



## Terms of Reference (ToR)

### For Individual Expert/Agency to Develop an Advocacy Brief Focusing on Digital Citizenship to Promote Freedom of Expression in Bangladesh

#### A. BACKGROUND

The action “Foster responsible digital citizenship to promote freedom of expression in Bangladesh” is being implemented jointly by Friedrich Naumann Foundation for Freedom and Dnet, co-funded by the European Union. This action is targeted to address the best practice of freedom of expression in Bangladesh by promoting knowledge on digital citizenship among the youth. This is applicable for those who are mainly active in cyberspace and express themselves through social media and various digital platforms. This project aims to capacitate the targeted youth to freely and safely express themselves in the digital space. It will support them to learn about national and international norms, etiquettes and laws pertaining to uses of digital spaces and will make them aware of responsible interaction in digital media. The action will also address the challenges to freedom of expression in the country posed by the Digital Security Act 2018. Enhancing knowledge and supporting the youth (particularly university students at Dhaka and Rajshahi) to have a positive experience in the digital world will be the focus of this action. It will also emphasize education, awareness and sensitization of relevant stakeholders to support and guide the youth for a responsive digital existence while practising and promoting the right to freedom of expression.

#### A.1 OBJECTIVES OF THE ACTION

The **overall objective** of this action is to contribute to a safe and secure digital environment for Freedom of Expression and critical thinking in Bangladesh, especially for young people from disadvantaged groups and remote areas who, when they become students and move to cities, are expected to know how to operate in the digital world.

The **specific objective** of this action is to capacitate young citizens in Bangladesh to express themselves freely, appropriately, lawfully and safely in the public sphere and to create an enabling and supportive environment for them to do so.

Young citizens in Bangladesh need to be supported in their desire to express themselves responsibly. At the same time their environment, both on a more personal level (teachers and parents) as well as the political and legislative level (policy-makers and decision-makers) needs to have an increased awareness of how to balance the need to protect citizens’ human right with the right to freedom of expression and how young people can be supported in their quest for good digital citizenship.

#### A.2 TARGET GROUP OF THE ACTION

This action is targeted mainly to capacitate university students. Besides, work with university teachers and aware parents to guide the youth on responsible digital citizenship, journalists to spread the knowledge about responsible digital citizenship, advocacy with decision and policymakers to support the youth.

#### A.3 OPERATIONAL MODALITIES OF THE ACTION

The action is designed following the rights-based approach (RBA). Hence, all the activities of this project, as explained above, will follow different steps of the RBA while implementation. The research, capacity

building, awareness-raising, dialogue, interaction, and engagement will be carried out following the participatory processes using relevant methods and tools. The project is taking a holistic approach to addressing the complex issues of internet freedom and digital literacy in Bangladesh.

This action is encompassed with three key components, are: a) capacity building of the targeted youth, b) raise awareness among targeted stakeholders and c) advocacy with policy and decision-makers. In addition, this action will follow a systematic approach for monitoring, evaluation and learning.

## B. OBJECTIVES OF THE ADVOCACY BRIEF

**Main objective:** The main objective of the advocacy brief is to ensure that appropriate recommendations are made so that regulatory environment is supportive rather than restrictive for digital citizens. This brief will support advocacy actions to reach policy and decision-makers that are part of the government and of the regulatory bodies. In identifying possible regulatory and legislative reforms (focusing particularly on the Digital Security Act, 2018- DSA) the brief will serve as a first step for enabling and encouraging young people to freely and safely exercise their freedom of expression.

**Specific objectives:** The specific objectives of the advocacy brief are:

1. To propose ways to make the DSA more citizen-friendly and in accordance with international standards.
2. To encourage decision-makers via evidence based recommendations to consider reforms to the DSA.

## C. SCOPE OF WORK

The expert/agency should have excellent expertise for developing advocacy briefs. Relevant national and international papers, articles and reports on DSA as well as findings of the baseline data of the project should be reviewed and used to develop the advocacy brief with a focus on the topics of digital citizenship to promote freedom of expression. The expert/agency will identify the challenges the young people face to express their opinion in the digital media and platforms as well as identify the cultural and localized incompatibilities concerning the global and universal practices.

### C.1 TASKS UNDER THE SCOPE OF THE WORK

#### **Development:**

- Meticulously scrutinize every provision of the DSA and other laws related to it.
- Examine findings from the project baseline study and formative research closely to reflect those findings in the advocacy brief.
- Study relevant national and international laws and submit an ideation report about the policy brief.
- Consult relevant institutions to obtain their views on the subject matter.
- Prepare a draft advocacy brief to present first before the internal project team for approval and then to experts for feedback collection. The consultant must identify relevant experts in collaboration with the project team.
- Organize an online meeting with eight to ten (8-10) high profile experts in the issue with consultation with Dnet.

- Provide at least five (5) recommendations for civil society organizations to work with government policymakers on the issue of digital citizenship and promoting freedom of expression.
- Prepare a comprehensive advocacy brief (4-8 pages) in English with concrete recommendations comprising all findings for policy influencers to initiate the dialogue about legal reforms of the DSA. The policy paper needs to be prepared with a realistic aim for target audiences to use it in advocacy effort.
- Guide design team to develop advocacy brief design (4-8 pages).
- Review and evaluate written texts for grammatical and typographical error before finalization of the document (on the machine proof copy).

## D. DELIVERABLES

- Ideation report (not more than 2 pages) about the composition of policy brief
- Draft advocacy brief
- Minutes of online meeting with experts
- Final reviewed version of the advocacy brief

## E. SUPERVISION, WORK RELATIONS & OVERSIGHT

The expert/agency will report to the project manager of the project at Dnet for direct supervision and will work in close cooperation with the communication officer and program officers. All project deliverables need to be consulted regularly with the project team and finally approved by Dnet before publishing or circulating.

## F. ACTION TIMELINE

The duration of the contract will be fifteen (15) days from the date of contract signing. [Not consecutive]

Action	Deadline (after contract signing)	Remarks
Ideation report	2 days	The report should be in English
Draft content of advocacy brief	5 days	Contents will be in English
Organize an online meeting and rewrite	6 days	Collect feedback from experts
Direction for advocacy brief design	1 day	With advocacy brief design team
Final advocacy brief	1 day	With all feedback incorporated

## G. PROPOSAL GUIDELINE

**G.1 Guidelines for technical Proposal Submission:** Applicants are requested to submit below documents:

- 1) Proposal which should include understanding of the assignment, brief work plan and time frame in no more than four (04) pages.
- 2) Expert/agency profile with CVs of key team members.
- 3) A list of recent clientele and related work samples.
- 4) Two client references.

**G.2 FINANCIAL PROPOSAL GUIDELINE:** Applicants should submit a detailed budget outlining major heads within one (1) page. The budget should include all relevant costs for this assignment. No compensation will be provided in addition to the agreed budget.

Along with the budget, relevant and applicable legal documents (1. expert's NID or agency's registration paper, 2. TIN certificate, if applicable 3. VAT certificate) should be submitted.

## H. ELIGIBILITY

- Lead expert with a minimum of 5 years of demonstrated expertise and proven experience in developing quality advocacy briefs for policy influencers. Background in law or social sciences is preferred.
- Experience in research work and dissemination of research findings with similar assignments or related work
- Solid knowledge with previous work experience on: digital citizenship, freedom of expression, digital laws of Bangladesh, Right to Information Act 2009 and Digital Security Act 2018 and relevant national and international policies.
- A track record of developing quality outputs on time and as planned, that respond to the requirements of the project.
- Strong practice to cooperate with other team members with meticulous attention to detail, persistence, patience, and creativity.

## I. SELECTION PROCESS

The proposal will be evaluated and scored based on the following criteria:

- Technical proposal: 80%
  - Expert/agency profile: 20%
  - Understanding of the ToR: 20%
  - Brief work plan: 10%
  - Professional capacity and experience of professional(s) assigned: 20%
  - Quality of previous similar assignments: 10%
- Financial proposal: 20%

## J. CONDITIONS

### J.1 PAYMENT

The applicant will be paid an agreed amount including VAT & TAX for the total assigned services. Full payment will be made upon completion of all the assignments. The payment mode would be in the following instalments for the entire assignment against invoices issued by the applicant:

Instalment	Amount	Terms of conditions for disbursement
1 <sup>st</sup>	20% of the contract	After submission and acceptance of ideation report
2 <sup>nd</sup>	40% of the contract	The draft advocacy brief and minutes of online meeting with experts
Final	40% of the contract	After delivery and acceptance of the of advocacy brief (Machine proof copy)

### J.2 INTELLECTUAL PROPERTY RIGHTS/ COPYRIGHT AND CONFIDENTIALITY

- a) Dnet will have the copyright of all the materials prepared by the expert/agency. None of the materials should be reproduced or published or shared with any parties in any manner without prior written approval from Dnet.
- b) Confidentiality of all the information should be assured at all times. This project is being co-funded by the European Union, no individual will have any right to claim the contents of the materials developed under this contract once developed.

### J.3 COMPLIANCE AND SAFETY

The selected applicant should comply with gender equity, prevention of sexual harassment, maintain privacy and confidentiality of information, prevent any kind of conflicts as well as conflict of interest, and act sensitively based on the situation. The applicant is also requested to maintain necessary preventive health safety measures to address COVID-19.

### J.4 TERMINATION AND SETTLEMENT

Dnet has the right to terminate the contract by giving 15 days' notice to the assigned party if the party materially misrepresents a fact or materially breaches a warranty or covenant likewise failure to deliver the deliverables within time, breaching the general code of ethics, failure to reach the targeted outcome, failure to maintain the confidentiality of the information etc. In this case, either party will be seated to agree upon a mutual settlement or further action depending on the case.

### K. CONTACT

Interested individual expert or the interested agency, please send both technical and financial proposal on or before June 09, 2021, at [procurement@dnet.org.bd](mailto:procurement@dnet.org.bd). Please use 'Proposal for Advocacy Brief' as the email subject line. For any queries please email at [procurement@dnet.org.bd](mailto:procurement@dnet.org.bd).

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