



# ToR short term mission: senior expertise in Advocacy campaign coaching

## Dialogue with Civil Society for Rights and Equality in the ENI Southern Neighbourhood



حوار المتوسط  
MED DIALOGUE  
للحقوق والمساواة  
FOR RIGHTS AND EQUALITY

ENI/2018/402-496  
DECEMBER 2020



Lead Firm





Med Dialogue for Rights and Equality is a 3 years EU-funded Technical Assistance Programme (2019-2022) with the overall objective to strengthen the role of CSOs active at the regional scale, in building sustainable development, regional cohesion and resilience, as well as in influencing policy-making in the Southern Neighbourhood and the Euro- Mediterranean Space.

**Med Dialogue for Rights and Equality** is managed by a consortium between Particip, the German Development Cooperation, and European Partnership for Democracy, with Particip as the lead firm.

## 1 Description of the short-term assignment

The assignment responds to Cluster 2 of Med Dialogue programme, aimed at strengthening the involvement of CSOs and CSO networks in emerging regional agendas and thematic dialogues, sustainably reinforcing their ability to coordinate and network with their peers from the region. The scope is therefore **to identify potential cross-border advocacy groupings to be coached and supported to carry out regional campaigns related to Mediterranean common challenges.**

Med Dialogue understands advocacy as a process that aims to change political attitudes, actions, policies, or laws in favour of those affected by a problem or a situation, by influencing decision-makers (individuals, groups or organizations/institutions). The Programme plans up to **three in-presence advocacy campaigns** to be implemented in 2021-2022. The first advocacy campaign is linked to the Vision Med 2030 process, to boost the political debate at the regional level on the future of the Mediterranean. The others advocacy campaigns will build upon the expertise acquired during the previous ones, and will be focusing on specific topics identified in the course of the Programme's implementation, taking into account the outputs of a mapping survey carried out on existing regional CSO networks and platforms.

If transnational advocacy is a commonly used approach in strategizing on, acting about and influencing policy processes and political debate among CSO players in Europe, this is still not the case in the Southern neighbourhood and even less in the broad Mediterranean region, where national constituencies are still the main reference of CSO players. Med Dialogue aims at identifying potential cross-border advocacy groupings to be coached and supported to carry out regional campaigns related to Mediterranean common challenges. These campaigns should have a regional scope and engage campaign initiators in institutional dialogue as well as in influencing policymakers.

### 1.1.1 Requested services

Med Dialogue is looking for an experienced expert in advocacy that will coach all three campaigns and will specifically:

- Advise the Programme on the advocacy work methodology, and the criteria applied for the identification of advocacy groupings implementing the campaigns;
- Coach identified groupings in the development of pilot transnational campaigns, testing effective advocacy practices on the ground with a research approach.

At the beginning of the assignment, a briefing will be organised with the expert to determine the provisional planning of the mission.

The short-term mission will consist in the following support tasks:

- a) Empowering transnational strategizing capacities and skills for advocacy purposes in the Mediterranean region,
- b) Facilitating building coalitions and alliances between CSO entities based in different countries, and aimed at voicing their demands on issues of cross-border importance,
- c) Testing advocacy campaign models which take into account the variety of the region's political players in their inhomogeneity and conflicting roles,

- d) Empowering the role played by CSOs as agents for change, aiming at the development of a shared know-how, while making the public better acquainted with the challenges associated to this exercise.

## 1.2 Required outputs/ deliverables

- Development of an **advocacy methodology** that guides Med Dialogue Programme's work on advocacy, and can inspire groups of civil society in the region.
- Recommendations on the identification of the consortia of partnering CSOs** who will be carrying out three pilot transnational advocacy campaigns;
- Support to the consortia in the **development and design of each campaign's action plan**,
- Definition of **target qualitative and quantitative changes** in policy- and decision-making as per the objectives identified in the campaigns,
- Report** on the campaigns' progress and achievements, highlighting qualitative strengths and weaknesses.

## 2 Location and duration

The assignment will be executed over a period of 18 month. The indicative starting date is 1 January 2021, it is expected that the assignment will be finished by 30 June 2022.

Location: homebased

Year	2021												2022											
18 Month (January 2021 – 30 June 2022)																								
Month	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
1 <sup>st</sup> Advocacy Campaign																								
2 <sup>nd</sup> Advocacy Campaign																								
3 <sup>rd</sup> Advocacy Campaign																								

## 3 Expert profile

The assignment requires the mobilisation of a senior expert in **advocacy coaching**.

### Qualification and skills

- A Master's degree in political sciences or similar disciplines related to policy development, politics, and democracy
- In the absence of a Master's degree, at least 12 years of relevant experience in the field of civil society mobilisation, advocacy action, policy decision-making processes and political activism.
- Proven written and communication skills in English/ French
- Knowledge of Arabic is an asset

### General professional experience

- At least 10 years of experience in the field of policy research, policy-making or civil society empowerment.
- At least 8 years of experience in working with Southern Neighbourhood countries

### Specific professional experience

- Experience in designing, implementing and monitoring advocacy campaigns
- Excellent knowledge of translational campaigning tools and policy- making influence techniques
- Experience in implementing EU projects will be an asset

## 4 Reporting

---

The expert will submit the following:

Advocacy Strategy	Development of an advocacy methodology that guides Med Dialogue Programme's work on advocacy and can inspire groups of civil society in the region.	Within 2 weeks from the beginning of the assignment
Reports on campaign development	3 Progress reports on the development of the transnational advocacy campaigns supported by Med Dialogue, including the related action plans, being "the Mediterranean as a common destiny" the focus of the first campaign.	After signature of the contracts with each campaign's implementing partners
Final report	Assessment of the campaigns' achievements.	Within 3 weeks from the end of the assignment

## 5 Working days

---

The expert will have 22 Senior working days:

- 4 days for the development of the advocacy strategy
- 4 days for coaching each campaign. (*Total 12 days*)
- 2 days for the assessment of each campaigns' achievements and reporting of each campaign (*Total 6 days*)

## 6 Incidental expenditure

---

n/a

## 7 Language of the contract

---

The language of the contract will be English.

## 8 Subcontracting

---

Subcontracting is not foreseen.