



USAID
NGA POPULLI AMERIKAN
OD AMERIČKOG NARODA

Transparent, Effective and Accountable Municipalities
Komuna Transparente, Efektive dhe Llogaridhënëse
Transparentne, Efikasne i Odgovorne Opštine

TERMS OF REFERENCE

FOR TRAINING CIVIL SOCIETY ORGANISATIONS ON MEDIA ENGAGEMENT

BACKGROUND

The Transparent, Effective and Accountable Municipalities (TEAM) activity, funded by USAID and implemented by DAI as the prime contractor, is designed to improve procurement fairness, transparency, and oversight. The activity is providing assistance across Kosovo's 38 municipalities through mentoring, training and coaching to improve accountability for public funds and expenditures. Civil society, too, is playing a key role in providing oversight and checks and balances. In an anti-corruption watchdog role, civil society is exposing corrupt practices and working with citizens and local governments as a partner in the process of procurement modernization. TEAM is partnering with CiviKos, an active network of Kosovar CSOs, to **enable civil society to track and expose corruption**.

CiviKos Platform (www.civikos.net) is an initiative of civil society organizations in Kosovo established to create and promote an enabling environment for cooperation of formal civil society sector and state institutions of Kosovo. Continuously growing and currently with more than 200 CSO members, CiviKos Platform is committed to deepen cooperation between member organizations, as well as public authorities and other relevant stakeholders in the development of civil society in Kosovo. This network will support project activities on educating and engaging citizens to identify and disclose corruption when it occurs in the procurement process, from municipal to national level.

TEAM will organize a set of training events for CSOs throughout Kosovo on how to engage media in exposing corruption in public procurement. Topics will cover areas such as creating linkages and working with media partners and investigative journalism sources to expose corruption, strategic communications, best practices in exchanging information, ideas, and evidence in virtual communities and networks.

OBJECTIVES OF THE TRAINING

Public procurement is the process of acquiring goods, services or works from vendors or other sources external to the government through tendering or other competitive bidding process. Public procurement is used to ensure government receives goods, services or works at the best possible price, when aspects such as quality, quantity, time, and location are compared. Because procurement is a complex process, citizens and civil society in Kosovo have encountered many difficulties and challenges when attempting to monitor public procurements. One of the goals of TEAM is to support CSOs on



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becoming more knowledgeable and active in identifying and reporting cases of municipal corruption and propose ways of working with media partners and investigative journalists to expose corruption.

To meet these needs, TEAM, through its partner CiviKos Platform, is seeking eligible member organizations to conduct seven training sessions for CSOs located across Kosovo, each lasting three days. Interested organizations must provide information indicating that they are qualified to lead the training courses (through brochures, description of similar assignments, experience in similar projects, availability of appropriate skills among staff, CVs of trainers, etc.).

CiviKos Platform invites eligible member organizations to indicate their interest in providing the services based on the terms of reference. Trainees will include only CiviKos member organizations.

The Specific objectives of the training program will be:

- To enhance the knowledge and skills of selected CSO representatives on media relations with CSOs with specific focus on communication tools and techniques with public and media outlets, use of social media, usage of multimedia, and other relevant external communication issues in ensuring consistency and transparency in procurement decisions and in addressing corruption at the municipal level;
- To train CSOs on how to engage media to expose corrupt municipal practices and municipal indictments, nepotism, conviction and other corruption.

DETAILS OF THE TRAINING

CiviKos member organizations will be asked to propose their best training methodology and approach in handling the training on media engagement based on the following outlines:

Day one

- Corruption profile in public procurement
- Introduction to procurement monitoring reports
- Media outlets to disseminate messages How to summarize main findings on reports/defining messages
- How to prepare written media releases
- Use of visuals (pictures, video) to strengthen messages

Day two

- Advocating through media
- Stakeholder analysis
- How to develop relationships among civil society and media in Kosovo to expose corruption.
- Ho to select promote main findings from reports – picking a winning issue
- How to use the social media as an important vehicle in advancing the anti-corruption agenda.
- How to target specific media outlets to promote the work



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Day three

- Working groups, how to build an effective partnership between media and civil society in strengthening transparency and accountability.
- Developing an advocacy campaign. Defining objectives/messages, preparing a written statement/media release, choosing media partners, choosing target audience, define timeline,

The member organization selected for this assignment will also provide training materials for participants and assess the training through a post-training evaluation and submit a final report on the provided training. The trainings will be delivered in Albanian and Serbian language, where applicable. The trainings will be organized and delivered in 2017 and the first half of 2018. The schedule for delivery of trainings and all other relevant details will be agreed between the member organizations and CiviKos Platform in close coordination with TEAM project staff.

Tentative methodology will include:

- Lecture, PP Presentation, Slide Show, Group discussions, Flip Chart Presentations Exercise, Hands Out etc.

The member organizations will provide an interim training report upon completion of each training, and a final report upon completion of all trainings. The report should be accompanied by the attendance signing sheet, photos from the training, training materials, and the evaluation survey. The reporting will be prepared and submitted in English language.

The member organizations should have:

- Experience in media – civil society cooperation, specifically on how to use media to expose corrupt municipal practices and municipal indictments, conviction and other corruption;
- Their mandate and field of work should be in transparency, accountability and media;
- Solid knowledge and understanding of political and socio-economic situation in the country, as well as the activities undertaken by the public/government and CSO sector.

The trainer should possess:

- Extensive knowledge (at least five years) on media – civil society cooperation, and proven experience in providing trainings;
- Ability to work independently and under pressure and meet deadlines;
- Excellent inter-personal communication skills including experience of facilitation and presentation;
- Full working knowledge of English, and of Albanian and/or Serbian and excellent report writing.



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Performance Indicators:

- Training materials are delivered on time in an appropriate format and quality as requested by CiviKos Platform and TEAM project;
- Training sessions are implemented as planned;
- Training material and related documents meet the requirements, expectations and purposes of the simulation exercise;
- Positive feedback is provided by the participants on the responsiveness, effectiveness, moderation and facilitation skills of the trainer/s during the engagement

In addition:

- CiviKos office space will not be provided.
- Equipment (computer, phone, vehicle, etc.) will not be provided. The member organization must have their own means of transportation for conducting the trainings, as well as their own access to a computer. Training materials printing, stationery and other materials needed for the training will be provided by the CiviKos Platform.

Duration of engagement:

7 trainings x 3 days, which includes preparation time and reporting from December 2017 to June 2018. The Selection Committee reserves the right to select different member organizations for several trainings.

Selection Process

The Selection Committee uses the following process to review eligible applications from member organizations, with the aim of identifying and select the most suitable organization to deliver the trainings.

The Selection Committee will review the applications and score them on a scale of 1 to 10, taking into account four main factors and the degree of cohesion among them:

1. Quality of Organizational Professional Experience (30% weight)
2. Quality of Trainers Professional Experience (30% weight)
3. Methodology and approach (30% weight)
4. Cost proposal /budget (10% weight)



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The proposal shall provide a description of the member organization including an outline of the organization's recent experience on similar undertakings. The proposal should list itemized details of costs associated with the trainings, it should express all proposed costs in Euro.

Interested organizations must provide information indicating that they are qualified to perform the trainings (brochures, description of similar assignments, experience in similar assignments, availability of appropriate skills among staff, CVs of trainers, etc.).

Deadline for submission of your interest in English language is on 01.12.2017 at info@civikos.net