

Terms of Reference

Project	Digital Innovations for Peace (DIP)
ToR Number (Please refer to it when applying your offer)	DIP/03/2024
*Period of Performance	July 2024 - September 2024
Location	Remote
Date of announcement	July 17, 2024
Activity Title	Media-related workshop facilitator

I. 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.

II. Project background

In light of increased social tension and the spread of harmful media content in the MENA region, 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. 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.

III. Objective

As part of DIP, the technical assistance phase supports media startups through financial and technical aid, mentorship, and access to a global network of industry experts. This virtual ecosystem empowers team leaders and specialists to refine their ideas into market-ready media solutions. Following this phase, early adopter awareness and testing workshops help fully develop the tool by incorporating feedback from media professionals.

The workshop facilitator's role is to manage these workshops and support media startups in acquiring feedback, ensuring high engagement and interaction. This activity aims to connect solution developers with the media users who will ultimately use the products.

IV. Scope of Work

- Conducting awareness and testing sessions for DIP media startups, facilitating a total of 6 workshops. Organizing feedback sessions with diverse user groups, ensuring a broad range of perspectives.
- Develop strategies to drive engagement and encourage participation in testing and feedback sessions.
- Utilize social media, email campaigns, and other communication channels to recruit participants to attend the workshops.
- Leverage expertise to provide detailed analyses and strategic recommendations for enhancing media solutions
- Share industry knowledge, best practices, and insights relevant to the specific areas of focus during the workshops.
- Collaborate effectively with the project team to ensure alignment and coordination, while adhering to the established timelines and deliverables outlined in the project plan.
- Participate in team meetings, share insights and expertise, and contribute to the overall success of the virtual acceleration hub.

V. Expected Deliverables

The mentor is expected to submit deliverables associated with their SoW, along with any additional documents as requested by the DIP project team in later stages based on the nature of their work. Deliverables include, but are not limited to, the following:

- Any training materials or presentations used for the purpose of facilitating the workshops.
- Documentation of the workshops, including screenshots, recordings, and attendance sheets.
- Any reports if requested by the project team.

VI. Qualifications Required

The ideal applicant should have a robust background and expertise in the regional entrepreneurial ecosystem, along with the following qualifications:

- A Bachelor's Degree in a relevant field.
- Over 5 years of experience in facilitating and managing media-related workshops.

VII. Documents to be submitted

The application must contain the following documents:

- Financial Offer (use the attached form);
- Company profile or CV (individual consultants).

VIII. 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 **July 24, 2024** 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/03/2024- Media-related workshop facilitator**

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