



Request for Proposals:

Designing and facilitation of “We Speak for Us”, an international advocacy training program for grassroots anti-slavery NGOs

SEPTEMBER 2022

Summary

The Freedom Fund (FF) is seeking a consultancy or organisation to co-develop and carry out a global advocacy training program for our frontline NGO partners. The goal of the project is to provide participants and their organisations with the knowledge, insights and practice to conduct advocacy outside of the countries in which they are based, with bilateral and multilateral institutions, governments and other key powerholders.

The consultant(s) will work closely with FF’s Senior Adviser to the CEO and other programs team colleagues to design the content and format of the trainings and facilitate the trainings. We anticipate that this project will take place between October and February of 2022.

Eligibility

Non-profit and for-profit organisations/consultancies are invited to submit proposals. Consultants must have significant expertise in carrying out human rights advocacy at the international level and experience training grassroots organisations. Familiarity with anti-slavery/anti-trafficking-specific advocacy is a plus.

Budget

Approximately USD 30,000-40,000 has been made available for both the development and facilitation of the trainings. Budgets will be reviewed with respect to the strength of the proposal in meeting the project objectives in a cost-effective manner.

Proposal deadline

Proposals should be submitted via email to Erin Phelps (ephelps@freedomfund.org) on or before 7 October 2022. Proposals should be no longer than 5 pages plus annexes.

Background to the Freedom Fund

The Freedom Fund is a global fund with the goal of ending modern slavery. We identify and invest in the most effective frontline efforts to eradicate forced labour and human trafficking in the countries and sectors where they are most prevalent. Partnering with visionary investors, governments, anti-slavery organisations and those at risk of exploitation, we tackle the systems and power structures that allow modern slavery practices to thrive.

As a part of our “hotspot” model, we support networks of grassroots NGOs that work together to address specific forms of modern slavery in specific geographies. Many Freedom Fund partners participate in advocacy of various forms at the local and national levels. For those who are interested in engaging at a more global/international level, access to training, information and funding to attend convenings can be difficult. Given the Freedom Fund's mission and connections, we are well-placed to help promote greater representation of Global South-based organisations in global forums- allowing our partners to speak for themselves and their communities at the international & regional levels.

Project overview and key objectives

The goal of “We Speak for Us” is to address some of the barriers that prevent grassroots anti-slavery activists from speaking for themselves and their communities in global advocacy forums: training, funding and access.

2-4 organisations from each Freedom Fund hotspot will be invited to participate in a series of training sessions on conducting effective advocacy beyond the local and national levels. This initiative will be most appropriate for partners who are already engaging in advocacy at some level, and who already have some idea of the types of issues on which they are well-placed to advocate. Invited organizations can select 1-2 representatives to participate. In total we expect the cohort to have 20-30 participants, including at least 50% women and 25% survivors. Freedom Fund staff will manage the nomination and selection of participants.

The training sessions may take place in smaller groups depending on time zones and availability. The training should be designed to be accessible and applicable to participants from a variety of countries and cultural backgrounds. Some participants will also require the use of language interpreters.

Sessions should feature content and examples relevant to participants from grassroots NGOs based in the Global South and include opportunities for participants to build relationships with one another and practice applying their learnings. After completion of the training, participants will have access to a travel fund from which they can request funding and other supports for participation in global advocacy events. They may also be invited by the Freedom Fund to speak at global forums and events.

Intended outcomes of this project:

- Increase in confidence/ mastery of advocacy tactics and ability to apply them
- Growth of relationships and collaboration within and across hotspots
- Increased participation in advocacy convenings, meetings, campaigns, submission for comments by Global South-based, locally-led organizations
- Increased involvement of partners in Freedom Fund global advocacy activities

Potential topics and questions for curriculum to cover:

(The following questions are based on our experience working with partners and conducting our own advocacy activities, but they are not intended to be prescriptive. Applicants will be encouraged to apply their own experience and expertise when developing the curriculum.)

Introduction to global advocacy

- What are the goals of this initiative and what will it cover?
- What can advocacy look like beyond the local and national levels and what sort of change can it achieve?

- What are participants interested in learning and achieving?

Institutions

- What does the global advocacy landscape look like?
- Who are the key actors/institutions and how can civil society engage with them?
- What is ECOSOC status?
- What are the UN human rights mechanisms?
- How do regional human rights bodies work?
- In what other global platforms might advocacy be effective?

Using global advocacy to eliminate modern slavery

- What is a human rights framework and how can it be useful in advocacy related to modern slavery?
- What sorts of anti-slavery advocacy campaigns already exist, and what are their key themes?
- What are some of the sensitivities and challenges that might arise when advocating around the issue of modern slavery?

Tactics & strategies

- What forms can global advocacy take, and which tactics are appropriate for which venues?
- How should an NGO approach developing an advocacy strategy?
- What are some tips and tricks for meeting with officials, organizing events, submitting written comments, etc?
- What are some tactics for doing advocacy with businesses?

Media & messaging

- How can NGOs harness media in their advocacy efforts, and what are some of the pitfalls?
- What does strategic messaging look like?

Utilising data & research

- What data and evidence-based research be used to inform and strengthen, and how? (Examples: Global Slavery Index, ILO-Walk Free Global Estimates, US TIP report, IOM's Victims of Trafficking Data, Demographic and Health Surveys (DHS), Multiple Indicator Cluster Surveys (MICS) data, ILO Child Labour surveys)
- How can organisations generate and use their own data to inform advocacy?

Building global collaboration & coalitions

- How can cross-national coalitions be effective platforms for advocacy and how are they built?
- What other movements (environmental, labour, feminist) can anti-slavery groups collaborate with to achieve shared goals?
- What are some of the challenges that come with cross-cultural collaboration?

Integrating advocacy within an NGO

- What sort of legal and security-related concerns should NGOs consider when conducting international advocacy?
- How should NGOs fundraise and budget for international advocacy?
- How can NGOs present the case for international advocacy investment to their boards?

Scope of consultancy

We are seeking a consultancy or organisation to design and carry out the initial pilot of this initiative. The consultant(s) will:

- Develop the curriculum and structure of each training session with input and approval from Freedom Fund staff and considerations for the specific training needs of participants. (Applicants should feel free to repurpose existing curriculum as they deem appropriate.)
- Identify and coordinate with any additional speakers and language interpreters as needed.
- Develop any accompanying written materials.
- Facilitate training sessions with participants.
- Develop a method for integrating input from participants and measuring the impact of the program.

Depending on the success of the initial pilot, we may or may not choose to work with the consultancy on follow-up support for trainees and/or future trainings replications of the training for new participants.

Project deliverables and high-level timeline

The tentative schedule of main deliverables is as follows. As part of the contracting process, the timeline below will be further reviewed and refined.

Main deliverables	Proposed timeline
Detailed workplan and outline submitted to FF	October 2022
Curriculum and speakers finalized	November 2022
Trainings completed	December 2023 -January 2023
Evaluation completed	February 2023

Proposal format, budget and evaluation criteria

Interested parties should prepare a proposal of no more than 5 pages (excluding annexes). Proposals should contain the following sections:

- 1 Profile of consultancy/ consultant(s), including examples of past work on global advocacy training projects if applicable.
- 2 Approach to delivering on the scope of the RFP including ideas, questions or limitations.
- 3 High-level workplan and deliverables.
- 4 Proposed budget in USD.
- 5 CVs of consultant(s), list of references and at least one relevant work sample (to be included in the annex)

The proposal must be written in English and submitted electronically in Microsoft Word or PDF format.

14 September 2022

Release of RFP

By 7 October 11:59 pm EST

Final proposals due.

Please submit all documents to Erin Phelps (ephelps@freedomfund.org) with 'We Speak for Us RFP' as the email subject line

Budget

FF has budgeted \$30,000-40,000 USD for this consultancy. Budgets will be reviewed with respect to the strength of the proposal in meeting the project objectives in a cost-effective manner. We do not simply prioritise the lowest budget.

As part of the proposal, please prepare a brief budget with the following breakdown:

- Personnel cost
- Other direct costs
- Overheads
- VAT if applicable

Evaluation criteria

In evaluating proposals, FF will use the following criteria:

Technical criteria	Weighting
a. Capacity and track record: <ul style="list-style-type: none"> - Experience with global human rights advocacy and with training grassroots organizations 	30%
b. Approach and methodology: <ul style="list-style-type: none"> - Understanding of, and responsiveness to, project objectives - Relevance of suggested approach to achieving project objectives, including both content and structure 	30%
c. Staffing levels (and team structure, if applying as a team) are adequate to deliver quality outputs within the desired timeframe	20%
Financial criteria	
d. Costs are proportional to project scale and reasonable for proposed activities	20%