

Terms of Reference

Project	DIP Project
ToR Number (Please refer to it when applying your offer)	DIP/06/2023
*Period of Performance	To be performed throughout the project period
Location	Remote
Date of announcement	February 15, 2023
Activity Title	Digital Media Hackathon(s)

**The LoE is to be determined upon selection of expert.*

1. Background

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

2. Project Background

In light of increased social tension and the spread of harmful media content in the MENA region, Digital Innovations for Peace (DIP) aims to nurture the resilience of societies in Libya, Algeria, Tunisia, Palestine, Jordan, and Lebanon in the digital sphere. To achieve this, LI will bring together creative entrepreneurs, digital technology activists, and media professionals to support the development of innovative media and information literacy solutions, with a special focus on tackling disinformation. Furthermore, the project will create a cross-regional network for professional exchange and capacity building to promote innovative, high-quality reporting on conflict-related topics. Ultimately, the project will find innovative, localized ways to make use of the ongoing digital transformation to develop and ensure the viability of quality media in the region.

3. Objective

The expert will be involved in both the training workshops and mentoring components in 4-day digital media hackathons. During the training workshop, the expert will use human-centered design methodology to support entrepreneurs, ICT experts, and media professionals in developing their ideas based on the pre-identified challenges. Furthermore, they will receive the needed training on pitch deck and presentation skills to prepare them for the demo day. Ultimately, the participants are expected to submit pitch decks and human-centered design canvases.

4. Scope of Work

- Participation in all relevant activities in the 4-day hackathon as agreed with the project team.
- Development of training material and templates for the pitch deck and human-centered design canvas.

- Delivery of a 3-hour training session on human-centered design so that hackathon participants have the needed know-how to generate and develop solutions and ideas that tackle major digital media challenges such as hate speech, info disorder, and fake news. The training will cover idea validation, design thinking, and prototyping, among other relevant topics.
- Delivery of a 1-hour training session on pitching and presentation skills that will provide participants with the skillset needed to do their final pitches at the end of the hackathon.
- Provision of one-to-one mentorship sessions to participants using any pre-identified communication tool during day 3 of the hackathon. The expert is responsible for assisting participants in developing their pitch decks and providing the participants with feedback to ensure their readiness for the demo day.

5. Expected Deliverables

The expert is expected to submit the below deliverables, along with any additional documents as requested by the Project Coordinator in later stages based on the nature of their work.

- Training information: agendas, training outlines, communications with beneficiaries, presentations, training materials, templates, final report, etc...
- Supporting documents associated with communication tools: screenshots, recordings, etc....

6. Non-functional Requirements

- All content (images, video/s, etc.) used in the training material must be **copyrighted**.
- Visibility and communication of the **EU funding** of the project should be made clear in all documents.

7. Qualifications Required

The applicant shall have extensive experience in business model development, human-centered design, and business trainings, and shall have the following qualifications:

- At least a Bachelor's degree in Business Administration, Entrepreneurship or any relevant field;
- Minimum of 3 years of experience working in the field;
- Previous work experience with EU funded programs.

8. Documents to be submitted

The application must contain the following documents:

1. Financial Offer (attached to this ToR);
2. Company profile or CV (individual consultants).

9. Taxes and other Terms:

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply.

Please submit all required documents to procurement@leadersinternational.org no later than March 1, 2023 **in EUR Currency**.

FINANCIAL OFFER FORM FOR

DIP Project

Please fill in the table below and submit it along with your CV or company profile

To: procurement@leadersinternational.org

Name of subject: **DIP/06/2023- Digital Media Hackathon**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	