



## **Terms of Reference**

### **Development of a Toolkit on Policy Advocacy design and influence for CSOs**

**Project Title:** Strengthening Civil Society Capacity on Policy Advocacy Design

#### **General Context:**

The Innovation for Change Middle East and North Africa (MENA) Hub, and SimSim-Participation Citoyenne aim through this project to strengthen the capacity of civil society organizations in Morocco and the MENA region and in leading initiatives for an enabling civil society environment. SimSim and the MENA Hub are commissioning the development of an interactive online toolkit on Policy Advocacy in Arabic and English to enable civil society organizations in the MENA region to effectively design and implement successful advocacy campaigns and projects. The toolkit will also be based on civil society advocacy initiatives in the MENA region.

#### **Consultancy purpose:**

In its capacity as an Innovation for Change MENA Hub implementing partner, SimSim-Participation Citoyenne is seeking an offer of a qualified Individual consultant or Consulting company, to design and develop a ***Comprehensive toolkit on Policy Advocacy design and influence for CSOs***. The developed Toolkit will be later transformed into an online interactive resource.

#### **The aim of this toolkit is to:**

1. Strengthening the capacity of civil society organizations in Morocco and the MENA region and in leading initiatives for an enabling civil society environment;
2. Designing a solid policy influence strategy that addresses the root causes of an issue;
3. Generating co-design tactics that engage key stakeholders in a policy advocacy context;
4. Delivering an actionable policy advocacy campaign plan.

The methodology for the toolkit will use various instruments including questionnaires, interviewing, desktop research and others. The focus will be on local, national and regional CSOs, initiatives, think tanks, CBOs and civil society activists.

#### **The expected deliverables from this toolkit are:**

1. Produce (1) outline addressing the toolkit methodology, work plan and timeframe;
2. Producing one (1) assessment report on the best efficient and inclusive practices of policy advocacy influence mechanisms for civil society organizations in Morocco and other MENA countries
3. Tools and methodologies used to evaluate the impact of each advocacy approach
4. Training Curriculum on policy advocacy design and influence including regional case studies



### **The toolkit targets:**

Different groups are targeted by this toolkit including the following:

- Local, national, and regional CSOs, CBOs and Non Governmental Organizations (NGOs);
- Independent civil society activists;
- Think tanks.

Geographically, the toolkit will cover a vast array of civil actors based in the MENA region, this includes but not limited to: Morocco, Algeria, Tunisia, Mauritania, Libya, Sudan, Egypt, Syria, Jordan, Lebanon, United Arab Emirates, Qatar, Bahrain, Oman, Kuwait, Yemen, Saudi Arabia.

### **The toolkit timeframe is:**

- 1st December 2021 - 15th January 2022

### **Profile of Eligible Consultants:**

- At least 6 years of work experience on advocacy and any other relevant field in the MENA region
- Analytical capability to evaluate information and data
- Demonstrated background in conducting advocacy initiatives and curriculum development;
- Extensive knowledge of CSOs working on advocacy issues;
- Outstanding verbal, written communication and organizational skills.

### **Timeline:**

<b>Actions</b>	<b>Deadline</b>
Launch of the call for consultation	15/11/2021
Applications deadline	<b>24/11/2021</b>
Final Selection	30/11/2021
Signature of the contract and the start of the mission	01/12/2021
Delivery of the final work	15/01/2022

### **Application process:**

Interested candidates must include the following documents in their application:

1. A short proposal (3 pages maximum) indicating the methodology, work plan and timeframe of the



consultancy;

2. A financial offer/proposal specifying the total consultancy lump sum amount;
3. Personal CV highlighting past experiences in similar projects;
4. Samples of previously completed projects. (Portfolio).

Submit electronically the above mentioned documents to [mena@innovationforchange.net](mailto:mena@innovationforchange.net) by **November 24, 2021, at the latest.**

*Only shortlisted applicants will be contacted.*