



# **Terms of Reference (ToR)**

## **Consultancy for Study of Offline Impact of Online Media Work**

### **1. About Adyan Foundation**

[Adyan](#) is a foundation for Diversity, Solidarity and Human Dignity, registered in Lebanon as an independent, non-partisan, non-profit and non-governmental organization (NGO) by the ministerial decree #1103/2008. The Foundation envisions a world where diversity between individuals and communities is lived as enrichment, generating mutual understanding, creative development and sustainable peace. Hence, Adyan works locally, regionally and internationally for pluralism, inclusive citizenship, and spiritual solidarity, through home-grown solutions in education, media, policymaking, and intercultural and interreligious relations.

#### **1.1 Adyan's 'Taadudiya' Platform**

[Taadudiya](#) – the Arabic word for 'pluralism' – is an Arabic-language media platform launched by Adyan Foundation in February 2017. Since its launching, Taadudiya has been contributing to the formation of a conscious and mature public opinion on religion in the public sphere, religious and cultural diversity, democracy, human rights and education. The platform works on preventing/countering violent extremism (P/CVE), and promoting freedom of religion and belief (FoRB), religious literacy and critical thinking.

In its "Public Opinion" section, the platform provides critical contributions from female and male journalists, academics, researchers, young thinkers and activists from the MENA region – 45% of whom are women. Another section entitled "Unity and Diversity" sheds light on common and cross-cutting themes amongst religions and cultures of the world. Taadudiya is also known for its "Interfaith Calendar" section, which is the first interfaith online calendar in Arabic that combines both the Gregorian and Islamic calendars. The calendar displays religious, spiritual, and civil holidays from all around the world with an explanation of their meanings.

To raise the voice of young change-makers, Taadudiya launched the "Shoo Ostak?" or "[What's Your Story?](#)" campaign to promote best practices from young professionals and experts working on pluralism and peace. It aims to change the stereotypical image of the 'hero', instead promoting the hero as an ordinary person who lives and serves peace and coexistence in her/his daily life.

In 2017, the campaign was selected as the most impactful campaign in the MENA by Hedayah Center for CVE. In addition, in 2018, the campaign was presented as a successful online CVE approach at a meeting in London of the Global Coalition Against Daesh, in the Counter-Daesh Communications Working Group.

A second media campaign on Taadudiya is "Feena Nekhi Deen" or "[We Can Talk About Religion](#)" which creates a space for discussing religious topics with openness and sincerity, bravely asking important questions and exposing problems.

To date, Taadudiya is producing a real shift in the perception of the “other”, while “awakening the hero” of peacebuilding and change-making inside youth, women and men in the region. It is leading to positive changes in behaviour and attitudes away from extremism and towards pluralism, religious social responsibility and living together in peace.

The platform has until now a record of 86.6 million reach, 30.4 million of views of its videos, and 111,118 followers. In 2019, Adyan's Media Department partnered with Facebook to assess how Taadudiya's CVE video content was received by selected users who had demonstrated vulnerability to violent extremist sympathies.

## 1.2 Taadudiya Content and Adyan Projects

The short film campaigns on the Taadudiya platform (“Shoo Ostak?” and “Feena Nekhi Deen”), as well as being standalone campaigns, are also a key educational / discussion tool used in several Adyan projects. The Taadudiya articles also express and support the messages and objectives of Adyan projects.

This includes the ‘Forum for Religious Social Responsibility’ project. The Forum creates a platform for 116 influential religious leaders and activists who have been trained in order to increase their skills in promoting messages of diversity and living together. The Forum does not only focus on capacity-building, but it also empowers its members to assume their role as change-makers in their local communities through the support of community-based initiatives, especially in under-deserved areas such as the Southern Suburbs, Tripoli, the South, and Beqaa.

Direct “on-the-ground” work with young people allows religious leaders and activists, due to their position of power, to influence and engage those who might be more prone to extremist ideologies and violent behaviours.

A key part of the outreach of this project are the short film campaigns shown via the Taadudiya platforms. The religious leaders also share these films on their social media pages. These films promote the positive existential narrative (via “Shoo Ostak?” ) and encourage inter-religious understanding and critical thinking (via both “Shoo Ostak?” and “Feena Nekhi Deen”). Another tool for encouraging moderate religious narratives are the Taadudiya articles.

The films and articles are also used in the ‘Religious Social Responsibility for Citizenship & Coexistence (RSRC) project. This project promotes social religious teaching with an inclusive and value-based approach.

## 2. Consultancy Overview

A Consultant is required by Adyan Foundation to conduct a study into the offline impact of Taadudiya.

The goal of the study is to gain in-depth knowledge, based on qualitative and quantitative data, into how to develop and disseminate targeted online media content that positively and measurably changes individuals’ and communities’ understanding, attitude and behaviour in favour of sustainable peace and inclusive citizenship in Lebanon and across the MENA region.

This encompasses four target groups: i) Contributors; ii) FRSR members who use Taadudiya; iii) RSRC influencers; and iv) The general public

There are two expected outcomes of the study. The first outcome is:

**Outcome 1:** Increased evidence-based understanding and data on how Taadudiya content leads to positive changes in behaviour and attitudes away from extremism and towards pluralism, religious social responsibility and living together in peace

This outcome has four outputs, each related to a target group:

- **Output 1.1:** Evidence-based insights into positive social changes for Taadudiya contributors, on an individual and community-level, as a result of involvement in Taadudiya (*Target group 1: Contributors*)
- **Output 1.2:** Evidence-based insights into how the use of Taadudiya content by influential stakeholders has led to positive attitudinal and behavioural changes in individuals towards respect for religious diversity and public life values (*Target group 2: FRSR and circles of influence*)
- **Output 1.3:** Evidence-based data about how Taadudiya messages have led to positive changes in favour of religious discourse that addresses and promotes human rights and public life values by the public and by influential figures in religious spheres (*Target group 3: RSRC influencers*)
- **Output 1.4:** Evidence-based data about positive changes in interactions and perceptions related to religious issues by readers/viewers of Taadudiya content (*Target group 4: General public*)

The second outcome is:

**Outcome 2:** Enhanced awareness of un-reached target audiences, and how best to target and influence them

This outcome has one output:

- **Output 2.1:** Evidence-based insights into criticism and weaknesses of Taadudiya appeal and content

The consultancy will involve four main activities:

Activity	Participants
1. Finalisation of methodology and outputs	Consultant together with Adyan team
2. Desk review; selection of case study participants and control groups ( <i>depending on final methodology</i> )	Consultant, supported by Adyan team
3. Monitoring of online interactions; surveys; direct interviews ( <i>depending on final methodology</i> )	Consultant; case study/interview participants
4. Analysis, report writing and presentation (this could include infographics development / multimedia production including short films of case studies (draft and final) – ( <i>final outputs TBD</i> ))	Consultant, supported by Adyan team

## 2.1 Methodology, Timeline & Language

Finalisation of the methodology will be the first activity of the consultant. This will involve discussion and agreement with the Adyan team about suitable evaluation tools, and expected written/audiovisual reporting. A suggested methodology and timeline will be expected as a key aspect of applications for this consultancy.

The consultancy will consist of between 20 and 25 days of work depending on the applicant's methodology, work plan and timeline. The expected timeframe is between November 2020 – January 2021.

A suggested timeline is included below, as a guideline:

Activity	November 2020	December 2020	January 2021
1. Finalisation of methodology and outputs	X		
2. Desk review; selection of case study participants and control groups	X		
3. Monitoring of online interactions; surveys; direct interviews	X	X	X
4. Analysis, report writing and presentation (this could include infographics development / multimedia production including simple short films of case studies			X

It is expected that all interviews and surveys will be carried out in Arabic. However the final report should be designed and written in English, with any presentation (PowerPoint and/or verbal) delivered in English. For any short films of case studies produced, these should be in Arabic with English subtitles. It is expected that all work will be carried out remotely, with no in-person meetings.

## 2.2 Budget

The allocated budget for this entire consultancy is USD \$11,500.

No additional expenses will be paid by Adyan.

Bank charges and due taxes are to be covered by the Consultant, or deducted from the payment. If relevant, this will include the 7.5% taxes for non-resident consultants and any other taxes that are the Consultant's responsibility.

## 2.3 Management & Reporting

The Consultant will liaise closely with the Adyan Media Department, which will provide required inputs from Adyan's side. The Consultant will report to the Adyan Director of Development & International Relations.

### 3. Consultant Profile

The Consultant must:

- Have extensive experience in conducting similar studies related to the offline impact of media content, including meeting deadlines and producing a final report
- Have extensive experience in designing and implementing appropriate online evaluation methodologies, including e-surveys, online focus groups, and conducting online monitoring and analysis
- Have experience and resources in producing infographics and/or audiovisual materials (including short films) to present key findings and/or case studies
- Ideally have experience working on issues related to P/CVE, FoRB and critical thinking
- Be sensitive to and respectful of religious, social and cultural differences and comfortable with working and communicating across difference, including able to communicate complex ideas in accessible ways and gather data from and with partners across society.
- Be able to fluently understand written and spoken Arabic and English, with the ability to submit a final report in professional standard English.
- Be independent from Adyan and the Taadudiya project
- Have access to their own computer and relevant software. To note: no hardware/software or IT support will be provided by Adyan.
- Have access to fast, stable internet connection and a webcam

### 4. Application Process

Applicants for this consultancy should submit:

- CV and portfolio highlighting relevant experience
- Short proposal for the consultancy outlining proposed methodology and timeline
- Budget based on the consultant's day rate and including the full costs for any e-tools/software/multimedia production required

Please submit applications via e-mail to the Adyan Director of Development & International Relations on: [dir@adyanfoundation.org](mailto:dir@adyanfoundation.org) with [christina@adyanfoundation.org](mailto:christina@adyanfoundation.org) in cc.

Deadline for receipt of applications: 12 noon Beirut time on Monday 2 November 2020.

Adyan Foundation will request a video interview with shortlisted candidates, tentatively scheduled for Tuesday 3/Wednesday 4 November 2020, with a view to appointing a Consultant by the end of that week.