

TERMS OF REFERENCE

Unit	Communication and Information
Title	Strengthen the Capacities of Journalists to provide professional, conflict-sensitive coverage of the 2024 Indonesian Elections
Type of Contract	Contract for Services
Contract Period	November 2023 – May 2024

I. BACKGROUND

In February 2024, Indonesia will hold *Pemilu Serentak* – General Elections to choose the President, Vice President, People’s Consultative Assembly, and members of local legislative bodies. In November 2024, Indonesians will vote for governors in 38 provinces and mayors in 415 municipalities and 98 cities nationwide. In this context, it is key to support the role of the media in promoting a peaceful and transparent democratic process.

As part of the Social Media 4 Peace Project, which is funded by the European Union, UNESCO will strengthen the capacity of Indonesian journalists for conflict-sensitive reporting, enhance their understanding of international standards on freedom of expression online, and support quality coverage of the Elections that promotes peace and highlights the concerns of communities in remote areas.

The contractor(s) will provide organizational support and technical expertise for the following activities:

- a. Training of journalists in three high-risk areas on conflict-sensitive reporting during elections, utilizing data journalism, solutions journalism, and media and information literacy
- b. Facilitate collaborative reporting among journalists from local and national media outlets to produce 15 news pieces in the context of the elections, promoting peacebuilding, transparency and accountability.
- c. Provide mentoring sessions for selected journalists to ensure ethical news reporting, conflict-sensitive practices, and the protection of freedom of expression.
- d. Raise awareness about the vital role of the media in providing professional, conflict-sensitive coverage of peace-related issues in the context of the 2024 Indonesian Elections.

II. DUTIES AND RESPONSIBILITIES

Under the overall authority of the Director of the UNESCO Jakarta Office and the direct supervision of the Programme Specialist for Communication and Information, the contractor(s) shall be responsible for the following deliverables:

- A. Trainings for journalists in three high-risk areas on conflict-sensitive reporting during elections, using data journalism, solutions journalism, as well as media and information**

literacy

1. Organize three, 3-day trainings on conflict-sensitive reporting during elections, incorporating tools and approaches from data journalism and solutions journalism. The training program should further integrate the framework of Media and Information Literacy (MIL) and utilize UNESCO's materials, such as the "Journalism, 'Fake News' and Disinformation Handbook," "Countering Online Hate Speech," and "Conflict-Sensitive Reporting."
2. Identify and select a minimum of 20 trainees in each three high-risk areas, or a total of at least 60 journalists, from print, online, photo, and broadcast media. Priority should be given to women journalists. The participants will be expected to submit a news pitch for collaborative work as a follow-up to the training.
3. Identify relevant trainers from diverse backgrounds, including but not limited to the National Election Management Body, peacebuilding organizations, and academia.
4. Conduct a pre-test and post-test with participants to evaluate the impact of the training. The post-test should include questions about how the trainees plan to apply the knowledge gained in their daily work and what actions they propose for follow-up.

B. The Traveling Media Fellowship on Elections for journalists from local and national media outlets, who participated in the three-day training, to produce at least 15 collaborative stories in remote areas.

1. Organize the pitching process, including the jury for selection of best stories, taking into account the potential for innovation, collaboration, public interest, and peacebuilding. The selected stories must incorporate learnings from the three-day training (please see above, point A). The pitches must also be realistic in terms of production cost and potential for publication in respective media outlets.
2. Provide targeted mentorship (a minimum of five mentoring sessions for each team/pair) for the selected journalists to produce 15 collaborative multimedia stories. Identify suitable mentors who are senior journalists with diverse backgrounds in broadcast, print, and online media. The list of mentors and their brief biographies should be shared with UNESCO for approval.
3. Arrange logistical matters and transfer of funds to facilitate travel and work of the selected journalists.
4. Review and edit as necessary all the selected stories produced as part of the fellowship. Submit the final stories to UNESCO prior to publishing for final review and approval.
5. Work with media partners to ensure the selected stories are published by the participating journalists' media outlets and republished widely.
6. Compile all the selected stories, translate them into English, and make them available through a dedicated webpage.
7. Collect testimonials from journalists who successfully completed the Fellowship.

C. A hybrid event on the occasion of the World Press Freedom Day 2024 to present the selected stories from the Traveling Media Fellowship on Elections and to raise awareness about the role of media in the context of Elections.

1. Organize a hybrid event with minimum of 200 participants, including journalists, civil society, academia, election management bodies, and the government.
2. Produce the concept note, agenda, list of speakers, moderators, participants, and invitation letters in close consultation with the UNESCO Jakarta Office. These must be submitted to UNESCO for final review and approval before dissemination.
3. Arrange an exhibition at the event, showcasing selected photographs and videos from the stories produced as part of the Fellowship. Allocate time during the event to share testimonials from the journalists who participated in the Fellowship.

For the activities A to C, the contractor(s) shall be:

- Work closely with UNESCO to design the concept notes, agendas, training deck, etc.
- Allocate a senior staff member from the contractor's organization to serve as a project coordinator with responsibility for ensuring quality assurance and risk mitigation during project planning & and implementation. All personnel shall be suitably qualified, competent, and well-trained, and shall conform to the highest ethical standards.
- Manage all administrative and logistical matters for the effective and efficient organization of the training including but not limited to securing the venue(s), catering, interpretation (as needed), audiovisual equipment, as well as handling the honorarium for the trainers (based on the UNESCO guidelines) and any other relevant matter. All proposed expenses are to be reflected in the financial budget proposal.
- Ensure the diversity of trainers and participants in terms of age, gender, geography, and media type.
- Design the necessary communication materials (e.g. banners, flyers, social media posts, etc.) Ensure proper placement of SM4P and UNESCO logo in all communication materials and acknowledgment of the donor (European Union). All communication materials must be submitted to UNESCO for approval before use.
- Ensure media coverage and outreach through press releases, and the contractor's social media channels.
- Be in close and regular communication with UNESCO to provide updates about the project implementation and any risk mitigation measures.

SERVICE QUALITY MANAGEMENT: The Contractor(s) shall develop, implement, and maintain a risk mitigation and quality control program (QCP) per Industry best practices to ensure service quality management. The QCP shall consist of standard industry operating procedures (SOPs) necessary to ensure effective checks and controls are in place for effective service delivery. At a minimum, the QCP shall define methods to identify anomalies or deficiencies so that remedial action is implemented before contract performance levels are deemed unacceptable by UNESCO. QCP should also prescribe self-audits and indicate how such checks shall be conducted, recorded, monitored, and/or reported to UNESCO.

III. MONITORING & EVALUATION

As part of monitoring and evaluation, the Contractor(s) shall ensure the attendance of UNESCO Jakarta representative in each activity to the extent possible. The venues will be selected in coordination with UNESCO. UNESCO will convene monthly meetings with the Contractor(s) and some ad hoc weekly or

daily meetings closer to the date of the events to monitor progress, mitigate risks, and discuss any concerns about the project.

IV. INPUTS

UNESCO shall provide the Contractor(s) with guidance, feedback, and advice on the activities carried out as part of this contract. Furthermore, the contractor shall be availed of relevant resources produced by UNESCO as well as contacts of its relevant partners in Indonesia. The contractor(s) shall be expected to utilize its expertise and networks within Indonesia, to organize the activities mentioned in the terms of reference.

V. TIMETABLE AND DELIVERABLES

UNESCO shall make the following payments to the Contractor(s) for the services to be provided under the terms of this contract.

Please note that the payment dates are subject to change, depending on the actual start date of the contract.

Payment	Upon Submission to Approval by UNESCO of the following	Latest Date for Submission
1.	Concept note and agenda for the three trainings, bios of trainers, 1st invoice	Beginning of November 2023 (30% of total payment)
2.	Concept note for the Traveling Media Fellowship on Elections (this should include terms and deadlines for story pitches, proposed jury members and mentors, final timeline, etc.) A short progress report (5 pages max) highlighting the achievements and challenges from the trainings as well as feedback from the participants. At least 10 high-resolution photos and three 1-2-min interviews for social media use.	Beginning of January 2024 (40% of total payment)

<p>3</p>	<p>A short progress report (5 pages max) on the developments related to the Fellowship, including achievements, challenges and feedback from partners and participants.</p> <p>Draft selected stories from the fellowship and the list of participating journalists.</p> <p>Concept note, agenda, and invitation letters for the World Press Freedom Day 2024 event.</p>	<p>Beginning of April 2023</p> <p>(20% of total payment)</p>
	<p>Final Report</p> <p>The report must be at least 15 pages (font: Arial 11, double-spaced, without the annexes) in English, analyzing the key achievements, challenges, lessons learned and recommendations for the future. The report must also incorporate data about visibility and outreach as well as testimonies from the participants.</p> <p>Financial Report in line with UNESCO guidelines, complete with supporting documents and stamped by the Chief Financial Officer or equivalent</p>	<p>End of May 2024</p> <p>(10% of total payment)</p>

VI. MINIMUM CONTENT OF PROPOSAL

The contractor (s) shall send their proposal (in English) to the UNESCO Jakarta Office **no later than Sunday, 5 November 2023** with the following elements:

1. A letter of interest, demonstrating the relevant expertise and capacity of the partner to carry out the activities mentioned above. Please mention any similar works your organization has completed in the past.
1. Organizational profile (main priorities, structure, type of legal entity, etc.)
2. A work plan detailing the activities, timeline, allocated human resources, quality assurance, possible risks, and mitigation measures to implement the above-mentioned activities.

3. 1-page CVs of all the personnel involved. The project coordinator/manager must have a minimum of 5 -years of professional experience in project management and be fluent in English and Bahasa Indonesia.
4. A detailed itemized financial proposal for works described in the Terms of Reference, based on the form provided as part of this ToR.
5. The organization's latest audited financial statements

VII. INSTITUTION REQUIREMENTS

The partner should have specific technical expertise, professional skills, adequate staff resources, reasonably sound financial status, and appropriate internal control procedures and management practices. In addition, it should fulfill the following requirements:

- Registered as a legal entity in Indonesia with a not-for-profit status.
- At least 10 years of industry experience conducting training and awareness-raising campaigns related to journalism, media and information literacy, peacebuilding, and/or human rights.
- Wide networks among journalists and the media across the country as demonstrated by past projects.