TERMS OF REFERENCE

DIGITAL MEDIA TRAINER & GRAPHIC DESIGNER
FOR CFI “Featuring Green Growth” storytelling training program

August to December
Lao PDR

Background and Justification

CFI is a French media cooperation agency mainly funded by the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing public aid policy for promoting and enhancing the media in developing countries. CFI is currently involved in around thirty projects that fall within three major programmes: media and governance, media and enterprise, media and development.

CFI is implementing a project called “Mekong Sustainable News” to implemented activities related to media in order to support better understanding and coverage of environment related issues, in the field of SDG’ achievement. The project is helping the coverage of scientific news in the following countries: Cambodia, Laos, Myanmar and Vietnam.

In Lao PDR, CFI is partnering with GRET (Professional for Fair Development) to implement a training cycle aimed at training and mentoring 10 digital journalists and media content producers to create storytelling and Infographic content about natural resources and agriculture in Laos. This training program, designed with the assistance of leading French research and scientific agencies, will be launched in Vientiane Capital in August and will include 5 training sessions until December 2020.

Objectives of the project

CFI’s main objective within the programme is to support innovative digital journalism forms that will contribute to sustainable development in the Mekong region. CFI will simultaneously work on:

- Training courses on the basics of online journalism, paving the way for impactful online journalism writing skills, especially news related to sustainable development
- Tips and techniques to better engage audience through online story writing

To ensure the success of the training program in Laos, CFI is hiring 1 digital media trainer and 1 graphic designer to support participants in their training and coaching process.

1. DIGITAL MEDIA TRAINER

Scope of work

1. Develop training material and modules with scientific experts, graphic designer, and in coordination with CFI national and regional coordinators
2. Conduct 5 training sessions on specific issues linked to sustainable development and climate change (24 days including preparation and reporting)
3. Mentor up to 10 participants to improve their journalism, scientific and/or multimedia reporting skills

The Mekong: sustainable news project is implemented by CFI, the French Media Development agency, with the support of the French Ministry of Europe and Foreign Affairs.
Expected outcomes

- Develop a training program with modules covering specific topics of interest (can include: agroecology, agriculture, natural resources, climate change, green growth)
- Cooperate with co-trainer(s) and share the experiences;
- Coordinate with the lead experts of the sector representing both the state and research institutions upon recommendation from CFI and its partners;
- Provide at least ten quality stories covering different aspects of sustainable development and environmental challenges in Lao PDR as an outcome of the training.
- Provide coaching sessions for the training participants to ensure the publication of stories
- Contribute to the reporting process to CFI directly with the Laos national coordinator.

Deliverables

- 5 training modules and training sessions on specific topics, such as biodiversity and green growth, natural resources management, agroecology, the use of pesticides and the impact on health. (The topics will be defined with the training participants and CFI before the end of July 2020)
- Provide regular coaching sessions for the participants
- Provide information to the Laos national coordinator for his reporting process about the implementation of the training
- Contribute to the evaluation system of the training.

Qualification and Selection Criteria

The Consultant shall meet the following criteria:

- Environment oriented background
- Extensive experience in journalism and storytelling
- Proven track record in developing training materials and delivering trainings (at least 5 years experience strongly recommended)
- Excellent knowledge of the environmental and sustainable development field, in particular existing problems and challenges
- Proficiency in Lao and English languages, working level of English among the members of the team
- Computer literacy
- Previous engagement in CFI is a plus

2. GRAPHIC DESIGNER

Scope of work

1. Develop training material and modules with the digital media trainer, and in coordination with CFI national and regional coordinators
2. Use relevant data to create visual content
3. Mentor up to 10 participants to improve their understanding of the role of visuals in storytelling and how to display data.

Expected outcomes

- Contribute to a training program with modules covering specific topics linked to environment and sustainable development (can include: agroecology, agriculture, natural resources, climate change, green growth)
- Cooperate with co-trainer(s) and share the experiences;
- Use relevant data to display quality content
• Provide coaching sessions for the training participants to publish at least 1 visual content each.
• Contribute to the reporting process to CFI directly with the Laos national coordinator.

**Deliverables**
- 1 training program curriculum on visual storytelling including how to create an infographic and visually appealing content to make complex information accessible to a specific audience
- 1 facilitation of storytelling bootcamp to train participants to craft idea for storytelling and humanizing climate change, green growth and sustainable development in Laos.
- Regular coaching sessions to the participants for them to be able to publish visual content to illustrate their online stories.
- Provide information to the Laos national coordinator for his reporting process about the implementation of the training
- Contribute to the evaluation system of the training.

**Qualification and Selection Criteria**

The Consultant shall meet the following criteria:

- Content and Digital Media background
- Solid experience in graphic design and storytelling. Knowledge in video editing is strongly recommended.
- Proficiency in Lao and English languages, working level of English among the members of the team
- Knowledge of the environmental and sustainable development field, in particular existing problems and challenges in a plus.

**APPLICATION PROCESS**

Candidates are welcome to apply for either position (digital media trainer OR graphic designer) by July 17th, 2020 and send their applications to Bounheng Southichak, CFI Project Coordinator in Laos (bounhengs2005@gmail.com).

- **Applications must contain:**
  - CV in English
  - Proven track of media training experience
    - OR
  - Sample of graphic design work,
  - Quote for the cost of each deliverable.

**Timing and contract arrangements**

- The assignment will run from August to December 2020
- The draft training program shall be provided for comments and approval 7 days after signing the contract.
- The payment shall be made as follows
  - 30% upon completion of the signature of the contract
  - 30% upon publication of digital media stories in September and validation of each training report by CFI
  - 40% upon publication of digital media stories in December and validation of each training report by CFI
• All the costs related to the event (i.e. transportation, accommodation and meals) shall be covered by CFI directly.
• Contribution to training reports should be sent 7 calendar days after completion of each training. The Consultants shall report directly to Mr. Bounheng Southichak, CFI Project Coordinator in Laos (bounhengs2005@gmail.com).

**Tentative identified topics (will be better defined by the end of July)**

- Biodiversity and Green Growth
- Natural Resources Management
- Agroecology
- Pesticide and Human Health
- Drought and water management

Further information can be obtained by contacting Bounheng Southichak, CFI Project Coordinator in Laos (bounhengs2005@gmail.com), Whatsapp: 020-55400099.

**Timeline**

**Deadline for application:** July 17th, 2020  
**Interviews with selected candidates:** July 20th – 24th, 2020  
**Curriculum building:** August 2020  
**Training is expected to start in August until December 2020. Coaching is expected from September to December 2020.**