



**Request for applications for provision of communications training and technical support in Somalia and Somaliland for the Expanding Access to Justice (EAJ) Program and its partners.**

## Background

EAJ is a five-year USAID funded justice program in the second year of its implementation. It is currently implementing in Somaliland, Benadir Regional Authority, and Southwest State. EAJ's goal of achieving *"Lasting improvements in access to justice and effective mechanisms to address grievances for stability in Somalia"* is served by the following set of objectives:

- **Objective 1: Supporting and improving inclusive community engagement in justice solutions**

Here EAJ supports communities and justice actors (customary, statutory, and Shari'ah) in co-designing justice services that respond to each community's needs, be they in areas newly recovered from al-Shabaab control, or those where more stability has been achieved and consequently where more justice services are available. So, for example, EAJ is supporting efforts by communities and justice actors in early recovered areas to cooperate to rebuild basic justice services. While in more stable areas, EAJ is supporting efforts to bring together the justice chain (including customary and Shari'ah actors) and communities to cooperate to improve existing justice services.

- **Objective 2: Strengthening justice services**

EAJ provides technical and funding support to legal aid organizations and justice actors to enable them to expand and improve the quality of their support (for instance legal aid, psychosocial and medico-legal) or redress services (adjudication and mediations services carried provided by statutory, customary and Shari'ah justice orders). Operational centers have been established by EAJ to provide it with the capacity to continually review and respond to both individual justice cases and the capacity needs of justice actors.

- **Objective 3: Improving navigation of justice pathways by aggrieved parties**

EAJ supports awareness-raising, advice, and medico-legal and psychosocial services to enable aggrieved parties to make better informed decisions on the justice options available to them and to support their assistance by legal aid organizations in navigating the justice pathways they take. Specific support is provided to organizations supporting vulnerable groups such as women, minority groups, and internally displaced persons.

In addition to funding to its justice actor partners through grants, EAJ provides them each legal-technical and institutional strengthening training and support. The program employs a collaborative, learning and adaption (CLA) approach, which utilizes lessons from its research and practice to continually improve its efforts.

## Consultant's Objectives

1. Implementing of EAJ's communications strategy
2. Enhancing EAJ's visibility
3. Providing counsel and guidance the consultant should provide expert advice and guidance to EAJ program navigate complex communications issues and challenges.
4. Developing comms materials: videos, digital posters, radio programs etc.
5. Training and support for partners

### **Overall training and support for EAJ**

Provide the EAJ communications and program teams with training and support to: -

- Understand the Somaliland and Somali media landscape in relation to media houses their reach and attributes, as well as sectoral approaches to contracting, and the costs of broadcasting and related services
- Enable the effective management of the communications work of its partners,
- Understand approaches to crafting effective constructive counter justice narratives to al-Shabaab
- Use analytics to improve evaluations of the impact of media utilized under the program
- Specific training and support to enable EAJ staff to manage EAJ's media work and to participate in partners' media work

### **Deliverables**

Provide EAJ with the following -

- One short video (less than 2 minute) on human story for social media and a three to five-minute documentary video by 28<sup>th</sup> February 2023 ahead of the International Women's Day.
- One short video (less than 2 minute) on human story for social media and a three to five-minute documentary video by 28<sup>th</sup> April 2023 ahead of the press Freedom Day (sensitive)
- One short video (less than 2 minute) on human story for social media and a three to five-minute documentary video by 28<sup>th</sup> April 2023 on EAJ success working with IDPs
- Photography and videography for specific EAJ activities between February and June 2023
- At least 15 Twitter and Facebook posts between February and June 2023

**Duration:** Six months retainer on need basis.

### **Period of Performance**

The assignment is desired to commence no more than 20 days from the date of SOW advertisement. The period of performance of this subcontract is six months starting from the contract signature.

### **Requirements for company**

- Training experience and expertise in different online training methods, e.g., action learning, case-based learning, learning-by-doing,
- Evidence of previous similar training conducted in Somaliland and Somalia
- At least 5 years' experience of both the company and its experts in Somalia-based communication training design and in the generation of training materials in the areas of website development and management, print media, social media, radio, and television

- Experience working on media training and support for government and civil society in Somalia
- Evidence of knowledge of Strong ICT and communication training skills (written and oral)
- Experience in online learning techniques and in teaching online
- Provide details of the company's assigned experts on media and communication (including Somali experts)

**Procedure for submission of expression of interest**

Submit the EOI and supporting documents to [somaliahr@pactworld.org](mailto:somaliahr@pactworld.org) by **5pm on Friday 20<sup>th</sup> January 2023** quoting "EAJ Comms Consultant" on the subject of the email.

The documents should include:

- Curriculum Vitae (Maximum 3 pages)
- An application including a narrative plan and budget
- Samples of similar work done in Somalia or similar context

*Only short-listed candidates/companies will be contacted with the request to present their proposal to the EAJ selection Committee.*