



**FRIEDRICH NAUMANN
STIFTUNG** Für die Freiheit.
Middle East and North Africa

Friedrich Naumann Foundation for Freedom- MENA is seeking a consultant/service provider

The “Friedrich Naumann Foundation for Freedom” (FNF) proudly looks back on a long history of changes and challenges. From its establishment until now, the foundation grew constantly and became a globally-operating institution. In April 2007, the foundation’s name was extended by “for Freedom” to underline the new concept of “Marketing for Freedom” worldwide. Today, the label “for Freedom” is widely associated with successful projects.

Based on liberalism, the underlying principle of the foundation’s political activity, FNF is engaged in political education in both Germany and abroad. With our activities and publications, we help people to exercise their rights of political participation. We also provide scholarships for talented individuals. Our headquarters is located in the city of Potsdam and we maintain offices all over Germany together with project offices in over 60 countries worldwide. The Friedrich Naumann Foundation is an open laboratory of freedom and a global liberal think-tank. With over 200 employees, the Friedrich Naumann Foundation for Freedom is the biggest liberal institution worldwide with a comprehensive network of partners, experts, and volunteers.

Requested Services:

The service provider/consultant is hereby solicited to meticulously craft a facilitator toolkit titled "Civic Education for Youth." This comprehensive curriculum shall encompass an array of meticulously chosen six topics, values, and best practices, which are to be expounded upon as follows:

1. **Introduction to Democracy:** Comprehensive exploration of Civic Education, encompassing the foundational definitions of democracy, its inherent values, the sanctity of the rule of law, prerequisites, and the most exemplary practices within this sphere.
2. **Human Rights:** In-depth exploration encompassing definitions, the evolution of human rights declarations, categorical breakdowns, various approaches, tangible practices, methodologies, and the seamless integration of human rights perspectives across all aspects.
3. **Good Governance:** A profound definition of good governance, encapsulating its guiding principles, operational practices, key pillars, evaluation of effectiveness versus inefficiency, and the multifaceted roles played by various stakeholders.
4. **Civil Society:** A comprehensive dissection, incorporating a comprehensive definition, and classification of various types and entities constituting civil society, roles played, and its impact on the larger societal framework.
5. **Political Parties:** A meticulous dissection encompassing core definitions, ideologies that underpin them, in-depth insights into programmatic aspects, crucial roles undertaken, organizational



structures and internal dynamics, financial aspects including funding mechanisms, and the intricacies of campaign strategies.

6. Elections: Exhaustive delineation covering the core concept of elections, international best practices, requisites for a transparent electoral process, diversified electoral systems, and meticulously customized modules tailored to each of the six specific countries within the MENA region – addressing presidential, parliamentarian, and local council elections.

Notes:

- Each topic's development should incorporate gender mainstreaming and integrate human rights perspectives.
- The development of all topics should be firmly rooted within a liberal framework, meticulously embracing its values and principles.

Tool Kit Methodology:

The technical proposal must intricately outline a detailed methodology for the toolkit's formulation. The approach must be centered around an interactive, participant-focused module, coupled with adult learning techniques that ensure maximum engagement and comprehension.

Deliverables:

- A comprehensive "Civic Education Facilitator Tool Kit" encompassing the six designated topics. (Individual sections for each topic)
- A maximum of six Training-of-Trainers (TOT), each accompanied by detailed reports elucidating key insights, challenges, and participant feedback. (Measured in training days and report submissions)

Services Timeline Table:

Open Call	10.08.2023
Q&A by email to Areej.Khreis@Freiheit.org deadline	16.08.2023
Submission Deadline	18.08.2023
Signing contract	22.08.2023
Preparatory meeting with FNF coordinator (The periodic weekly meetings will be agreed on with the service provider/consultant)	24.08.2023
Tool kit Development phase (The unit is per topic)	25.08.2023-20.09.2023



TOTs on the developed kit (3-days per country). Note: The service provider should have a valid passport, eligibility to travel within the MENA region countries, and availability on dates set by FNF. (The unit is days of training)	Dates TBD (3 days per country) between 1.10.2023-1.12.2023
Reporting (The unit is per the report document)	A week after conducting each TOT

Submission Requirements:

Your submission should encompass the following components:

1. Updated Curriculum Vitae (C.V.): Please provide an updated Curriculum Vitae that prominently showcases your relevant work and experiences in the field of civic education, curriculum development, and adult learning techniques.
2. Technical Proposal: Detail your approach to developing the "Civic Education for Youth" facilitator toolkit. Outline the methodologies, instructional design strategies, and participant engagement techniques you intend to employ to ensure the toolkit's effectiveness.
3. Samples of Previous Work: Present at least three samples of toolkits you have developed in the realm of civic education. These samples should demonstrate your proficiency in creating engaging, informative, and pedagogically effective educational materials.
4. Financial Proposal: Submit a comprehensive financial proposal that breaks down costs per unit. Please include a clear breakdown of state taxes, if applicable, to ensure full transparency.

Offers Evaluation Criteria:

Submitted proposals will be evaluated based on the following criteria:

C.V. (Curriculum Vitae): 10% of the total evaluation score. The relevance of your experiences and accomplishments to the project's scope will be assessed.

Technical Proposal: 20% of the total evaluation score. The soundness of your approach, alignment with project goals, and creativity in designing an engaging and effective facilitator toolkit will be evaluated.

Previous Samples: 20% of the total evaluation score. The quality, relevance, and effectiveness of the civic education toolkits you've previously developed will be examined.

Financial Proposal: 50% of the total evaluation score. The competitive nature of your financial proposal in relation to the quality and scope of work proposed will be a significant consideration.



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We are committed to selecting a service provider/consultant whose proposal aligns most effectively with our project's objectives and offers a comprehensive solution to our needs. **Submission Deadline:** Please submit your proposal by **18.08.2023** to the following address: Areej.Khreeis@Freiheit.org. Late submissions will not be considered. We look forward to receiving your comprehensive proposal and are excited to potentially collaborate with you on this critical initiative to empower the youth of our region through civic education.