

## Terms of Reference (ToR)

### Formative research to design capacity building tools and campaign strategy on Responsible Digital Citizenship for Freedom of Expression by the Youth in Digital Media

#### A. BACKGROUND

The action “Foster responsible digital citizenship to promote freedom of expression in Bangladesh” is being implemented jointly by Friedrich Naumann Foundation (FNF) and Dnet, funded by European Union. This action is targeted to address better practice of freedom of expression in Bangladesh by promoting digital citizenship learning in Bangladesh. Which is applicable for citizens, especially for youth who are mainly active and expressing themselves through social media and in other 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 the national and international norms and etiquettes, laws and will make them aware about the responsible usage and interaction over the digital media. The action will also address the challenges to Freedom of Expression (FoE) in the country posed by the Digital Security Act.

In this regard, enhancing knowledge and support for the youth (particularly university students at Dhaka and Rajshahi) to have a positive experience in the digital world will be the focus of the action. Although the global pandemic has made it more difficult to operate such study in the campus premises, it is also true that due to this dire situation people are more present in the digital realm and that further presses the need for coming up with innovative and alternative ideas to carry such interventions. And so forth, we continue our effort to emphasize on education, awareness and sensitization of relevant stakeholders to support and guide the youth for a responsive digital presence while practicing the right to freedom of expression which is a fundamental right ensured by the constitution.

#### 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. In addition, 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 policy makers 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, these 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. PURPOSE AND OBJECTIVES OF THE FORMATIVE RESEARCH

**Purpose:** The purpose of this formative research is to design and specify:

- a) A toolkit (handbook and audio-visual content) for the youth to enhance their knowledge and awareness on the use of digital space for freedom of expression complying the relevant existing laws in the country;
- b) An e-Learning platform to connect the youth with the knowledge on digital citizenship for freedom of expression;
- c) A module for learning sessions and peer learning sessions; and
- d) Develop a traditional and social media campaign strategy to create awareness among wider audience to guide youth on responsible use of internet.

**Main objective:** The main objective of this formative research is to analyze the state of the current knowledge, evaluate engagement modality and intake capacity, feeling of safety, learning attitude and behaviour of the university youth while using the digital space for interaction and expressing their thoughts and opinion.

### Specific objectives:

1. To draw insights (e.g. freely, easily, comfortably, without fear, without external inference, and with the feeling of safety) about free expression of thoughts by youths in the digital platform on various issues (e.g. community, social, cultural, economic, political, legal etc.).
2. To identify factors that embolden (e.g. placing issues, opinion, ideas with valid information and reasonable arguments, verify and seek information from valid sources) of youth while they interact in the digital media to make positive change in the society.
3. To understand behavior and attitude (e.g. openness, respect and tolerance to other beliefs, views, norms and practices) of youth when they use digital sphere for interaction.
4. To comprehend knowledge amongst youth on digital citizenship (e.g. respect, educate, protect), and awareness on the Digital Security Act and the Right to Information Act.

## C. SCOPE OF WORK

The research should be conducted following standard qualitative approach and methods. It is to be considered that due to the pandemic situation, the consultant may have to come up with alternative strategies to conduct the study in due time and ensure their own safety.

Relevant literatures and practices worldwide on digital citizenship and freedom of expression, knowledge toolkits, training modules, e-learning platforms should be reviewed and used to prepare the concept and outline document.

The consultant should try to 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 with the global and universal practices.

The consultant should design the methodology and instruments to collect necessary data that would support the design of the concept and outline of the knowledge toolkit (handbook and audio-visual content), e-learning platform, operational modalities and module for learning session and peer learning sessions, strategy for traditional and social media campaign based on digital citizenship framework.

The potential research participants for this research are mainly university students. During selection of the students for this research, gender, social and economic category, diversity of educational background should have to be ensured by the consultant. Inclusion of minorities [e.g. ethnic minorities, religious minorities and persons with disabilities (PwD)], and presence in social media should also be ensured.

In addition, the consultant should also consider interviewing representatives of social media user groups, teachers, journalists, experts, policy makers and regulatory authorities under this assignment.

The consultant will conduct the research with pre-selected 3 universities in Dhaka and Rajshahi and contact with all the relevant participants. Dnet will facilitate the consultant to create access to those universities.

## D. DELIVERABLES AFTER CONTRACT

- 1) **Inception report:** An inception report including agreed methodology, key questions, specific questions, data collection instruments, research report outline and detail timeline should be submitted before rollout of this study.
- 2) **Research report:** Accepted final version of formative research report (should be in English) within the page limit of 25-30 (excluding annexes) should be submitted both in doc and pdf form. Photographs of research action, transcript and audio record of qualitative responses by the participants and the database should be submitted along with a participant list (name, gender, institution, department, contact)
- 3) **Concept with outline:** Accepted final version of concept with the outline must be submitted on four components: (a) Knowledge toolkit for youth, (b) E-Learning platform, (c) Learning and peer learning session module, (d) Traditional and social media campaign strategy. The concept and outline document should be within 3-5 pages for each of the above-mentioned elements.

## E. ACTION TIMELINE

The assignment including inception report, instrument design, data collection, data analysis, production of draft report and outlines, feedback on the reports, and submission of final report including all necessary document (as mentioned in the deliverables section) should be completed within 45 working days from the day of signing the contract.

## G. PROPOSAL GUIDELINE

**G.1 Guidelines for technical Proposal Submission:** The respective consultant is requested to submit the proposal which should include understanding about the assignment, sound and elaborated research design and methodology, detailed plan and time frame in no more than 5 pages. In addition, short profile of lead consultant and research team should be submitted within two pages, along with a list of recent clienteles, and credentials along with the two references of the parties.

**G.2 FINANCIAL PROPOSAL GUIDELINE:** Respective consultants should submit a detail budget outlining major heads within one page. The budget should include all relevant cost applicable for this assignment. No cost will be provided in addition to the agreed consultancy budget. The total budget should not exceed BDT 500,000 including Tax and VAT. Relevant and applicable legal documents

(including agency or organization's registration paper, Tax/TIN certificate, VAT certificate and bank detail) should also be submitted upon selection.

## H. ELIGIBILITY

The consultant(s) should have -

- Previous experience in conducting similar research works.
- Strong expertise and experience on the design and implementation of qualitative approach and formative research approach.
- Experience in working on digital citizenship, freedom expression will be an added advantage.
- Excellent command over both Bangla and English language is required. The instruments for data collection need to be presented both in Bangla and English. The deliverables must be submitted in English.
- Experience in designing knowledge toolkit, capacity building instruments, traditional and social media campaign will get preference.
- Ability to work in a tight schedule and adhere to deadlines for deliverables.

## I. SELECTION PROCESS

Proposals will be evaluated and scored based on the following criteria:

- Technical proposal Score: 90%
  - Individual/agency/organization profile (related experience): 15%
  - Understanding of the ToR: 25%
  - Methodology: 35%
  - Team Composition: 15%
  - Gender Equity: 5 additional points if there is gender equity in team composition
- Financial Proposal:10%

## J. CONDITIONS

**J.1 Payment:** The consultant will be paid an agreed amount including VAT & TAX for the total assigned service. Full payment will be made upon completion of the assignment. The payment mode would be in three (03) instalments for the entire assignment against invoices issued by the Consultant:

- First instalment is 20% after submission and acceptance of the inception report;
- Second instalment is the rest of 30% of the payment after submission and acceptance of the draft research report, and content and outline on 4 components.
- Final and remaining 50% will be paid upon satisfactory submission and acceptance of the final research report with all deliverables and raw data as specified in the deliverables section.

### J.2 Intellectual Property Rights/ Copyright and Confidentiality:

- a) Dnet will have the copyright of all the documents prepared by the consultant(s). No part of the document 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 research is being funded by European Union, no individual will have any right to claim to the research or its outputs once completed. Any reports/research reports and process documentation produced as a part of this assignment shall be deemed to be the property of Dnet and the service provider/consultant will not have any claims / rights and will not use or reproduce the contents related documents/material without the prior written permission from Dnet.

**J.3 Compliance and safety:** Respective consultant should comply with the gender equity, prevention

of sexual harassment, maintain privacy and confidentiality of information, maintain research ethics, prevent any kind of conflicts as well as conflict of interest, and act sensitively based on the situation. Consultants are also requested to maintain necessary health safety measures to prevent 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 research ethics, failure to reach the targeted outcome, failure to maintain the confidentiality of the information availed through this study etc. In this case, either parties will be seated to agree upon a mutual settlement or further action depending on the case.

## K. CONTACT

Interested consultant or the interested agency, please send the both technical and financial proposal on or before 29 September, 2020 at [procurement@dnet.org.bd](mailto:procurement@dnet.org.bd). Please use 'Proposal on 'as email subject line. For any queries please email at [procurement@dnet.org.bd](mailto:procurement@dnet.org.bd).

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