

## Terms of References

for a local non-governmental organization

### Capacity building of young people on digital literacy to counter disinformation around COVID-19

#### 1. Background

UNICEF, with the support of the United States Agency for International Development (USAID), aims to promote effective communication, community engagement and demand generation for COVID-19 preventive measures, including COVID-19 vaccines.

Today, we get most of the information through an interwoven system of media technologies. The ability to read many types of media has become an essential skill in the 21st Century. Digital literacy is the ability to access, analyze, evaluate, create and act using all forms of communication and is interdisciplinary by nature. Children and young people have access to a lot of information about COVID-19 but some of that information is not correct. Digital literacy skills enable youth and adults to better understand the complex messages they receive from television, radio, Internet, newspapers, magazines, books, billboards, video games, music, and all other forms of media. The purpose of this assignment is to equip children and young people with digital literacy skills for them to be better informed about COVID-19, the existing vaccines, to understand how to identify misinformation and verify sources of information.

To undertake this comprehensive task, UNICEF plans to partner with a local organization to enhance digital literacy skills for children and young people across the country to empower them to be critical thinkers and makers, effective communicators and active citizens.

#### 2. Overall objective of the Assignment

The overall objective of the assignment is to equip children and young people with skills to be better informed and understand how to verify sources of information. This will require organization and facilitation of digital literacy workshops for young people and selected educators in different regions of Georgia to enable them to counter disinformation, dispel myths and further spread correct information among their peers and intergenerationally about COVID-19 prevention measures and COVID-19 vaccines. Through online debunking platforms, media platforms and social media groups and influencers the organization will support the young people to identify fake news and certain groups spreading misinformation about COVID-19 and COVID-19 vaccines, and proactively debunk those using scientific facts and by magnifying the voices of experts.

#### 3. Scope and the Specific Objectives of the Assignment

The assignment for the local organization shall be carried out in the following directions:

- To develop a training package aimed at fostering digital literacy and critical approaches to information among young people.

The package shall contain training modules for young people and shall cover the following:

- Using critical thinking for digital literacy: learning to ask questions, building arguments, identifying evidence.
  - Diversity of media, positions and experiences: recognizing different forms of media and digital platforms and understanding complexity of sources and positions in traditional and digital media.
  - Reading images: recognizing how images can be analyzed, manipulated and interpreted.
  - Identifying fake news and certain groups spreading misinformation about COVID-19 and COVID-19 vaccines.
- To conduct 25 in-depth trainings for young people in the regions of Georgia to foster digital literacy and critical approaches to information, focused on debunking myths and misinformation about COVID-19 and COVID-19 vaccines.
    - Trainings for 500 young people aged 12-18 shall be conducted.
    - Selected target regions shall include those populated with ethnic minority groups and the list should be finalized in consultation with UNICEF.
    - Trainings will apply practical skills-building approach and cover all aspects described above in the training package.
  - To conduct training workshops for teachers/educators and young people on digital literacy at the pilot digital labs in three public schools located in Makuntseti, Adjara, Bakhvi, Guria and Zestaponi, Imereti.
    - Develop a separate training package for teachers/educators in these schools who will use their knowledge and skills while working with children at the digital laboratories.
    - Conduct six(each per group) face-to-face trainings for teachers and young people from all three schools.
  - To conduct 10 webinars for young people and their parents using interactive digital tools and methodologies aimed at fostering digital literacy and focused on debunking myths and disinformation/misinformation about COVID-19 and COVID-19 vaccines.
  - Carry out digital campaign for young people on how to identify fake news and address disinformation about COVID-19 and COVID-19 vaccines.

#### **4. Deliverables:**

- Workplan of the planned activities for the full implementation of the project (5%).
- A training package with separate modules for different groups (young people and digital lab coordinators) (15%).
- In-person trainings for young people conducted and the relevant reports submitted (25%).
- In-person trainings for teachers/educators of the digital labs and the relevant reports submitted (10%).
- Webinars for young people and their parents conducted (25%).
- Digital campaign for young people conducted (20%).

#### **5. Required qualifications, experiences, and competencies:**

- Extensive experience of working in the fields of communications, media and digital literacy, youth engagement and other relevant areas;
- Extensive experience in designing concepts, guidelines, working methodologies, practical tools and manuals for capacity building in the media literacy field;
- Experience in designing training modules, and materials for young people as well as professionals working with children;
- Experience in organizing and facilitating trainings for children and young people, as well as various specialists including teachers and school administrators on issues concerning media literacy and countering misinformation;
- Ability to offer high level technical expertise in COVID-19 prevention measures to offer the evidence-based counter-information for dispelling the existing myths and misinformation/disinformation;
- Networking experience.

#### **6. Supervision:**

The organization will work under the direct supervision and guidance of UNICEF Georgia’s Communications Specialist and Communication Officer.

#### **7. Payment modality:**

Payments to the contracted organization will be made in accordance to a pre-determined schedule developed before signing the contract in proportion to the work to be performed. Each payment will be based on a submission of a deliverable for the work already completed.

#### **8. Selection and evaluation process:**

Evaluation Criteria: The Evaluation ratio between the technical and financial proposal is 70:30.

##### Technical Proposal: 70

- Overall correspondence between ToR requirements and proposal (specific tasks, deliverables) -15
- Experience of the entity in similar assignments (media literacy capacity building, organization of trainings and workshops, youth engagement) - 30
- Qualifications and expertise of proposed experts – 25 points.  
Total - 70

Only proposals which receive a minimum of 70% (42 points) will be considered further.

##### Price Proposal: 30

The price proposals in GEL should include detailed breakdown of all listed tasks and deliverables.

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited bidders who obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price, e.g.:

Score for price proposal X = (Max. score for price proposal) \* (Price of lowest priced proposal) / (Price of proposal X).

Total Technical and Price 100 Pts.

UNICEF will award the Institutional Contract to the entity, whose response is of high quality, clear and meets the project goals.

The final evaluation of the proposal shall have two components # the technical evaluation score and financial evaluation score. For the overall proposal evaluation, the following formula will be applied, whereby the technical proposal has a weight of 0.7 and the price proposal has a weight of 0.3.

The final score is a calculation based on the following formula:

$SC_{com} = 100 * (0.7 * TP_{com} / TP_{max} + 0.3 * FP_{min} / FP_{com})$ , where:  $SC_{com}$  # final score of the company (it is between 0 and 100)

$TP_{max}$  # maximum technical score ( $\leq 70$ )

$TP_{com}$  # technical proposal score of the respective company  $FP_{min}$  # minimum financial score ( $\leq 30$ )

$FP_{com}$  # financial proposal score of the respective company.

### 9. Agreement arrangements, timeline

- The work will be conducted over a period of 10 months – February – November 2022.
- UNICEF will support in establishing contact with pilot digital laboratories and arrange meetings with the relevant parties.

### 10. Application should include

- In a sealed envelope Project's technical proposal including description of the proposed work plan, timeline, and working methodology; and CVs of suggested experts;
- In a separate second sealed envelope: proposed budget with indication of proposed fees.

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