the core technological skills needed to ensure confidence in Social Media management.
2. Provide the targeted CSOs with interactive training in Arabic with top expertise in digital growth.
3. Assist the targeted CSOs in building a localized strategy to help plan, run and analyse social media campaigns.
4. Provide the targeted CSOs with best practices on key digital and social media topics.
5. Ensure targeted CSOs development in positive storytelling on social media.
6. Provide targeted CSOs with access to online learning materials that provide the CSOs with technological knowledge.

General Objectives and Trainer Mission

Surveys and Assessments:

1. Survey of CSOs levels of Digitalization and assess their social media expertise and skills
2. Identification and selection of targeted CSOs and selected participants.

Access to Online Materials:

3. Provide the CSOs with one-year of access to online training content on digital growth and storytelling.

Kick-off and Onboarding:

4. Kick-off meeting with Training provider and participating CSOs.
5. One-to-one onboarding for participating CSOs which includes Performance Assessment and needs assessment.
6. Online introduction session on Digital Growth Strategy.

Topic (1) Campaign Planning

7. Two in-person sessions on Campaign Planning Linatawaan Resource Centres
8. Online one-to-one feedback sessions following the Campaign Planning in-person sessions.
9. Online Q&A sessions on Campaign Planning.

Topic (2) Storytelling

10. Two in-person sessions on Storytelling held at the Linatawaan Resource Centres
11. Online Q&A sessions on Storytelling.

Deliverables:

1. Final training material (PPT) and handouts.
2. Handbook and toolbox to implement the activities
3. Attendance sheet for the training sessions and the overall supervision of training activity.
4. Pre and post tests for each training module and the overall supervision.
5. Satisfaction assessments for the training and for the supervision
6. Final report and Monthly Progress report with feedback on training, supervision and recommendations

All training materials (PPT, manuals and handouts) should be in Arabic with a summary of content in English. Reports, and results on pre and posttest and satisfaction assessments in English

Specific Conditions:

Programme to be delivered starting from November 2022.

Training Provider should provide the CSOs with knowledge and skills **in Arabic** through a series of **in-person and online training sessions, one-to-one sessions and Q&A sessions in Digital Growth, Digital Fundraising, Social Media Campaign Planning & implementation and Storytelling**. The training program provided should leverage strategic guidance, expert advice, technological tools to therefore strengthen the selected CSOs knowledge in digital presence management and digital storytelling.

Location, Dates & Duration

Date: Nov -Feb 2022

Duration: 4 month programme which should include selection, delivery of materials, and Reporting

Location: at Linatawaan's Resource Centre's in both Tripoli and Benghazi.

Requested profile:

Training Provider will be assessed based on the following:

1. Mandatory:
 - a. Minimum Diploma: Master's in media or information Technology with at least 5 years of experience providing trainings to CSOs in digitalization
 - b. Experience in the humanitarian field, preferably in the MENA region
 - c. Knowledge of capacity development for grassroot organizations
 - d. Experience in delivering trainings
 - e. Arabic and English language skills mandatory
2. Desired:
 - a. Ability to work in collaboration with public and associative actors

Technical proposal:

Technical proposal must include:

- About the consultant:
 - A curriculum vitae (training, experience in the areas mentioned above, lists of key publications)
 - References
 - A cover letter
- About the consultancy services:
 - Training content
 - Training agenda
 - Proposed methodology