

**REQUEST FOR PROPOSAL – RFP****549INT5001/BIH/2**

(Please quote this UNESCO reference in all correspondence)

**Social Media 4 Peace: Enhanced promotion and support of peacebuilding narratives and initiatives through digital technologies and social media in Bosnia and Herzegovina**

18 January 2022

Dear Sir/Madam,

You are invited to submit an offer for "**Social Media 4 Peace: Enhanced promotion and support of peacebuilding narratives and initiatives through digital technologies and social media in Bosnia and Herzegovina**" project in accordance with the attached Terms of Reference (TOR).

Your offer comprising of technical proposal and financial proposal for one or both phases of activities in the TOR should reach the following address **no later than 28 January 2022** via **email in PDF format, courier and person**:

**Antenna in Sarajevo, UNESCO Regional Bureau  
for Science and Culture in Europe**

Address: Zmaja od Bosne bb, UN House, Sarajevo  
Bosnia and Herzegovina

Email: [m.nikolic@unesco.org](mailto:m.nikolic@unesco.org)

**Ref: 549INT5001/BIH/2**

This letter is not to be construed in any way as an offer to contract with your firm/institution. Your proposal could, however, form the basis for a contract between your company and UNESCO.

You are requested to acknowledge the receipt of this letter and indicate whether you will be submitting a proposal. For this purpose, and or any requests for clarification, please contact Ms Melisa Durak ([m.durak@unesco.org](mailto:m.durak@unesco.org)) and Ms Maja Nikolic ([m.nikolic@unesco.org](mailto:m.nikolic@unesco.org)).

## **TERMS OF REFERENCE**

### **Social Media 4 Peace: Enhanced promotion and support of peacebuilding narratives and initiatives through digital technologies and social media**

#### **1. Background Information**

UNESCO and the European Union have launched a new multi-year project entitled 'Social Media 4 Peace' to strengthen the resilience of civil society to potentially harmful content spread online, in particular hate speech inciting violence, while enhancing the promotion of peace through digital technologies, notably social media.

The increasing digitalisation of societies worldwide has led to unprecedented opportunities for the free flow of information. There are growing concerns about how digital communication tools have become instrumental platforms to spread harmful content with a significant impact on conflict dynamics and peace. Apart from spreading hate, social media are also increasingly used to spread disinformation, misinformation and propaganda designed to mislead a population, as strongly noticed during the COVID-19 sanitary crisis.

Moreover, digital technologies, and in particular social media, are not systematically used in peacebuilding processes although there are few recent examples of organisations and campaigns that have successfully mobilized social media to empower people and to allow an inclusive dialogue. The potential positive role of influencers on social media, YouTubers, Instagrammers - for instance needs to be better understood. The digital divide and/or the lack of digital literacy among practitioners and civil society in general is another explanation for this phenomenon.

#### **2. Objectives**

The overall objective of the Social Media 4 Peace project is to strengthen the resilience of the fragile societies to potentially harmful content spread online, particularly hate speech inciting violence, while enhancing the promotion of peace through digital technologies. In this regard, one of the main objectives of this project is:

- Enhanced promotion and support of peacebuilding narratives and initiatives through digital technologies and social media in Bosnia and Herzegovina.

#### **3. Expected outputs**

To achieve the objective of enhancing promotion and support of peacebuilding narratives and initiatives through digital technologies and social media in Bosnia and Herzegovina, two specific outputs are planned, factoring mitigation strategies against the possible impact of COVID-19 in Bosnia and Herzegovina where necessary (submitting organizations should indicate their interest in the proposal for one or more outputs in the proposals):

- 1) Capacities of CSOs in Bosnia and Herzegovina strengthened to promote peacebuilding narratives online.

- a. Organization of virtual training for the selected CSOs working on peace process on use of social media to produce and share peacebuilding narratives. The trainings should target the peacebuilding Civil Society Organizations (CSOs) as well as young peacebuilders and influencers to promote and support peacebuilding narratives online through digital tools and social media. The training could focus on strengthening capacities of CSOs and targeted influencers to produce and share peacebuilding narratives online through social media and ensure effective outreach towards conflict-affected communities through tools and tips to effectively reach out to communities through the effective use of hashtags, visuals, communication techniques, influencers, etc. Monitoring on the effective use of social media platforms by the trainees for peacebuilding purposes should be conducted for 6 months after the training. If the condition on the ground is suitable, a mixed-approach with in-person training should resume at some point.
- 2) Civil society empowered to be more resilient to harmful content in the 3 target countries.
  - a. Organization of Media and Information Literacy (MIL) virtual trainings for the youth organizations and young people to empower the youth to be more resilient to harmful content, notably disinformation and hate speech online. The MIL training should target and empower youth organizations and CSO with MIL skills to strengthen their resilience to harmful content.
  - b. Development awareness-raising campaign to have the trained young people involved in producing/sharing narratives to counter online harmful content. Following the trainings, the trained youth organizations will be involved in the awareness raising campaign production and sharing of narratives online.

#### 4. Inputs

UNESCO published materials such as [“Journalism, ‘Fake News’, and Disinformation Handbook”](#), [“Teaching and Learning with Twitter”](#) and [“Media and Information Literacy Curriculum for Teachers”](#).

#### 5. Activities

Under the overall authority of the Head of UNESCO Antenna in Sarajevo and the direct supervision of the Advisor for Communication and Information, as well as in close coordination with the National Project Officer, the Contractor shall be responsible to deliver **one** or **both** of the following outputs:

- 1) Design, coordinate and organize virtual training workshops for the selected Bosnia and Herzegovina (BiH) CSOs working on peace process on the use of social media to produce and share peacebuilding narratives where all activities should be organized and concluded from **January 2022 to June 2022**. Specifically, the contractor shall:
  - a. Develop and design training a series of training workshops for BiH peacebuilding CSOs to enhance the use of social media in promoting peace and positive narratives online that covers topics but not limited to media & information literacy skills in digital space, identifying and addressing disinformation & hate speech, use of social media to promote peace, digital communication tactics and techniques, and how to use them effectively in the new media to highlight their work on awareness raising & advocacy campaigns on the promotion of peace.

- b. Develop and submit to UNESCO the concept note, programme, compilation of training content and resources with detailed activities, and materials for trainees such as the list of resources and reference;
- c. Conduct at least 3 virtual trainings on promoting peace and positive narratives online for BiH peacebuilding CSOs with a minimum of 60 trainees in total from 20 selected CSOs. The training will guide the trainees in the development of their campaigns to promote peace narratives through the use of the tools provided by the trainer;
- d. Organize the logistics for the virtually held training through suitable online platforms, including the creation of registration page, sending invitation and reminders to participants;
- e. Identify and engage the suitable trainers mutually agreed with UNESCO including submitting the CV and short-biography of the trainers to UNESCO. The trainers are preferably from peacebuilding organization, representative from social media companies and academics;
- f. Identify and select representatives from 20 selected CSOs in Bosnia and Herzegovina working on peacebuilding and confirm the trainees in a gender-balanced approach including participation of youth peacebuilders;
- g. Conduct a pre-test and post-test with participants to gauge the improvement of understanding of the subject matter. The post-test should include a questionnaire for all trainees concerning how they plan to use the knowledge from the training in their daily work and propose ways to follow-up post-event;
- h. Conduct periodical monitoring with the trainees on the lessons learned and challenges from the training as well as the application to the works of selected CSOs. Periodical monitoring may include a periodical meeting to gather information and assessment from the trainees after the training.
- i. Administer the payment of fees for trainers and related temporary assistance for organizing the event;
- j. Maintain a complete list of participants with full contact details and gender disaggregated information to be submitted to UNESCO;
- k. Regularly and proactively, update UNESCO with the activities' latest development through regular communication via electronic means. Any significant deviation of the tasks must have prior agreement from UNESCO;
- l. Strive for a gender-sensitive approach throughout the entire process of the activity;
- m. UNESCO retains the rights to use in full or in part the publications developed as part of this contract for other possible activities in the future. The Contractor shall be duly cited as the creator of the material;
- n. Ensure UNESCO and the European Union's logos are visible in pre-approved activities. Any publication and visibility materials related to the project must have UNESCO's approval prior to their dissemination. For the specific purpose of this collaboration, the Contractor will be able to use the UNESCO logo or the phrase "with the support of UNESCO" in its publicity and visibility material.
- o. Submit to UNESCO for approval:
  - (i) Draft Concept Note of the training, including the draft programme, proposed trainers with their short biography and a proposed list of participants by **7 February 2022**;

- (ii) Progress report towards the organization of trainings, including a training syllabus by **1 March 2022**;
  - (ii) Final report, covering the highlights of the training, the challenges and recommendations identified during the training, result of the pre- and post-test, a complete list of participants, a minimum of 3 hi-resolution photos of each training that UNESCO can freely use, together with the certified financial statement, stamped and signed by the Chief Executive Officer and the Chief Financial Officer or equivalent by **1 June 2022**.
- 2) Design, coordinate and organize virtual training workshops on Media and Information Literacy for young people including university students and senior high school students and organize social media competition as part of awareness-raising campaign for the trained young people involved in producing narratives to counter online harmful content. where all activities should be organized and be concluded from **February 2022 to May 2022**. Specifically, the contractor will be responsible for:

Phase I: Media and Information Literacy Training (February-April 2022)

- a. Develop and design a series of training workshops for young people on Media and Information Literacy that covers topics including media and information literacy in digital space. The training should incorporate UNESCO's material including, but not limited to, the "Journalism, 'Fake News' and Disinformation Handbook" and "Teaching and Learning with Twitter";
- b. Develop and submit to UNESCO the concept note, programme, training content with detailed activities, and materials for trainees such as the list of resources and reference;
- c. Conduct at least 2 virtual trainings on media and information literacy for young people with a minimum of 30 trainees including from youth peacebuilders
- d. Identify and design methods for youth friendly trainings, particularly on the topics of Media and Information Literacy;
- e. Organize the logistics for the virtually held training through suitable online platforms, including the creation of registration page, sending invitation and reminders to participants;
- f. Identify and engage the suitable trainers mutually agreed with UNESCO including submitting the CV and short-biography of the trainers to UNESCO. The trainers are preferably from peacebuilding organization, representative from social media companies and academics;
- g. Identify and select representatives from 20 selected CSOs in Bosnia and Herzegovina working on peacebuilding and confirm the trainees in a gender-balanced approach;
- h. Conduct a pre-test and post-test with participants to gauge the improvement of understanding of the subject matter. The post-test should include a questionnaire for all trainees concerning how they plan to use the knowledge from the training in their daily work and propose ways to follow up post-event;
- i. Administer the payment of fees for trainers and related temporary assistance for organizing the event;

- j. Maintain a complete list of participants with full contact details and gender disaggregated information to be submitted to UNESCO;

Phase II: Organization of Social Media Competition as part of awareness raising campaign to promote and share narratives to counter harmful content online (February-April 2022).

- k. In close coordination with UNESCO, design and conduct an online competition targeting young people to generate contents that promotes positive narratives against hate speech online.
- l. As the continuation of the Media and Information Literacy Training for young people, engage the selected trainees as active participants of the competition.
- m. In close coordination with UNESCO, monitor and evaluate submissions as well as select finalists and the winners of the competition.
- n. With prior approval from UNESCO, to further disseminate and circulate contents from finalists and winners, ensuring that these contents reach to at least 100 people in social media platforms and websites of the contractor.
- o. In promoting the positive narratives, the selected contractor should be mindful of avoiding the use of sensitive or divisive terminologies to further polarize the community, to promote inclusion and freedom of expression, and to be attentive to socio-cultural context and gender-sensitive in the content.

Throughout the activities, the contractor shall:

- p. Regularly and proactively, update UNESCO with the activities' latest development through regular communication via electronic means. Any significant deviation of the tasks must have prior agreement from UNESCO;
- q. Strive for a gender-sensitive approach throughout the entire process of the activity;
- r. UNESCO retains the rights to use in full or in part the publications developed as part of this contract for other possible activities in the future. The Contractor shall be duly cited as the creator of the material;
- s. Ensure UNESCO and the European Union's logos are visible in pre-approved activities. Any publication and visibility materials related to the project must have UNESCO's approval prior to their dissemination. For the specific purpose of this collaboration, the Contractor will be able to use the UNESCO logo or the phrase "with the support of UNESCO" in its publicity and visibility material.
- t. Submit to UNESCO for approval:
  - (i) Draft Concept Note of the training, including the draft programme, proposed trainers with their short-biography and a proposed list of participants by 07 February 2022;
  - (ii) Progress report towards the organization of training, including a training syllabus, concept note of the social media competition by 01 March 2022;
  - (iii) Final report, covering the highlights of the training, the challenges and recommendations identified during the training, result of the pre- and post-test, a complete list of participants, a minimum of 3 hi-resolution photos of each training that UNESCO can freely use, products of the social media campaign together with the certified financial statement, stamped and

signed by the Chief Executive Officer and the Chief Financial Officer or equivalent by 15 March 2022.

## 6. Timing and deliverable

The fee is payable in the following instalments only upon certification by the UNESCO Officer responsible for this contract of satisfactory performance by the Contractor of the work corresponding to each payment:

No.	Upon submission to and approval by UNESCO of the following	Ref.	Latest date for submission	Currency/ Amount
1	Proposed training agenda, cv of trainers. List of participants		15 February 2022	30% of contract value
2	Progress report incl. syllabus and concept note of social media competition.		01 April 2022	50% of contract value
3	Final narrative report and certified financial statement		01 May 2022	20% of contract value

## 7. Eligibility/qualifications requirements

The service provider for conducting the activities should have knowledge, competencies and experience in the following areas:

1. Registered as a legal organisation and institution in Bosnia and Herzegovina.
2. Proven experience working in the area of peacebuilding and media and information literacy in Bosnia and Herzegovina.
3. Proven track records in conducting trainings, including for peacebuilding communities and young people as well as online campaign to promote positive narratives in online space. Experience in conducting youth friendly training is an advantage.
4. Have a strong network with peacebuilding communities in Bosnia and Herzegovina, youth peacebuilders and organizations in the prevention of violent extremism online in Bosnia and Herzegovina. Previous experience working with social media companies is advantage.
5. Able to deliver the required services in a professional and timely manner.

## 8. Minimum content of the proposal

Interested Contractor shall send the proposal (in English) to UNESCO Antenna in Sarajevo, covering at least the following elements:

1. Cover letter with a statement of interest and briefly elaborating the capacity of the Contractor;

2. Concise organisation's portfolio of experience in developing similar activities as specified in the Term of Reference (TOR) above;
3. The work plan to implement the project and its activities and short CVs of main personnel involved in the project;
4. Detailed Budget Proposal for the work as described in the TOR in Convertible Marks.