



CALL FOR PROPOSAL

STRENGTHENING MEDIA AND INFORMATION LITERACY

Background

Within the framework of UNESCO's action to strengthen free, independent, and pluralistic media through, UNESCO seeks to work with a national partner to strengthen efforts on raising awareness on Media and Information Literacy in South Sudan. The interventions are aimed at empowering young people with skills of critical thinking and creative problem solving and to make them become informed consumers as well as information producers. Facilitates South Sudanese citizens to become smarter and productive participants of development discourses by using media effectively and interacting actively with and through media and information. Also, the proposed Interventions on MIL for South Sudan is intended to empower South Sudanese citizens on harnessing the benefit of the effective use of media and ICTs.

Terms of Reference

Under the authority of Head of Office and direct supervision of the Communication and Information Specialist, the contractor shall:

Be expected to:

1. Provide coordination, mobilization, and logistical support to ensure success of the below activities.
 - Raise awareness for 40 stakeholders and young people on Media and Information Literacy (MIL) and the South Sudan Media and Information Literacy policy and strategy developed through commemorating the 2025 MIL Week from (28-29 October 2025), including reaching the public via radio.
 - In partnership with University of Juba and Youth Media Initiative, support establishment of MIL clubs in two Universities and strengthen the already established MIL clubs in four (4) secondary schools. This will include training of the established groups.
 - Conduct a 2-day training for 35 journalists, media managers, content and regulatory professionals in Juba to identify and challenge gender stereotypes and biases in media and information sources and empower media professionals to increase citizens and users' awareness of MIL
 - Continue support towards strengthening use of the MIL centre established at Juba Day Secondary School. The MIL centre is relevant for ensuring continued/sustained training and awareness raising on MIL and digital literacy for young people and their teachers. This centre will be of great importance with moving forward efforts on support to integration of MIL in formal education following recommendations by the Director of Curriculum development and Director General for education at National and state government

- Pilot the MIL training curriculum through conducting a 2-day training for 30 secondary school students in partnership with Juba Day Secondary School and 2-day training for University Students in partnership with University of Juba.
- i) Ensure equal gender representation during project implementation.
- ii) In close consultation with UNESCO, the selected partner shall prepare the programme/agenda for the workshops and training materials to be used during the project. Materials will be based on UNESCO publications (ref below).
- iii) Identify and engage media trainers/experts to facilitate the capacity building workshops on electoral reporting, conflict sensitive, gender responsive reporting, MIL, fact checking, countering hate speech, ethical and accurate reporting.
- iv) Prepare and administer evaluation forms/questionnaire to assess the benefits of the training to the target beneficiaries and a basis to guide future engagement.
- v) Carry out all logistics related for the success of the activities, such as identify venue, print visibility material, mobilize participants, panellists, community radio stations and key stakeholders to participate.
- vi) Ensure visibility of the activities is done through banners, social media platforms, web articles, newspapers, radio talk shows with a view to raise awareness.
- vii) Undertake all logistical arrangements to ensure success of the project, including organising for field missions.

UNESCO accords priority to gender equality in all fields of competence. Therefore, the contractor shall ensure equal opportunities are given to the participating women and men during the training.

Expected Outcomes

At the end of the project, it shall be expected that,

1. Youth are trained and equipped with skills on MIL, elections, democracy, combating hate speech, understanding the role of youth during elections, promoting gender equality, addressing hate speech, and integration of values of peace, tolerance, and cultural understanding.
2. Foster an environment in which meaningful participation of citizens in elections can take place as well as promoting rights of equality and non-discrimination.
3. Increased advocacy and understanding of MIL among the public, youth and duty bearers.
4. Increased understanding and use of the MIL curriculum by educators in secondary schools and higher institutions of learning

Deliverables

- a. Submit to UNESCO by 28 March 2025 a detailed work plan, draft training programme, Training materials, list of participants and CV for the selected local expert upon which the 1st instalment shall be made.
- b. Submit to UNESCO by 15 May 2025, progress report on activities conducted with high-resolution photos, press article, upon which second instalment shall be made.

- c. Submit to UNESCO by 15 November 2025 final detailed activity report plus recommendations from the beneficiaries, high-resolution photos, press articles and financial report including receipts accounting for project funds.

Admission Requirement

- Proposals and Budget must be sent no later than the deadline for submitting applications referred to in the document.
- Proposal must be submitted in writing, in English.
- Eligible activities Project proposals and workplan may be submitted for the activities described in Part 1-3. Proposals should match the specific description of the action.
- Budget should be clearly developed and broken down per location areas indicated above.
- Grant applications are eligible if submitted by: - A non-profit organization/CSO.

Failure to comply with the above requirements will lead to the rejection of the application.

Exclusion from participation:

Applicants will be excluded from participating in the call for proposals if they are in any of the following situations:

- They have been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the Relief and Rehabilitation Commission, and Ministry of Labour.
- They are bankrupt or being wound up, are having their affairs administered by the courts, or have suspended business activities.
- They or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority which has the force of res judicata.

Eligibility/ Award Criteria

Only proposals that meet the eligibility, exclusion and selection criteria will be further assessed based on the below award criteria.

Criteria	Mark Maximum Point)
Relevance of application in relation to the activities in part a) and expected outputs	25 points

Experience carrying out similar activities with regards to working on Media and Information Literacy (MIL) and working with youth	25 points
Presentation of expected results, expected impact and sustainability of the action	15 points
Time schedule of the action (work plan); management arrangements	15 points
Coherence, relevance, and proportionality of the estimated budget in relation with the proposed action	20 points
Maximum total score	100 points

Implementation period: The estimated duration of the action is 9 months. Activities shall start on the day both parties sign an agreement.

UNESCO Publications

- Media and Information Literate Citizens, Think Critically, Click Wisely [Media and Information Literate CitizensThink Critically Click Wisely.pdf](#)
- Media and Information Literacy in Journalism: A hand book for journalists and Journalism Education [MIL IN JOURNALISM.pdf](#)
- Media and Information Literacy: Reinforcing Hyman Rights, Countering Radicalization and Extremism [MIL_ Reinforcing Human Rights.pdf](#)
- Addressing Hate Speech through Education [Adressing Hatespeech through Education.pdf](#)
- Journalism, Fake News and Disinformation [Journalism Fake News and Disinformation.pdf](#)

How to Submit

Submit your proposal and budget to implement stated activities. via. procurement.juba@unesco.org by 28 March 2025, 4:00 PM (CAT) Note: Indicate in the Subject line title of the proposal for which you are applying
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