

**Call for Proposal/ Content Creator / Production house for a Self-Paced Course**

<b>Project Title</b>	Building Integrity and National Accountability in Lebanon BINA’
<b>Activity Number</b>	Activity 3.1.1: Develop a self-paced course to enhance CSO capacity in monitoring, data collection, and advocacy

**1. Entity Background**

**About Transparency International - Lebanon (TI-LB):**

Transparency International Lebanon (TI-LB) is Lebanon’s leading advocate for transparency, accountability, and good governance. Since 1999, TI-LB has been on the front lines of the fight against corruption, working to strengthen institutional integrity across Lebanon’s public and private sectors. As the national chapter of Transparency International, we believe in more than just envisioning a corruption-free society—we are actively making it happen by driving change, empowering citizens, and holding institutions accountable.

With a people-centered approach, TI-LB tackles corruption from multiple angles, guided by a robust Impact Matrix that emphasizes three core areas: Policy & Institutional Change, Behavior Change, and Awareness & Outreach. We operate as a guiding thread and conveying channel between international organizations, civil society, and citizens, creating a chain of dialogue and collaboration that promotes a participative approach to anti-corruption efforts. This continuous exchange of information fosters transparency, ensures well-informed communities, and bridges gaps between global standards and local needs.

To achieve meaningful, lasting change, TI-LB builds robust, long-term partnerships with a network of dedicated national, local, and international organizations working across Lebanon. These partnerships enhance our strategic reach, propelling TI-LB to deliver anti-corruption initiatives that are both globally aligned and locally impactful. By combining international standards with deep community engagement, we ensure that our programs not only meet global benchmarks but are also highly responsive to Lebanon’s unique governance challenges and diverse community needs.

**2. Project Background**

Funded by the European Union (EU), and in partnership with Transparency International Secretariat (TI-S) and the Lebanese Center for Policy Studies (LCPS), BINA’ (Building Integrity and National Accountability in Lebanon) project overall objective’s is to enhance the role of civil society actors as active pillars in enhancing governance, accountability and transparency in

Lebanon, as it specifically expands the abilities of civil society, both local and national, to actively monitor and advocate for transparency and accountability in the 3RF in Lebanon.

BINA's key objectives are:

- (1) To improve the capacities of CSOs, expand organizational abilities and coordinated efforts among civil society networks to ensure transparent and sustainable implementation of the 3RF in Lebanon.
- (2) To improve capacities of local CSOs, grassroots and community-based organizations outside Beirut to participate in policy dialogues and monitoring processes related to recovery and reform at local and central level.
- (3) To sustain an inclusive multi-stakeholder dialogue with local, national and international actors that advance reform efforts, with an emphasis on the role of CSOs.

BINA's target audience is diverse: (1) Civil Society Organizations (formal and informal) in Beirut and across Lebanon, (2) Youth groups and initiatives, (3) Women's organizations/initiatives promoting gender equality, (4) Municipalities/Local Authorities and (5) citizens as Final Beneficiaries.

### 3. Scope of Work

TI-LB seeks a service provider to develop and produce a professional self-paced course, structured into three modules, in Arabic with English subtitles. This course will be hosted on the School of Governance (SoG) website.

The self-paced course will cover the following thematic areas:

- The role of monitoring in supporting CSO missions.
- Practical tools and methodologies for effective data collection.
- Key principles and strategies for transforming data into policy influence.

#### **Module Breakdown:**

1. Module 1: Importance of Monitoring for CSOs – Focuses on the value of monitoring as a foundation for CSO missions, accountability, and advocacy.
2. Module 2: Monitoring Tools and Data Collection – Provides practical tools and techniques for data collection and analysis.
3. Module 3: Principles and Strategies for Policy Influence – Covers core monitoring principles such as transparency, and methods for converting data into advocacy strategies.

Each module will be delivered as a single, approximately 20-minute video. The course will include a pre-test and post-test to assess overall knowledge acquisition and provide professional-grade content accessible on the SoG platform.

#### **Content Requirements:**

The service provider will ensure that the course content is non-duplicative and aligned with any existing SoG resources, using up-to-date information to maintain relevance.

## Objectives

The objective of this course is to improve CSOs' knowledge and skills in monitoring and advocacy by:

- Enhancing understanding of monitoring as a mission-aligned tool for CSOs.
- Providing practical, applicable tools for data collection and analysis.
- Enabling CSOs to utilize data in advocacy efforts that can influence policy change.
- Creating a comprehensive, professional training accessible through the SoG platform.

## Duration of the Self-Paced Course

The course consists of three modules, each approximately 20 minutes in length, structured to provide a cohesive learning experience. The entire project should be completed within two months, with final deliverables due by January 15, 2025.

## Targeted Impact

This self-paced course is designed to:

- Strengthen CSO capacity in monitoring and data-driven advocacy.
- Enable CSOs to apply monitoring tools and strategies to advance their missions (Module 1).
- Equip CSOs with practical skills for data collection and analysis (Module 2).
- Support CSOs in transforming monitoring insights into advocacy initiatives (Module 3).
- Offer a professional-grade training resource, freely available on the SoG platform.

## Training Format

Language: Arabic, with English subtitles for wider accessibility.

Modules: Three modules, each approximately 20 minutes.

Assessments: One pre-test and one post-test for the entire course.

Content Review: The service provider will review any existing TI-LB resources to ensure alignment and relevance.

## Duties and Responsibilities

The selected service provider will:

- Develop and produce three professional modules covering:
  - \* The importance of monitoring for CSOs.
  - \* Practical tools for data collection and analysis.
  - \* Strategies for using data to influence policy.
- Translate the course content into English for subtitle purposes.
- Design and produce one 20-minute video per module, incorporating high-quality visuals and graphics.
- Conduct a pre-test and post-test for the entire course.
- Collaborate with TI-LB to integrate the course on the SoG platform, ensuring functionality and accessibility.
- Provide detailed documentation on course structure, technical requirements, and user guidelines.
- Ensure that all content is professional, accessible, and consistent with TI-LB's mission and standards.

Memo No. 486/AD

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### **Deliverables**

1. Content Outline and Script: Detailed outline and script for each module, provided post-contract signature.
2. Three Videos: One 20-minute video per module, including high-quality visuals and graphics with Arabic narration and English subtitles.

### **Graphics and Design Theme**

- The service provider is required to propose multiple design themes and graphics styles that are visually appealing and aligned with the topics of monitoring, data collection, and advocacy. These should include:

A **mix of on-screen presentations** (e.g., PowerPoint-style explanations) and **supporting graphics** like animations, infographics, and diagrams.

Graphics that are professional, engaging, and easy to understand for CSOs and other target audiences.

### **Content Creation and Responsibility**

- The service provider will be fully responsible for creating the content, developing scripts, and producing all required footage. This includes:
  - Conceptualizing and developing material based on the outlined module topics.
  - Ensuring all visuals, explanations, and graphics are accurate and aligned with the project's objectives.

### **Voice Over and Subtitles**

- The service provider must provide a professional voice-over in **Arabic** to accompany the visuals.
- The content must include **English subtitles**, synchronized to ensure accessibility for a broader audience.

### **Location and Studio Arrangements**

- The service provider is responsible for arranging the necessary **filming location or studio**. This should ensure a professional setting for any live or recorded segments used in the video.

### **Lecturer**

- If desired the service provider should provide the lecturer,
- The service provider should utilize a combination of:
  - **Narration with PowerPoint explanations.**
  - **Dynamic visuals and animations** to deliver the content effectively.

### **Rushes**

- No pre-existing footage (rushes) will be provided by TI-LB. The service provider must produce or provide all material.

3. Pre- and Post-Test Assessment: A comprehensive assessment to gauge knowledge acquisition across the course.
4. Documentation: Full course content documentation, including integration guidelines for the SoG platform.
5. Course Integration: Testing and quality assurance to confirm functionality and accessibility on the SoG platform

#### 4. Required Competencies:

##### General Requirements:

The selected service provider must demonstrate expertise in video production and instructional design for professional training. They should have a proven track record of developing high-quality video content for online learning platforms and be skilled in conveying complex concepts effectively.

- Background in Monitoring and Advocacy: Expertise in monitoring tools, data analysis, and advocacy techniques relevant to CSOs.
- Collaboration Skills: Ability to work with TI-LB's training and communication departments to align content with organizational standards.
- Organizational and Coordination Skills: Proven ability to deliver high-quality content within agreed timelines.
- Experience with Self-Paced Courses: Previous experience in creating self-paced, professional courses for CSO audiences is an advantage.

#### 5. How to Apply

Interested candidates should submit the following documents to **procurement@transparency-lebanon.org**, with "TI-LB – Monitoring and Advocacy Course Consultancy" in the subject line:

- CVs
- Cover letter outlining relevant experience
- Detailed proposal with time frame
- Portfolio of similar projects
- Financial Proposal, inclusive of all associated costs
- Legal documents (e.g., Commercial Registry, Financial Certificate, VAT Number)

**Type of Call:** Call for Content Creator / Production house for a Self-Paced Course

**Intervention Sector:** Capacity Building

**Deadline for Application:** December 5, 2024

**Contract Duration:** Two months, until February 15, 2025