

TERMS OF REFERENCE (TOR)



Providing Training on Capturing, Development and Writing of Stories for Strengthening Advocacy efforts in SHAPE II

1. Introduction

Deutsche Stiftung Weltbevölkerung (DSW) is a global development organisation that focuses on the needs and potential of the largest youth generation in history. We are committed to creating demand for and access to health information, services, supplies, and economic empowerment for youth. We achieve this by engaging in advocacy, capacity development, and reproductive health initiatives, empowering young people to lead healthy and self-determined lives. Besides our headquarters in Hannover, Germany, DSW operates two liaison offices in Berlin and Brussels, as well as maintaining a strong presence in Ethiopia, Kenya, Tanzania, and Uganda.

1.1 Project Info

The SHAPE II grant which is implemented in three geographies over a period of three and a half years – in Germany, at the EU level and in East Africa (Tanzania, Uganda and Kenya) is an advocacy grant aimed at having more and better funds for health and development as it relates to Global Health Overseas Development Assistance, Global Health Research and Development and Family Planning/Sexual and Reproductive Health.

1.2 Project Objective and Scope

Within the context of the grant, which is in its final period, there have been engagements in storytelling. However, a collective learning and approach has been decided to bring about stories that are impactful to tell beneficiary stories and stories of success targeted towards a variety of stakeholders, mainly the donor community and decision-makers.

2. Context of the Assignment

In this final stage of the grant we would like to build or further strengthen DSW capacity in collecting, capturing, and telling our stories from the grant. DSW would like to continue building its ability to capture stories for use in both advocacy and resource mobilisation efforts. Additionally, the stories developed and the capacity developed will be used as part of sustainability efforts of the organisation.

3. Objective of the Assignment

The Consultant will provide a training on storytelling to DSW staff, in particular to SHAPE II project team members and young persons who collaborate with DSW:

1. Develop an online training for 1 or 2 group(s) of around 8 to 10 staff members (to be split according to experience and/or purpose of the training) and 1 group of 8 young persons associated with the organisation.
2. Deliver the training in a series of short sessions, taking into account the following

- a. specificities
 - i. The majority of staff and young people have no or very little experience in storytelling
 - ii. The audience of the stories will be: Decision-makers, public on social media, current and potential donors, CSO partners, youth & youth champions, and parents of beneficiaries
 - iii. The persons collecting the information will be: advocacy officers, communications officers and young people
 - iv. The persons creating the stories will be mainly: communications officers, advocacy officers and young people
 - v. There will be stories of young people or youth champions, beneficiaries of DSW work and political decision-makers
- b. requests
 - i. Foundational training: learning about the types of stories and storytelling (with a focus on stories of change, personal stories and stories of good practice), the practical creating and editing skills, and the theory around storytelling
 - ii. Advanced training: Learning how to use storytelling as a tool in their work (focus on theory and examples), how to make stories (focus on practical recording & editing skills), how to support others to tell their stories (focus on facilitation and methodologies
 - iii. Optional further training: Learning how to guide other storytellers in the process of capture and writing.
 - iv. Individual coaching sessions: Particularly for the 8 young persons, pre and post workshop guidance sessions.

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4. Scope

4.1 List of expected stakeholders:

The SHAPE II Senior Officer Project Management and the Associate Officer Advocacy will liaise with the expert to provide the necessary input for the preparation for the workshop. The estimated number of participants:

People involved	# of people
1. Staff training	
SHAPE II Senior Project Officer Selected SHAPE II advocacy and communications colleagues	Max. 16
Potentially additional selected DSW staff as co-learners during the Workshop	Approx. 4
2. Youth training	
Young persons	Max. 8

4.2 Tasks and Deliverables

4.2.1 Tasks

Together with the letter of interest, the consultant is expected to provide a first rough suggestion on how to approach the objective of the assignment and indicate what kind of methodology and tools she/he envisions to use for conducting the Storytelling Workshop & remote guidance for the capacity development process, which may differ from the more general description sketched above. The ToR will be amended as per more detailed discussions with the final candidate.

Task	# of working days
Desk Research of background material provided (see list of supporting documents mentioned below) + Discussion with key SHAPE II Team Members on potential concept and ideas for the Storytelling Workshop	1
Provide concept note with methodology & tools for the Storytelling Workshop, including agenda & workshop needs	1
Conduct a series of training sessions – 1. Staff training (3 to 5) 2. Youth training (2) Provide relevant workshop documentation and guides	5 to 7
Individual coaching sessions	Number of hours to be determined by consultant
TOTAL	Approx. 7 to 9

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4.3.2 Deliverables and Duration

No	Task	Timeframe
1	Writing Workshop Concept, Tools & Agenda	Mid-January 2022
2	Storytelling Foundational Workshop	Late February 2022
3	Storytelling Advanced Workshop	Mid- March 2022
4	Storytelling Further (optional) Workshop	April/May 2022
5	Youth storytelling training	Mid-March 2022
6	Individual coaching session	Mid-March to May 2022

5. Supporting Documents

Supporting key documents for the assignment will be:

- (i) Project description and other project documents deemed important
- (ii) Results from our internal introductory session : Reflecting on storytelling for SHAPE II
- (iii) Guide and theory from previous workshop on Stories of Change
- (iv) Results of needs assessment exercise

6. Requirements

The consultant is expected to submit technical and financial proposals comprising the following components:

1. The consultant's understanding of the Terms of Reference;
2. A clear and elaborate work plan;
3. Proposed budget in Euro well broken down;
4. Proven record of experience and activities related to Storytelling & Story of Change/Personal Stories/Stories of Good practice Writing Skills;
5. Curriculum Vitae;
6. 2 References with copies of relevant work undertaken in the last 3 years

6.1.2 Qualifications

1. Excellent facilitation skills, co-ordination, negotiation skills and oral and written communication skills in English;
2. Demonstrated excellent written and spoken communications skills in English;
3. Innovative storytelling & story development skills;
4. Experience with the projects on advocacy for FP/SRH would be a high asset;
5. Ability to conduct high quality research, meet deadlines and respond to requests and feedback provided timely and appropriately.

Applications reflecting the above listed requirements should be sent by **07 January 2022**, to sandrine.remy@dsw.org. Virtual interviews will be held on a rolling basis via Zoom.