

Media Foundation for West Africa (MFWA)

Terms of Reference – Baseline Study

Project Title	Promoting Media Freedom and Access to Quality Information in Guinea Bissau
Project Location	Guinea Bissau
Project Duration	3 Years
Project Funder	European Union

1. Background:

The Media Foundation for West Africa (MFWA) is a regional, independent, non-partisan, non-governmental organisation that works to promote freedom of expression and media development across West Africa. In the last 24 years, the MFWA has worked with both governmental and non-governmental stakeholders and partners at the national, regional and international levels to contribute to improving the media and freedom of expression landscape in West Africa. More details about the MFWA can be found on our website www.mfwa.org.

The MFWA has been awarded a grant by the European Union for a three-year media sector support project in Guinea Bissau. The project is titled: ***Promoting Media Freedom and Access to Quality Information in Guinea Bissau*** and has an overall objective of ensuring that: *Journalists and other media actors in Guinea Bissau are safe and secure, and produce ethically-appropriate, timely, and fact-based journalistic content that fosters peaceful co-existence and enables public access to quality information in an environmentally sustainable manner.*

The objective and outcomes of the project is to be pursued through the following three-interrelated approaches:

1) Strengthening the capacity of media actors (media associations and unions) to monitor and document violations of media and freedom of expression rights (including digital rights). The main target Unions and associations include the syndicate of all journalists (SINJOTECS), community radio network (RENARC), Association of Women Journalists and Professionals of Social Communication, and the journalists Association (Ordem dos Jornalistas da Guiné-Bissau). The object is to enhance their institutional efficiency to monitor and document media and freedom of expression rights violations; facilitating joint advocacy by media actors for recognition and respect for media freedom; and engendering collaborative



partnerships and linkages between local media actors and, regional and international actors to campaign for redress of violations of media freedoms and freedom of expression rights;

2) Enhancing the capacity of key state actors on human and media rights issues and building partnerships for collaboration with local media actors to promote and protect press freedom and freedom of expression: Strengthening the capacity of 5 key state actors (the police, military, the regulatory bodies, the judiciary, Human Rights Commission) on human and media rights issues; promoting collaboration between relevant state institutions and local media actors; developing joint frameworks and mechanisms for promoting and protecting the safety of journalists; and providing platforms for addressing violations against media personnel;

3) Strengthening media organisations and practitioners to increase their capacity to produce quality, fact-based and ethical content, and countering messages of radicalization and violent extremism: Building capacity of at least 60 Journalists and managers of 10 media organisations (7 radio stations, 2 print and one online) on ethical journalism; supporting them for the production of quality, fact-based and ethical content; and enhancing their skills in the promotion of media-led advocacy for countering radicalization and violent extremism. There will also be capacity building of 35 social media influencers on using social media for countering messages of radicalization and violent extremism.

In the end, we seek to have the following broad outcomes:

- a) Local non-state media actors have increased institutional efficiency, and capacity to monitor and document media and freedom of expression rights violations and collectively at the local level and in partnership with international actors, campaign for redress of violations;
- b) Key state actors have increased capacity on human rights issues (especially media rights and freedom of expression issues) and increased collaboration with local media actors to protect and defend media personnel and other victims of human rights violations;
- c) Journalists and managers of 10 major media organisations have increased capacity to produce quality, fact-based and ethical content that discourages tendencies of extremist radicalisation and enables citizen's access to quality information.

2. Purpose of the baseline study

The purpose of the baseline study is to determine, through qualitative and quantitative analysis, the current context in relation to the main elements, objectives and intended results (targets) of the project. The study will help establish baseline values for key indicators as well as serve as a reference for monitoring and evaluation purposes. In addition, findings from the study will also be used for ensuring evidence-based advocacy with stakeholders and partners.



In line with the objective and intended outcomes/results of the project, the baseline studies should, help establish the following:

- Current capacity of local media actors (SINJOTECS, RENARC, Association of Women Journalists and the Association of Journalists). This should include an assessment of the extent to which actors perform activities in line with their mission and objectives. Capacity indicators should include, existence or otherwise of institutional management policy documents such as Human resources policy, Membership policy, fundraising policy, finance and administration policy etc. The assessment should also include the extent to which (if any) local actors monitor, document, report on and advocate on issues of freedom of expression violations (including media violations). The capacity assessment of actors should also include their levels of connections/links or memberships with peer regional and international actors and the extent to which they collaborate or otherwise with such external actors for advocacy on press freedom, freedom of expression and media development issues over the last three years.
- Number and nature (types) of incidents of press freedom and freedom of expression violations over the last three years and whether or not there have been any specific measures adopted by the state to address such violations over the years.
- Level of reporting (can be in numbers) on media freedom and freedom of expression issues in Guinea Bissau by international media actors (NGOs) independently or in collaboration with local Guinea Bissau media actors.
- State of Professional challenges (issues of ethics, hate speech and content that promote extremist views) in the media and general assessment of professional output of the media
- Measures in place (if any) by state actors to address press freedom and media freedom violations
- Level (could be numbers) and types of human rights, press freedom and freedom of expression violations by security agencies and personnel in the last three years
- Level and types of collaboration (formal or informal) that exists between state actors and media actors for improving media freedom, freedom of expression and countering violent extremism in the country



3. Methodology and scope of work

The specific details of the study's design and methodology will be discussed and agreed with the project implementing team at the beginning of the consultancy. But generally, the study will involve different data collecting methods: desk review, direct observation, quantitative survey, interviews, and if possible focus group discussions. The development of the methodology will involve the following steps: The key project documents (full proposal, log frame) of the project will be shared with the consultant. The consultant will then do a desk review of all documentation; prepare a questionnaire and interview guide with the project manager and co-ordinator; and prepare a work plan jointly with the project team.

The assignment will be undertaken in-person in Guinea Bissau working in co-ordination with the Project Co-ordinator and under the supervision of the project manager.

4. Timeframe

The baseline study will take place during the month of November, 2021. The workplan will spell out specific dates and tasks and milestones. A draft report will be submitted at the end of November and MFWA will have one week to submit comments with a final report that takes into account, the comments of the MFWA, being submitted by December 15, 2021.

5. Final Report

The final report to be written in Portuguese or English (depending on the linguistic competence of the Consultant) must include the following sections:

- Executive summary (max. 4 pages)
- Introduction
- Objectives of the baseline study
- Methodology used
- Analysis of the main results (per the results indicators outlined under section 2 of this TOR)
- Conclusions and recommendations

6. Requirements for the Assignment

We are looking for a consultant who meet the following requirements:

- Minimum of Master's Degree in relevant field (Journalism, Social Sciences, etc)
- Proven experience in conducting project-based research, especially, in the field of media and freedom of expression
- Report writing skills
- In-depth knowledge and experience on media development and freedom of expression issues especially in the West Africa context. Familiarity with the Guinea Bissau context will be an advantage.



- Demonstrable record of previous experience in similar assignment will be an added advantage

7. Terms and Conditions

Consultants who meet the requirements should submit an **expression of interest**, which should include the following:

- A suitability statement, including commitment and availability for the entire assignment
- Curriculum vitae clearly spelling out qualifications and experience
- A brief statement on the proposed study methodology, including a draft work plan
- Sample or links to at least two previous reports written by the consultant

8. Budget

A financial proposal containing a proposed daily fee should be submitted. **This should not include flight costs and per diems as these will be covered separately by the MFWA**

9. Submission

The expression of interest should be sent to info@mfwf.org copying abigail@mfwf.org no later than October 31, 2021.

