



ToR TYPE:	International Technical Assistant for Capacity Development in Journalism on Green Development issues.
PROJECT TITLE:	Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL)
PLACE OF ASSIGNMENT:	Vientiane Capital, Luang Prabang province, Champasack province, Lao PDR
DURATION:	74 working days (March 2024 to January 2027)
START DATE:	As soon as possible

BACKGROUND: GENERAL INFORMATION ON THE INSTITUTION

CARE International is a global NGO working to end poverty and achieve social justice. We rebuild and improve the lives of the most vulnerable groups, especially women and girls who are often the most marginalized individuals in their communities and face unequal access to social and economic rights. In 2022, CARE International worked in over 111 countries, reaching 174 million people through nearly 1,631 projects.

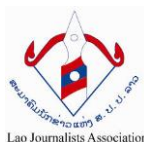
CARE International in Lao PDR began its operations in 1992 and has worked since then to improve the lives of vulnerable groups in both rural and urban areas, particularly ethnic minority communities. CARE works in partnership with community members, government, local civil society organisations, and the private sector. In Lao PDR, CARE currently implements projects in four provinces: Vientiane Capital, Phongsaly, Luang Namtha, Sekong, Luang Prabang and Champasack Province.

PROJECT DESCRIPTION

With the Team Europe Green Initiative, the European Union (EU) supports policies in the area of climate adaptation and mitigation, sustainable socio-economic development, private sector development as well as international and regional trade governance issues (e.g., workers' rights, women economic empowerment) in Lao PDR.

Green growth and climate change mitigation are promoted in Lao PDR's 9th National Socio-Economic Development Plan (NSED) 2021-2025 and the National Green Growth Strategy mentions the use of mass media in promoting green growth to the population. Green Action through Media, Mass and Civil Society in Lao PDR (GAMCIL) is implemented in three provinces: Vientiane Capital, Luang Prabang and Champasack Provinces. The project supports:

- State-owned and private media outlets (including women journalists) to improve their professional skills including the use of digital and new technologies, enabling quality information to be provided to the public through responsible and professional reporting on green development issues.



- The media, both formal-traditional and informal-digital, to play an essential role in achieving green growth objectives and the mitigation of climate change impacts including through supporting the rule of law.
- Improving digital literacy to reduce the risk of fake news and improve the ability to utilize social media and other new technologies.

OBJECTIVES AND MAIN ACTIVITIES OF THE PROJECT

Overall Objective: To contribute to public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements (SDG target 16.10).

Specific Objective or Outcome 1: State-owned and private media outlets (including women journalists) have improved professional skills including use of digital and new technologies, enabling quality information to be provided to the public through responsible and professional reporting on green development issues.

Specific Objective or Outcome 2: Lao Civil Society Organizations and citizen-journalists, filmmakers and youtubers have enhanced knowledge and capacity enabling them to contribute constructively to policy-making, monitoring, and advocacy on 'green development issues' impacting communities, including through the use of digital and new technologies.

To achieve the project goal and specific objectives, the project implements the following activities with its respective expected outputs:

Output 1.1: Lao public and private sector journalists have increased expertise in qualitative, digital and green publishing (content creation) through international technical exchange.

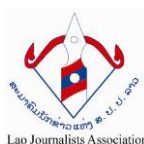
- Act 1.1.1** Assessment of the journalists' capacities and design of the training program.
- Act 1.1.2** Development of Green Quality Journalism Standards.
- Act 1.1.3** Implementation of annual two-week journalist trainings.
- Act 1.1.4** Accomplishment of seminar programs led by invited regional journalists.
- Act 1.1.5** Conducting on the job training for Lao journalists in Thailand and Vietnam.
- Act 1.1.6** Establishment of LJA website.

Output 1.2: Lao public and private sector journalists produce influential, quality media products on green issues that adhere to the LJA code of ethics.

- Act 1.2.1** Organizing study tours equipping journalists with understanding on gendered community perspectives on critical green issues.
- Act 1.2.2** Organizing annual green media products competition for Lao Journalists.

Output 2.1: Civil society actors including mass organizations and youth have increased awareness of Green Issues and have improved digital literacy.

- Act 2.1.1** Provision of training on green issues, digital literacy and media governance to civil society media actors.



Act 2.1.2 Design and promotion of a digital self-study course on green issues reporting; digital literacy and media governance for youth in target provinces.

Act 2.1.3 Provision of trainings on green issues, digital literacy and media governance to civil society organizations.

Output 2.2: Civil society actors (including citizen journalists, mass organizations and Civil Society Organizations) and youth produce influential media products on Green Issues informed by the LJA's green Quality Journalism Standards (QJS) and Code of Ethics (CoE).

Act 2.2.1 Design of green issues media competition targeting civil society actors and youth.

Act 2.2.2 Organization of annual green issues media competition targeting civil society actors and youth.

The project aims for gender equality when implementing all project interventions.

TARGET GROUP FOR THE TECHNICAL ASSISTANCE

1. State-owned and private media from Vientiane Capital, Champassak and Luang Prabang provinces representing Northern, Central and Southern regions of the country, accessing training and capacity building.

2. Female and male of civil society sectors accessing training and producing informal media products, including CSOs and Youth groups, are the direct beneficiaries.

3. Lao Journalists Association: The LJA is the main partner in this project, representing the Ministry of Information, Culture and Tourism (MICT). LJA will be in the lead of the project implementing management committee and engage with the project management and its implementation at all stages.

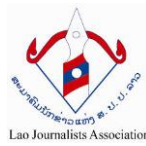
4. Ministry of Information, Culture and Tourism – Department of Mass media: The Department of Mass media is one of the projects implementing partners and will engage in the project implementation when appropriate.

ASSIGNMENT OBJECTIVES, USE AND PURPOSE

The overall objective of the assignment is to provide technical support in the development and implementation of three key-activities of Green Action through Media, Mass Media Organization and Civil Society in Laos (GAMCIL) project, as described below:

Act 1.1.1: Assessment of the journalists' capacities and design of the training program.

With support from the international Technical Assistance (TA), CARE and the Lao Journalists Association (LJA) will gather tools for the assessment of journalists' capacities as a basis for the design of a training program for capacity development. This capacity development process will, then, commence with a participatory training needs assessment (TNA) with Lao journalists on existing skill levels in core journalist practices and digital media applied to green



issues subject matter reporting. Results from the capacity assessment will lead into the co-design by LJA and TA of a 2-week training program for journalists that is envisioned to cover the following topics: 1) Core journalism skills including news management, 2) Journalism in the digital age and with new technologies, 3) Digital literacy and skills in the use of different social media platforms and the opportunities present in each including marketing, 4) Green Issues, 5) Gender equality, 6) Green Quality Journalism Standards (see Act. 1.1.2, following below).

Act 1.1.2: Development of Green Quality Journalism Standards.

Drawing on key principles established in the LJA code of ethics, the Lao Media Law, rights-based approaches and promoting gender equality and women’s empowerment, with the support of international TA the LJA will progressively develop a set of clear practical and Lao context specific green Quality Journalism Standards (QJS). These standards will outline key features of quality green journalism and draw upon and assist structure the training program designed. Standards developed will be informed by rights-based approaches; promote gender equality, women’s empowerment and be respectful of the multi-ethnic nature of Lao population. These standards should be developed and applied in Year 1 and will be subsequently reviewed on an annual basis, drawing on LJA learnings gathered in the meantime.

Act 1.1.3: Implementation of annual two-week journalist training.

Based on the training programs developed under activity 1.1.1, trainings will be implemented together with the international TA, and over the course of the project progressively by LJA on its own. These two-week trainings will take place in each of the three provincial locations in year 2, 3 and 4 of the project, and are directed at 20 participants each. The trainings will also promote gender equality and women’s empowerment, with training recipients being at least 50% women where possible. In total, 9 trainings will be organized over the course of the project.

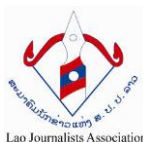
SCOPE OF WORK

The work consists in a long-term consulting service, providing technical support and expertise to the project throughout its implementation period. The Technical Assistance (TA) will provide inputs and also concretely conceptualize, plan and implement formative activities and trainings that set the path for its continuing and ongoing implementation by the project team and LJA.

Table 1: Key activities requiring technical expertise and support by the TA:

<p>Output 1</p>	<p>Lao public and private sector journalists have increased expertise in qualitative, digital, and green publishing (content creation) through international technical exchange.</p>	
<p>Activity 1.1.1</p>	<p>Assessment of the journalists’ capacities and design of the training program (year 1 of the project):</p> <ul style="list-style-type: none"> - Assist, implement and support the LJA in the design of a Training Needs Assessment (TNA) – both offline and on digital platforms – with Lao journalists on their existing skill levels in core journalist practices and digital media applied to green issues reporting. - Assist and implement the Training Needs Assessment in the three provinces. - Collection of data of the target beneficiaries (795 journalists, disaggregated by gender and sector (state and public journalists), from Vientiane Capital, Champasack and Luang Prabang provinces) that will help to inform the state of the currently available skill levels and resources, and also measure the progress and impact over the course of the action. - Lead and co-design, together with LJA, of a 2-week training program for journalists. At this stage, this training program is envisioned to cover the following topics: a) Core journalism skills including news management; b) Journalism in the digital age and with new technologies; c) Digital literacy and skills in the use of different social media platforms and the opportunities presented in each, d) Green issues reporting, e) Gender equality and f) Journalism standards (see activity 1.1.2). Transversally, the trainings will also include consideration of gender and how to promote positive gender norms and women’s empowerment through the media. <p>This work is expected to be done together with the LJA through a combination of in-country visits (Training Needs Assessment actions) and remote working (curriculum development), with CARE playing a quality management function.</p>	<p>Approximately 25 working days</p>

	<p>Expected outputs and products:</p> <ol style="list-style-type: none"> 1. Detailed plan of the Training Needs Assessment (TNA). 2. Face-to-face and online TNA for Lao journalists conducted. 3. Report on the TNA elaborated. 4. Training program developed, covering the elements mentioned above. 5. Training handouts elaborated. 	
<p>Activity 1.1.2</p>	<p>Development of Green Quality Journalism Standards.</p> <ul style="list-style-type: none"> - Assist, support and develop, together with the LJA, the Green Quality Journalism Standards, by drawing on key principles established in the LJA Code of Ethics, the Lao Media Law, rights-based approaches and the promotion of gender equality and women's empowerment. <p>Expected outputs and products:</p> <ol style="list-style-type: none"> 1. Green Quality Journalism Standard (QJS) finalised 2. QJS are integrated into the training program (Act 1.1.1). 	<p>Approximately 5 working days</p>
<p>Activity 1.1.3</p>	<p>Implementation of annual two-week journalist trainings (year 2, year 3 and year 4 of the project):</p> <ul style="list-style-type: none"> - Implementation, together with LJA, of the two-week training program for public and private sector journalists. The training is based on the needs assessment and the program designed according to activities 1.1.1 and 1.1.2. At this stage, the training program is envisioned to cover the topics mentioned above, namely: a) Core journalism skills including news management, b) Journalism in the digital age and with new technologies, c) Digital literacy and skills in the use of different social media platforms and the opportunities presented in each, including marketing, d) Green issues, e) Gender equality and f) Quality Journalism Standards. Transversal elements: gender and the promotion of positive gender norms and women's empowerment through the media. - The TA will work with LJA leadership to develop their skills as trainers through an on-the-job training co-facilitation approach, and against this background will progressively reduce his role in training provision over the course of the project. 	<p>Approximately 35 working days</p>



	<p>Expected outputs and products:</p> <ol style="list-style-type: none"> 1. Training program planning, including detailed agenda. 2. One training program completed each year; 3 years in total. 3. Training reports elaborated. 	
	<p>Provide ToT training for LJA and CARE staff.</p> <ul style="list-style-type: none"> - To ensure the facilitation of the training program throughout the project period, the TA will provide the ToT training to CARE and LJA staffs. <p>Expected outputs and products:</p> <ol style="list-style-type: none"> 1. Training program planning including detailed agenda. 2. ToT training for CARE and LJA staff facilitated. 3. Training reports elaborated. 	<p>Approximately 5 working days</p>
	<p>Assignment Report</p>	<p>Approximately 4 working days</p>

In addition to the elements described above and according to his/her respective background, the international TA is expected to:

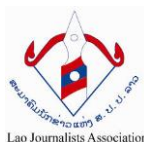
- Share media products from the project with international media institutions;
- Strengthen linkages between LJA and international media institutions, also beyond project duration;
- Conduct on- and off-line trainings to strengthen the capacity of the LJAs trainers, potentially also english language-courses.

METHODOLOGICAL REMARKS

All tasks under this assignment will have to be carried out in a participatory, gender sensitive manner and following all relevant CARE safeguarding and Child Protection policies (including also: CARE Code of Conduct, CARE Fraud Prevention Policy, CARE Social Media Policy, and other CARE policies that are relevant).

CARE has a zero-tolerance approach towards sexual harassment, exploitation and abuse, and child abuse towards any person including our staff, representatives, partners, programme participants and members of the communities where we work. We expect all staff, partners, and related personnel to share this commitment by understanding, abiding by and working within the CARE International Safeguarding Policy and related framework at all times whilst representing CARE. and imbed child protection in all we do.

The concrete methodological approaches used for the realisation and completion of the tasks under this assignment have to be developed by the international TA and need to be approved by CARE. However, the trainings should be processed considering 70% practical and 30% theoretical approaches, approximately. Moreover, any data collection done within this



assignment should be disaggregated by age, sex and disability and other relevant aspects. All raw data (including data entry forms, database of entered data, graphs, pictures, and analysis) shall be made available and submitted with the final report.

All works created under this contract must be original works, and no third party should have any rights to these works. All rights, titles, and interests of these works shall be granted to CARE. All documents and data collected are to be treated confidentially. Personnel data are to be handled in accordance with data protection regulations and used exclusively for the purpose of this assignment. Interviews are to be anonymised, and interviewees may not be quoted without their consent.

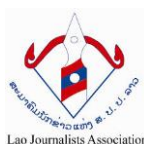
The technical assistant is expected to provide the respective assignment reports, documents and programs as specified above and based on the output mentioned under each activity. Reports will be written in English and need to follow the provided template.

ROLES AND RESPONSIBILITIES

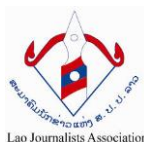
1. The TA will be responsible in developing adequate methodologies and concepts, and lead on or assist, respectively, in the implementation of the main activities mentioned in the table 1 above.
2. The TA will work closely with the project implementation team, including the Lao Journalists' Association (LJA) and CARE. This will include aligning activity schedules and actively engage the relevant staff of the project team in conducting the activities in order for them to acquire ownership over the outputs and gain relevant skills and knowledge.
3. CARE Laos will coordinate and provide all necessary information, contacts and other inputs needed by the TA for the completion of his/her tasks. During missions, the TA will be supervised by CARE.
4. When staying in Lao PDR, the TA will be based in Vientiane Capital, at the CARE International in Lao PDR office with regular station at the LJA's office also.
5. The consultant fee will have to be calculated including income tax and all other relevant tax and legal obligations the TA is subjected to. No additional compensation will be made available for the TA due to errors or omissions contained in the proposal submitted to CARE; any exception to that could only be accepted for complements and/or additional services requested by CARE, via a formal, written authorization.
6. CARE International in Lao PDR will cover the international and local travelling cost, and materials relevant to conducting the above activities. However, the TA is expected to bring his/her own laptop for the completion of this assignment.
7. DSA (accomodation and per diem) have to be included and specified in the proposal and the respective consultancy fee the candidate is submitting on the basis of these ToR.

TIME FRAME

As mentioned above, this assignment is a long-term consulting service for Technical Assistance (TA). It is expected to start as soon as possible and to last up to January 2027. Within that period, the consultancy should comprise 74 working days maximum, according to the following preliminary time frame.



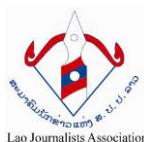
Time	Key Activities	Deliverables
Design and development of the Participatory Training Needs Assessment (PNA).		
March-April 2024	<ul style="list-style-type: none"> ✓ Design of the assessment plan, assessment forms, questions, online assessment tools (KOBO tool box). ✓ Develop a guideline on the TNA process. ✓ Present the TNA tools, assessment process and its methodology to CARE, LJA and key stakeholders . ✓ Facilitate and coach the assessment team for the conduction of the field assessment. 	<ul style="list-style-type: none"> ✓ Online and offline participatory training needs assessment tools for Lao Journalists. ✓ Guideline and manual on TNA tools. ✓ Detailed assessment plan and agenda.
Assessment of the Lao journalists' capacities in Vientiane Capital and other two provinces.		
April-June 2024	<ul style="list-style-type: none"> ✓ Conduct field data collection with the project implementation team (PIT). ✓ Provide technical support for the assessment team on field data collection and online tools during this process. ✓ TNA datas restoration and transcription. 	<ul style="list-style-type: none"> ✓ TNA with Lao journalists in Vientiane Capital and other two provinces, with 795 respondants.
Design of training programs and development of Green Quality Journalism Standards (QJS).		
June-Aug 2024	<ul style="list-style-type: none"> ✓ Develop and co-design a training program based on the results of the capacity assessment. ✓ Support the LJA in the development of a Green Quality Journalism Standard (QJS). 	<ul style="list-style-type: none"> ✓ Complete set of training program. ✓ Training program planning and detailed agenda. ✓ Green Quality Journalism Standard.
Implementation of annual journalist trainings.		
2024	<ul style="list-style-type: none"> ✓ Facilitate 1 training program for Lao journalists: 20 participants, 10 days of training. ✓ Lead a debriefing session with LJA's trainers. ✓ Provide a synthesis, summary, highlights and recommendations at the end of everyday's sessions. 	<ul style="list-style-type: none"> ✓ Trainings conducted (led and/or facilitated). ✓ Training plan and detailed agenda. ✓ Training report.



	✓ Provide ToT training for CARE and LJA staff.	
Re-implementation of annual journalist trainings		
2025	<ul style="list-style-type: none"> ✓ Facilitate 1 training program for Lao journalists: 20 participants, 10 days of training. ✓ Lead a debriefing session with LJA's trainers. ✓ Provide a synthesis, summary, highlights and recommendations at the end of everyday's sessions. ✓ Provide ToT training for CARE and LJA staff. 	<ul style="list-style-type: none"> ✓ Trainings conducted (led and/or facilitated). ✓ Training plan and detailed agenda. ✓ Training report.
2026	<ul style="list-style-type: none"> ✓ Facilitate 1 training program for Lao journalists: 20 participants, 10 days of training. ✓ Lead a debriefing session with LJA's trainers. ✓ Provide a synthesis, summary, highlights and recommendations at the end of everyday's sessions. ✓ Provide ToT training for CARE and LJA staff. 	<ul style="list-style-type: none"> ✓ Trainings conducted (led and/or facilitated). ✓ Training plan and detailed agenda. ✓ Training report.
Assignment Report		
January 2027	✓ Elaboration of the TA's assignment report in English.	✓ Assignment report.

PROFILE REQUIRED FOR THE TECHNICAL ASSISTANCE

1	Qualification and Experience	<ul style="list-style-type: none"> ▪ Post graduate qualifications that are relevant to the assignment. ▪ At least 5 years of experience working in journalism, mass communication or with an international media institution. ▪ Relevant technical experience, with a strong focus on capacity development for journalists. ▪ Proven knowledge in the conduction of training needs assessments, social and behaviour change communication (SBCC), institutional/organizational development and ethnical diversity. ▪ Demonstrated profound understanding of digital literacy, green issue reporting and gender equality.
2	Technical skills	<ul style="list-style-type: none"> ▪ Profound methodological knowledge on participatory



		<p>training needs assessment, journalist capacity development and reporting skills.</p> <ul style="list-style-type: none"> ▪ Strong in the design of training programs and in the facilitation of both on- and off-line trainings. ▪ Knowledgeable in using new technology and digital media and in applying them to green issues reporting. ▪ Excellence in using KOBO toolbox, Microsoft Office and online communication platforms such as Microsoft TEAMS and ZOOM.
3	Language	<ul style="list-style-type: none"> ▪ Excellent written and spoken English language skills. ▪ Experience working in Lao PDR and Lao language skills are desirable.
4	References	<ul style="list-style-type: none"> ▪ A minimum of two referee contacts who have managed the candidate previously.

APPLICATION

If you are interested in this assignment, please submit (1) a cover letter; (2) your CV and a professional portfolio detailing your experience; (3) a technical proposal including details on the process and methodologies to be used for the purposes of the assignment; (4) an economic proposal that needs to include your daily rate as well as any other costs and resources required to complete the assignment as outlined above, including all taxes you are subjected to; and (5) two references; to: LAO.contracts@care.org by **4th March 2024**. **Please, include the text: “Application for GAMCIL Technical Assistant (TA)”** in the subject of your email.

For questions, please contact **Mr. Sengdao Phonemany, Project Coordinator-GAMCIL** at his email: sengdao.phonemany@care.org

•CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

•CARE Laos has zero tolerance approach towards sexual harassment, exploitation and abuse, and child abuse towards any person including our staff, representatives, partners, programme participants and members of the community where we work. We expect all staff, partners and related personnel to share this commitment by understanding, abiding by and working within the CARE International Safeguarding Policy and related framework at all times whilst representing CARE. and imbed child protection in all we do;

•CARE Laos participates in the Inter-agency Misconduct Disclosure Scheme (MDS). CARE Laos reserves the right to seek information from job applicants’ previous employers about incidents of sexual exploitation, sexual abuse and/or sexual harassment, and/or child abuse. The applicant may have been found guilty to have committed or about which an investigation was in the process of being carried out at the time of the termination of the applicant’s employment with that employer. By submitting the application, the job applicant



confirms that s/he has no objection to CARE Laos requesting the information specified above; and

•As well as pre-employment checks, CARE Laos will use the recruitment and reference process to ensure potential new staff understand and are aligned with these expectations.

(Only shortlisted candidates will be contacted for an interview. CVs and other documents submitted to CARE will not be returned).

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of CARE International in Lao PDR and do not necessarily reflect the views of the European Union.