



## Terms of reference

### **For the production of a photographic report on Citizenship education in Adult Learning and Education context**

Region and countries: Maghreb – Morocco and Tunisia

Date of publication: 10.08.2020

Languages of publication: French and English

#### **1. Presentation of DVV International**

DVV International is the Institute for International Cooperation of the German Adult Education Association (Deutscher Volkshochschul-Verbande.e.V., DVV), which represents the interests of some 900 people' schools (Volkshochschulen) and their regional associations, the largest providers of continuing education in Germany.

As a leader in the field of adult education and development cooperation, DVV International has been supporting lifelong learning worldwide for 50 years and helping to create and consolidate sustainable structures for youth and adult education.

To this end, we cooperate with over two hundred partners from civil society, the public sector and academia in 34 countries in Africa, Asia, Latin America and Europe. Our national and regional offices organize local and regional cooperation and ensure the quality and effectiveness of its interventions in partner countries. Our work focuses mainly on the following areas: literacy and basic education, vocational training, global and intercultural learning, environmental education and sustainable development, citizenship education, migration and integration, work with refugees, health education and conflict prevention.

We finance these activities with funds from the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Federal Foreign Office (AA), the European Union and other donors. Together with national, regional and global adult education associations, the Institute promotes lobbying and advocacy for the human right to education and lifelong learning. In doing so, we work within the framework of the UN Sustainable Development Goals (SDGs), the Global Education

Agenda (Education 2030: <https://fr.unesco.org/themes/education-2030-odd4/calendrier>) and the UNESCO International Conferences on Adult Education (CONFINTEA). We support the exchange of information and interaction between professionals at European and global level through conferences, seminars and publications.

## **2. Context of consultation**

If talking about citizenship around election campaigns or a global demonstration against global warming is in itself transformative (individually and collectively), it remains important to ask what citizenship really means. Active citizenship... global citizenship, one could get lost in the midst of linguistic subtleties when talking about such abstract subjects and the realities that the concepts take on. How are these concepts translated into everyone's reality? How are they understood in an adult and lifelong learning framework?

The questions are many and the answers would be as many to those who would venture to answer them.

We believe that photography can provide elements of answers without making judgements; it allows the viewer to reflect, analyse, understand and act for change, alone and with the community.

The proposed consultation will consist of undertaking photographic work (photo as a visual support accompanied by texts) around the concepts of citizenship in the context of adult learning in Tunisia and Morocco. The work will be composed of photos and an accompanying narrative.

## **3. Purpose and tasks of the consultation**

The aim of the consultation is to show what adults learn and understand about citizenship in Tunisia and Morocco, how this learning is reflected in their individual and social reality and how it can be transformed into a more global action.

The consultant will tell the stories of a limited number of adults in the two countries (2-3 per country) about their learning of citizenship to be put into practice in the course of their lives, individually and collectively. The story will focus on areas of intervention of DVV International and its partners, in urban and rural areas. The aim is to capture slices of life related to citizenship education and citizenship actions that the consultant will follow over a very short period, combined with testimonies by the interviewees of their past actions that will be highlighted.

The photo reportage will be intended to be exhibited in at least two spaces open to the public, one in Morocco and the other in Tunisia. It is also intended to be presented at the VIIIth International Conference on Adult Education (CONFINTEA) in Morocco in 2022.

A communication plan will be elaborated so that the exhibition photos acquire good media coverage and visibility.

#### **4. Content of the consultation**

The consultation will be composed of:

- The general architecture of the photo-reportage with the angle and the guiding thread that will be adopted: which story(s) do we want to tell, how will we write it/them (story board), how will we tell it/them in photo, how will we get the message across in photo);
- The photo-reportage including about 30 photographs and narration. The complete database according to IPTC standards will also be provided. The photographs will be printed in a large-format version for exhibition and in a small-format version for the illustrations of the photo-reportage to be put online. The large-format version will have the following characteristics: between 40-60 for the length and 40-60 for the width, aluminium laminated panoramic, print with 260g /m2 quality (minimum). The small-format version will be discussed at a later stage;
- A communication plan prior to the photo reportage for the exhibition.

#### **5. Deliverables**

The following deliverables are expected:

- Kick-off report and meeting,
- The backbone of the photo-reportage,
- 1st version of the photo reportage in electronic version, including photographs in small-format version,
- Final version of the photo-reportage in electronic version,
- Printing of the photographs according to the desired characteristics and
- Exhibition communication plan.

The photo-report will be produced in French and English and will be submitted to DVV International in electronic and photo support for the exhibition.

#### **6. Target groups of the consultation**

The photo-reporting will capture people benefiting from citizenship education in locations to be defined in the start-up phase.

The work will be aimed at learners, trainers-facilitators, adult and lifelong learning actors, whether public, associative or private, and the international community.

#### **7. Financial Proposal**

The maximum number of days of fees for the consultation is 35. Applicants must submit their proposal for this number of days, detailing the phases of work and the distribution by phase and by person performing the task. A financial proposal format is included as an annex.

Financial proposals should be as detailed as possible and include all fees and possibly costs for translation and interpretation, as well as travel costs (accommodation, per diem, local transport), taxes, etc.

### **8. Methodological approach**

The consultant will have to demonstrate in his or her technical proposal how he or she will carry out the work to completion: the perspective chosen, the technical characteristics, the conduct of the interviews, the themes encompassing citizenship education, the photographs, etc.

### **9. Indicative timetable**

Deadline for submission of tenders: 28.08.2020

Selection of candidates: 05.09.2020

Final version of the photoreport: 10.12.20

Printing of the book and large-format photos: 15.02.21

Communication plan of the photo-reportage exhibition: 01.03.21

### **10. Responsible persons at DVV International and logistics**

The consultant will be recruited by the Maghreb office of DVV International, based in Tunis, which has an office in Tunis and an office in Rabat, Morocco. The main persons will be the Regional Director, the Director for Tunisia and the Director for Morocco. Travel and communication between Morocco and Tunisia are foreseen in this consultation. It will be possible to make available to the consultant focal points in Tunisia and Morocco as a relay for local work.

### **11. Qualifications and profile of the consultant**

The consultant shall have the following qualifications and experience:

- At least 10 years' experience in photojournalism;
- An experience in institutional communication related to photojournalism, including photo exhibitions;
- Proven experience in reportage work in the field of citizenship and citizenship education;
- A good knowledge of the adult non-formal and lifelong learning sector;
- A knowledge of the Maghreb contexts of Tunisia and Morocco;
- Excellent written French and English language skills, Arabic darija (spoken) would be an asset.

## 12. Application

Interested candidates will be required to submit the following documents:

- (a) CV(s) (in the format proposed in the annex);
- (b) Technical proposal covering the following aspects: (maximum 5 pages)
  - Narrative demonstrating the consultant's understanding of consultation
  - Detailed methodology
  - Action plan, including proposed steps for implementation
  - Specific considerations to be taken into account
  - Internal quality management
- c) A detailed financial proposal with all anticipated costs

Please use the attached format.

Applications must be sent before 28.08.2020 17:00 GMT to the following address:

Tahar Chelbi

[chelbi@dvv-international.de](mailto:chelbi@dvv-international.de)

## 13. Bid evaluation criteria

Offers will be evaluated according to the following criteria:

- Qualifications of the consultant (one third of the rating) (based on the criteria mentioned above);
- Technical proposal (one third of the rating) (on the basis of the criteria mentioned above);
- Financial proposal (one third of the rating) (best value for money).

## 14. Requests for clarification

If you have any questions regarding the application process, please send your questions to the contact person listed above. The deadline for sending questions is 20 August 2020. Answers to questions will be shared with all interested parties the following day.

### Additional documents :

1. CV in EU format
2. Technical offer format
3. Financial offer format