



**Scope of Work for Citizen-Generated Data
Campaign Expert
Completion date 16 August 2016**

Background

DataShift is an initiative of CIVICUS, in partnership with The Engine Room and Wingu. CIVICUS, the World Alliance for Citizen Participation, is a membership alliance with members in over 170 countries and a strong presence in the Global South. It exists to strengthen citizen action and civil society around the world. CIVICUS is responsible for the overall coordination and management of the initiative and leads DataShift's policy work, particularly on the Sustainable Development Goals (SDGs) and data revolution.

DataShift is building civil society organisations' capacity and confidence to produce and use citizen-generated data (CGD) to monitor sustainable development progress, demand accountability and campaign for transformative change. Our vision is a world where people-powered accountability drives progress on sustainable development. You can read more about DataShift and CGD in the [Learning Zone](#).

From August - October 2016, DataShift Direct Support Phase II (DSII) will focus on supporting organisations to collect, manage, analyse and disseminate citizen-generated data (CGD) with the goal of creating effective gender-related campaigns in four priority countries: Argentina, Kenya, Nepal and Tanzania. DSII will include a specific training on how to use CGD for campaigns. The trainings support local civil society organisations to design a CGD campaign to advocate for progress on gender-related issues under SDG 5 (Gender Equality) and across other thematic areas like health, education, water and sanitation, inequality, etc. The campaign's specific focus should be driven by the community and attempt to have a tangible impact on people's lives, as well as contribute to the delivery of the SDGs.

Purpose

A key objective of DataShift is to build the skills and capacity of civil society organisations to create credible citizen-generated data (CGD) campaigns for implementation and monitoring of the SDGs. DataShift seeks a consultant to research, design, and package existing CGD Campaign Training materials and create new content, if needed, into a 'campaigning curriculum'. This CDG Campaign Training will be a combination of a two-day in-person group training and six additional webinars or practical exercises to be viewed/completed independently. At the end of the training, the civil society organisations will have a completed campaign plan ready to implement. Please see annex one for a suggested framework for the CGD Gender-related SDG Campaign Training.

Deliverables

- Develop the curriculum, content and additional resources needed for a two-day introductory CGD Campaign Training workshop with facilitation notes. The workshop



itself will be carried out by a local in-country partner, who will use the curriculum as a template to localise and carry-out the trainings for civil society organisations in Argentina, Tanzania/Kenya and Nepal.

- Develop online webinars and/or practical exercises which the civil society organisations enrolled in the training will use to practice the skills and concepts over six additional weeks.

Roles and responsibilities

The consultant is solely accountable for submission of the materials by the agreed deadline. The consultant will submit the agreed materials in electronic format to DataShift on time and within budget. The contractor, CIVICUS, will provide the consultant with existing materials, guidance and regular feedback.

Consultancy fee and timeframe

The fee for the consultancy is negotiable and will be determined according to experience and an agreed work-plan, but we envisage the total fee to be in the range of USD \$2,000 - \$3,000, inclusive of any taxes and fees.

Deadline: The materials will be completed by a strict deadline of 16 August 2016.

Application Process

We invite applications from consultants worldwide with the following qualifications:

- Fluent written and verbal English
- Ability to have online meetings (eg. Skype)
- No other commitments that would prevent the consultant from delivering the materials by the deadline
- Knowledge in issues related to gender equality, the SDGs, CGD, campaigning, and participatory learning concepts
- Experience in creating and delivering in-person and community training resources in the Global South

How to apply

Interested candidates should submit:

- CV
- A one-page cover letter outlining suitability for the role and approach

Please submit applications to datashift@civicus.org by 27 July 2016. Interviews will be held on or around 28 July 2016.



Annex 1. CGD Gender-related SDG Campaign Training Content

The following is a list of short training modules to be presented as written guides incorporating existing video and audio content, for use by our civil society organisation partners to conduct a series of national trainings and for open source publication through the DataShift website for wider dissemination. The consultant will work with our country partners to ensure content is relevant to their needs. We welcome input from the consultant on adding and/or streamlining the training materials. Most of the content already exists within our organisation or partner organisations, but it needs re-packaging.

DataShift DSII: CGD Campaign Training
Data - powering campaigns
SDGs - overview
SDGs - linking to national agenda and to local community needs
The gender aspect - capturing within your campaign
Creating a campaign: identifying issue, power analysis (partners and allies), target audiences, campaign objectives, strategy and tactics; targets and monitoring; budgets and resources
Participatory approaches: including how to link community issues to SDGs
Data needs
Research brief
Visualizing data
Packaging data
Launching campaign
Monitoring campaign
Adjustments to campaign