Call for Proposals: Facilitation of Capacity Building Training on Advocacy and Media Engagement to Strategic Actors Towards Political Inclusion of Persons with Disabilities (PWDs)

August 27, 2021
TERMS OF REFERENCE (ToR) FOR FACILITATION OF CAPACITY BUILDING TRAINING ON ADVOCACY AND MEDIA ENGAGEMENT TO STRATEGIC ACTORS TOWARDS POLITICAL INCLUSION OF PWDs.

BACKGROUND

The Westminster Foundation for Democracy (WFD) through funding from Demo Finland is implementing the Kenya Inclusive Political Parties (KIPP) Programme phase II, which seeks to ensure that political parties respond to the strategic and practical needs of PWDs within their internal party structures, political commitments, policies and in the contestation of elections. The programme is currently working with 13 political parties, 21 Disabled Persons Organizations (DPOs) and Civil Society Organizations (CSOs) through various activities geared towards achieving this outcome. WFD is facilitating deliberate strategies aimed at strengthening the ability of political parties, through structural and policy reforms and commitments, to promote more inclusive political discourse and public policy making.

To effectively coordinate the KIPP partners engagement with key stakeholders, a Technical Working Group (TWG) has been formed comprising of 10 members nominated from Political Parties, DPOs and CSOs, Parliamentary and County Assembly caucuses all of whom are participating in the KIPP programme. The TWG is responsible for ensuring that all advocacy on political rights and inclusion of PWDs is channelled to state actors through strategic partners such as KEDIPA and CADICA. The TWG also plays a key role towards this through wider media engagement to amplify the voices of PWDs. For this purpose, WFD intends to build the capacity of the TWG to be able to carry out this mandate by providing them with practical knowledge and skills on advocacy and media engagement.

WFD is therefore seeking for services of a qualified consultant to design and deliver a two-day training to the members of the Technical Working Group. This training shall be delivered in a participatory manner that will seek to strengthen the TWG members’ capacity to effectively identify advocacy issues, identify key actors, develop advocacy messages, craft out clear strategies and develop advocacy plans that will guide the engagement with the key influencers/stakeholders such as IEBC, ORPP, KNCHR, NGEC and the media. The training will also strive to impart skills in media engagement such as awareness of how the media works; strategies for tailoring messages for specific media outputs and audiences; preparing for media interviews; confidence and skills required to deliver and contribute to panel discussions through the media.

It is anticipated that at the end of the training, the TWG members will be well equipped to confidently engage the state and other strategic actors on Disability Inclusion in Politics thus push for political parties’ responsiveness to the strategic and practical needs of PWDs within their internal party structures, political commitments, and policies and in the contestation of elections.

WFD is cognizant of the ravaging impacts of COVID-19 and expects everyone involved in the programme to adhere to the Ministry of Health (MoH) guidelines, in addition to the WFD COVID-19 prevention guidelines and procedures.

THE CONTEXT

The KIPP programme has been implementing activities towards addressing political parties (PPs) cultural and societal disregard of inclusion issues, especially regarding PWDs. This has for a long time weakened their ability to effectively identify, address and promote inclusion issues and provisions both in their internal political party structures and as part of wider political discourse towards a more inclusive public policy. WFD recognizes that in engaging political parties, vital opportunities exist to address some of the long-standing societal and structural barriers facing Persons with Disabilities (PWDs).
This assignment is aimed at strengthening the TWG to engage actors and advocate for political inclusion of PWDs ahead of the 2022 general elections, including through effective media engagement. The upcoming elections makes it imperative to engage parties in supporting PWD aspirants and candidates. WFD will work with the TWG through advocacy and lobbying political parties to support PWD candidates and aspirants in preparation for elected positions by developing personal campaign strategies within the political parties in which they are members.

**Objectives of the TWG**

1. Target and prioritize disability inclusion issues within political parties and electoral processes.
2. Support in monitoring and engaging IEBC, ORPP, PPLC and other electoral actors in review of electoral laws/policies to be more to be more inclusive of PWDs.
3. Lobby, advocate, and monitor involvement of PWDs in the political parties and key institutions decision-making processes.
4. Consolidate recommendations via national level policy advocacy to review electoral policies and laws to be more inclusive.
5. Action the mandates from the larger group within the KIPP programme.

The assignment aims to build knowledge and skills of the TWG in designing compelling advocacy and media strategies, and effective engagement with key stakeholders which is critical to the programme towards greater institutionalization of inclusive practices within the political parties under the KIPP programme.

**THE ASSIGNMENT**

The consultant will design and facilitate a concise advocacy and media engagement training to be delivered through a 2-day capacity building training for the TWG members. The consultant will further document the process and submit a comprehensive report to WFD comprising discussions, actions, and recommendations that WFD can follow up on with the TWG, or other actors. The consultant is expected to drive these discussions and ensure that at the end of the training, the TWG members have developed a well-defined and actionable advocacy and media engagement plan.

Specifically, the consultant is expected to deliver the training in a participatory manner by strengthening the TWG members’ capacity to:

- Effectively identify advocacy issues
- Identify key actors
- Develop advocacy messages
- Craft out clear strategies and develop advocacy plans that will guide the engagement with the key influencers/stakeholders such as IEBC, ORPP, KNCHR, NGEC and the media.

The training will also strive to impart skills in media engagement such as:

- Awareness of how the media works
- Creating personal rapport with the media e.g journalists and editors
- Strategies for tailoring messages for specific media outputs and audiences e.g through blogs, articles, Op-Eds and social media engagement.
- Preparing for media interviews
- Confidence and skills required to deliver and contribute to panel discussions through the media.
EXPECTED OUTCOME

The overall intended outcome for the advocacy and media engagement training is to ensure that the TWG members acquire relevant skills to effectively engage key stakeholders and influence them to respond to the strategic and practical needs of PWDs in politics. Further to this, it is expected that the training shall ensure:

a) TWG members are confident in developing and actioning compelling advocacy strategies to influence the key players.

b) TWG members have the requisite skills and confidence in media engagement as an avenue to amplify the voices of PWDs thus influence the key players.

DURATION OF THE ASSIGNMENT

The consultant will be contracted for a total of four (4) consultancy days to cover for preparation, delivery of the training and reporting. The facilitator shall be notified not less than three (3) days prior to the activity.

QUALIFICATIONS

- The ideal candidate(s) should possess post graduate qualifications in a relevant discipline such as Political Sciences, Law, or any relevant Social Science discipline.
- Minimum of five (5) years of relevant experience with demonstrable expertise in developing advocacy and media engagement strategies and facilitating trainings on the same with a strong bias on Disability Inclusion and Political engagement.
- Excellent written and spoken English.
- Be able to work independently within stipulated timelines.
- For consultancy firm, one should have a legal status, a company profile, and tax registration.

KEY SKILLS AND COMPETENCIES

- Demonstrated experience working on Advocacy and Communications within the Political sector and having engaged Political parties
- Excellent content design and customisation skills.
- Demonstrated ability to use basic knowledge of computer programming to select, produce and prepare media to use in delivering the training.
- Ability to package information to meet the needs of the audiences.
- Ability to deliver impactful and engaging facilitated learning opportunities e.g., workshops, webinars; and
- Ability to facilitate peer-to-peer interaction and social learning in a safe online space.

EXPRESSION OF INTEREST/PROPOSAL SUBMISSION

Proposals may be submitted by individuals, teams of experts or consultancy firms, etc. The selected contractor shall demonstrate proven experience in the topics outlined. Knowledge and experience of Kenyan politics is essential.

The consultants/consulting firms interested in this assignment are expected to submit proposals (both technical and financial) with CVs of the proposed team.

The technical proposal must detail the following:
1) Understanding of the assignment.
2) Demonstrable experience in similar assignments.
3) Availability to deliver the assignment within the required timeframe.
4) Financial proposal in Kenya shillings for the entire assignment.

Interested parties are requested to submit their proposal responding to the terms of reference by close of business i.e. 17h00 EAT on Thursday 2nd of September 2021 to faith.odidi@wfd.org and Cc maureen.oduori@wfd.org.

The email subject should read EoI – Training on advocacy & Media Engagement