**Terms of Reference**

**National expert for planning, preparing, and conducting an hybrid, 3-days Training and Workshop on Advocacy and Policy Influencing (API) for project partners of the Integrated Rural Development Programme (IRDP) of GIZ**

1. **Brief project information**

The Integrated Rural Development Programme (IRDP) is commissioned by the German Federal Ministry of Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It contributes to the GIZ programme objective of creating sustainable employment and better income opportunities within the framework of sustainable economic development for both sexes and all population groups, especially young people and including people with disabilities and members of ethnic minorities in Kyrgyzstan. In line with national strategies, the IRDP contributes to the development of regions, fostering the development of economic clusters. The target group is the rural population in Jalal-Abad region, in particular producers, small and micro entrepreneurs, their employees, and underemployed persons. The focus is on young people, women, members of ethnic minorities and people with disabilities. The Kyrgyz Ministry of Economy is the political executing agency.

The overall objective of the IRDP is to contribute to reduction of poverty in rural areas through economic and social development initiatives.

The specific objective is the improvement of income opportunities of the rural population in southern Kyrgyzstan with focus on Jalal-Abad Oblast to stimulate the local economy and social development.

With a geographical focus on Jalal-Abad Oblast, but not limited to its borders, it aims to achieve the specific objective through three interrelated outputs:

Output 1 aims to strengthen producers/cooperatives and tourism networks within the production clusters in order to increase efficiency and competitiveness in agriculture and tourism by improving their degree of organization and co-operation, thus enabling them to coordinate their efforts in production, processing, tourism packages, and marketing.

Output 2 aims to make services supporting social and economic development available for the rural population by increasing the variety, number, and quality of services for rural businesses, with focus on agriculture and tourism, and for the social needs of the population.

Output 3 aims to improve the capacities of local authorities, the civil society and the private sector to jointly implement projects through creation of an ongoing dialogue between the private and public sectors as well as civil society to identify and jointly implement measures that improve the framework conditions for socio-economic development. Core implementation element are Grant Agreements with civil society organisations / NGOs which participate in calls for proposals. The contracted NGOs / CSOs mainly implement activities for Output 1 and Output 3, while the IRDP team implements complementary activities under Output 2. All outputs together are expected to lead to bottom-up production clusters.

1. **Initial Situation / background for these TOR**

The Integrated Rural Development Programme (IRDP) is active in the Jalal Abad Oblast, which is in the south of Kyrgyzstan. One topic of the IRDP is to support the development of tourism in the targe region. The implementation partners are different NGOs. Within their projects the NGOs focus on different target groups (youth, women), conduct different activities (new tour-products, improve service quality, souvenirs, improve infrastructure as a result of public private dialogs). During the implementation, the NGOs have to promote their work among several stakeholders form the public and/or private sector as well as among the beneficiaries (young people, women in remote/rural areas). Also, to a certain extend the NGOs depend on a reliable cooperation with their stakeholders.

As one main activity within the project work, NGOs organise and moderate meetings (public-private-dialogs) with the target group and the local community on a local or regional. The aim is to analyse the status quo, the problems and other circumstances of a given economic situation in the tourism sector. The next step is to develop ideas and measurements to improve the business enabling environment for tourism. Other NGOs work directly with their beneficiaries, like young people (age 14-28) or women. The NGOs are supposed to integrate ethnic minorities and people with disability as beneficiaries into their work. Other cross-cutting issues like gender and waste management and climate change must be considered too.

In general, the target area – Jalal Abad Oblast - has big potential to be developed and further improved as a tourism destination. The development of tourism is also part of the Kyrgyz National development Plan. For people in some locations new and/or stable jobs in tourism and related businesses might be a reason not to emigrate to bigger cities or abroad.

Despite some positive aspects, for NGOs it is still difficult to enforce their work and rely on mutual agreements with stakeholders form the public and private sector because those partners still act in an instable (and often corrupt) economic and political environment.

1. **The objective of these TOR**

The objective of these TOR is to develop and deepen theoretical, strategical, methodical, and practical know-how of Partner-NGOs which implement tourism-projects. Also, this TOR is meant to foster capacities in advocacy and policy influencing of the mentioned NGOs. After the workshop the participants should be able to transfer the theoretical part into their own, strategical, methodical, and practical know-how while implementing their projects (apply the learned content).

1. **Tasks / services to be executed**

The contractor is expected to execute the following tasks in a tandem with a international expert and in close coordination and communication with the client and:

* Comprehensive planning, designing, and conducting of a 3-days-training and workshop on the topic Advocacy and Policy Influencing (lobbying) for NGOs which work in Tourism in the Southern Oblast of Kyrgyzstan (Jalal Abad).
* Moderate the training in Jalal-Abad in a tandem with the international expert (will participate online)
* As a part of the preparation the contractor is supposed to read 7 project descriptions of 7 partner-NGOs and conduct short interviews (max. 1h) with every NGO to understand the project and activities related to advocacy and policy influencing (see Annex 1).
* Development of an anonymous feedback/evaluation-sheet with questions about the content of the training, the methods applied during the training, further needs regarding the topic of the participants and performance of the trainers, …
* Use the feedback/evaluation-sheet after the training and provide the feedback to client.
* Develop and submit hand out/manual for all participants in Russian Language.
* Write a report about the workshop itself including the results from the feedback/evaluation-sheet, and an analysis/evaluation of the competences in the regarding Advocacy and Policy Influencing of the participants (max 5 pages).
* The workshop should be conducted in English and Russian Language.

1. **Target Groups of the product**

* NGOs, active in the Jalal-Abad Region on the topic of tourism sector (see Annex 1)
* Approximately 18-20 participants

1. **Period/Time Schedule, Place**

* Whole working period is appr. 5.4.2021 - 5.5.2021
* Training/Workshop on 28.-30.04 2021

1. **Deliverables**

* One complete workshop–concept with content, goal, methods, time, … which is already coordinated and agreed with the international expert
* One hand out/manual for all participants in Russian Language which is already coordinated and agreed with the international expert
* Develop and use a feedback-sheet after the training (with questions about the content of the training, the methods during the training, further needs regarding the topic of the participants and performance of the trainers)

1. **Reporting**

* One report about the workshop itself including the results from the feedback-sheet, and an analysis/evaluation of the competences in the regarding Advocacy and Policy Influencing of the participants (max 5 pages). Report has to be coordinated and agreed with the international expert.

1. **Proposal requirements**
2. Price proposal in Euro for 12,5 days in total

* 8 days preparation, including consultations with contractor and international expert (total: 8 days)
* 3 days conducting hybrid workshop (total: 3 days)
* 1,5-day report-writing (total: 1,5 day)
* 2 travel days

1. Technical Proposal that should include:

* CV
* Proof of working experience with international development organizations in Central Asia
* Overview about conducted trainings and workshops or other relevant working experiences on the topic of Advocacy and Policy Influencing with NGOs within a development context
* Description of the general approach of the workshop with main content and rough agenda

1. **Required qualifications**

* University Degree in Political Science, Communication Sciences
* Significant working experience (min. 5 years) in the topic of advocacy and policy consultation and other relevant field
* Working experience with international organizations is an asset
* Experience in planning and conducting trainings and workshops on the topic mentioned above
* Language Skills English, Russian, Kyrgyz Language is a strong asset

1. **Suggested content and approach of the workshop**

Then content should be delivered in an appropriate, varied and target group-specific way that integrate the experience of the participants. Theory should be explained and put in practice (e.g. mix of short lectures-sessions with presentation, text reading and discussions/analyses, films, real stories/examples, role-games, group-working sessions, presentation of results and discussions/debriefings, …). The workshop is meant to be interactive. The theoretical parts should be practiced by every NGO on their own project or in mixed teams. The goal is, that every NGO can go through their own project implementation process and develop an advocacy and policy influencing strategy. After the workshop the participants should be able to transfer the theoretical part into their own, strategical, methodical, and practical know-how by following principles of rule of law.

**Suggestions for the content**

* Definition of the terms Advocacy and Policy Influencing and API-Continuum with a differentiation between terms and activities such as activism, advocacy, lobby, campaigning, corruption, manipulation, nepotism, shadow economy, …
* Theory of Change and policy influencing cycle: single steps of the process with the respective activities and exercises
* Gausi triangel/tri-party-polder
* Be active in the API-Process and passive in the API-Process (be target person/organization)
* Non-violent communication/arguing/negotiation/Harvard-Principle
* Alliances/Networking/Personal Relationships/Trust
* Conflict-Management/Arguing
* Latest trends and latest criticism on the topic

All activities connected with the training and workshop are supposed to be plannend, designed and conducted with in a tandem with an international expert, who will be assigned by IRDP.

**Annex 1:**

**The Kyrgyz Community Based Tourism Association (KCBTA)** started as the Women Promotion Project (WPP) of Helvetas, Kyrgyzstan. The WPP was to make rural women in the Naryn and Issyk Kul Oblasts familiar with market economy principles, and to motivate them to start or improve their own small business projects. The project, in its phase III, was restructured to focus on business sectors with potential to attract external cash to rural areas. Tourism was chosen as a priority sector. In 2003, the project was renamed to the Community Based Tourism Support Project, which has set up then the Kyrgyz Community Based Tourism Association "*Hospitality Kyrgyzstan*" as a membership-based association of community-based tourism enterprises in rural Kyrgyzstan. Nowadays, KCBTA supports destinations in developing **c**ommunity-**b**ased **t**ourism (CBT), provides support to its member organizations (CBT-Destinations) in developing tour products, marketing them at domestic and international markets, by conducting trainings and support in organizational development. KCBTA also represents its members’ interests in policy development at national level. KCBTA has 18-member CBTs, with a total of around 350 enterprises-families, out of which around 45 % women entrepreneurs. More information: cbtkyrgyzstan.kg. KCBTA implements two projects. Projects: “Strengthening Rural Tourism development in Jalal-Abad region for income generation” (together with *Fair and Sustainable Development Solutions” public fund (FSDS)*, Women’s-Travel-Only.

**Central Asian Alliance on Water:** Public Association “CAAW” was established in 2002 and has been operating in Jalal-Abad, Batken and Osh in Kyrgyzstan and in South in Tajikistan. The main activity of CAAW is to facilitate rural socio-economic development that integrates various activities such as, improving access to water and sanitation, strengthening local governance, increasing farmers’ income, creating jobs, supporting women and youth initiatives. During the past 20 years, CAAW implemented over 100 projects in partnership with various international and donor organizations including EU, UNDP, UNICEF, UNWOMEN, Oxfam NOVIB, Canadian Embassy, Ministry of Foreign Affairs of Poland, USAID, OSCE, , ACTED, State Department for Development of Rural Water Supply and Waste Water Systems, KR. Few project-examples realized by CAAW are: 2012-2017: “Osh and Jalal-Abad Water and Wastewater Supply Systems” – Stakeholders Participation Program component”. The role of the CAAW was to form a dialogue platform between the Municipalities, City Councils, Municipal Water Companies (GorVodoKanal), Local Contractors and the customers based on the Osh & Jalal-Abad cities Strategic Development Plans. In 2016-2017 CAAW and ACTED implemented the project “AlaBuka - Partnership for Development: Promoting inclusive growth through community promotion of social and economic initiatives through capacity building of local WUAs”. 2017-2018 CAAW implemented the project “Strengthening the capacity of local authorities, rural public associations of drinking water users, Water User Associations in proper management in the system of safe drinking and irrigation water supply”. Here CAAW develop Local Economic Development Plans. From 2020-2021 CAAW (with co-applicant Women Peace Bank) implements the Project**:** Development of Dialogue between Public and Private Sectors and Tourism Enabling Environment in Jalal-Abad Oblast.

**Youth of Osh** is a youth organization that has been active in Kyrgyzstan for over 10 years. During its work, it has established itself as an expert organization with experience working with young people and youth policy. In recent years, the organization has been carrying out its activities at the country level. The organization’s activity covers big cities and districts but also villages in the mountainous and border areas. The activities are based on the needs of young people. Youth of Osh supports and promotes their ideas, applying an innovative approach. The NGO calls on young people to be peace-loving and to respect the rights of every person; it promotes youth entrepreneurship, ideas of volunteerism, serving the community and civic activism. Youth of Osh helps young people acquiring new knowledge and life skills/competencies. By cooperating with government agencies, parliament, the civil and business community, the NGO makes a contribution to the development of youth policy. The mission is: “We help the youth gain knowledge and skills for a high-quality life and development.”The organization has a strict accounting and financial policy. More information: www.youthofosh.kg or in the social networks on Facebook, Instagram, and Twitter (youthofosh). Project: Developing a tourist destination in Jalal-Abad region “Visit Jalal-Abad”.

**ACTED** is a French NGO and has been present in Kyrgyzstan since 1996. ACTED implements several projects aimed at increasing income opportunities and reducing poverty, particularly by supporting MSMEs in Kyrgyzstan. ACTED has been contributing to rural socio-economic development in southern Kyrgyzstan, through different projects, e.g. “Promoting Rural Prosperity through Local Initiatives in the Agro-Processing Sector“, “Support to Irrigation Infrastructure Development in rural areas of Osh, Batken and Jalal Abad Regions, “Community-Based Rehabilitation of Irrigation Infrastructure”, “Promoting Participatory Governance: Mobilizing Communities around Infrastructure”. Moreover, ACTED has successfully implemented projects on migration, joint forest management in Arstanbap. ACTED is also implementing one project of the 1st Call for Proposals. This project focuses on public private dialog and business enabling environment in the Jalal-Abad Oblast. Project: “Strengthening Networks and Capacities for Youth Income Generation and Diversification through Sustainable Woodcraft Value Chains and Connections with Tourism Sector”. The co-applicant is the **International Debate Education Association in Central Asia (IDEA)**. The NGO was founded in 2016. IDEA specializes in its work in youth development and creating opportunities for young girls and boys, men, and women to realize their potential in social, civic, and economic life. A prominent example of this work is the "Demilgeluu Zhashtar" project, which is implemented jointly with the Aga Khan Foundation and USAID in the Kyrgyz Republic. This is a 5-year program aimed at increasing the civic and economic potential of young people from Jalal-Abad Oblast.

**Women's Peace Bank PF** (WPB) was established in 2014 and operates the southern Oblasts of Kyrgyzstan (Jalal-Abad, Batken, Osh). The main activity of WPB is to promote social and economic development of rural communities, which includes various activities such as improving access of women and youth to local services, strengthening local governance, increasing income of youth and rural women, creating jobs, supporting women and youth initiatives. Over the past 6 years, WPB has implemented more than 10 projects in partnership with various international donor organizations, including UNDP, UNODC, DAI, SaferWorld, INL, US Democratic Commission, USAID, Freedom House, Internews, ACTED and local self-governance bodies in Jalal-Abad, Batken and Osh provinces of the Kyrgyz Republic. Project: Economic empowerment of youth through the development of adventure and mountain tourism in Jalal-Abad Province

**Center for civic society support**: The Public Fund Center for civic society support Jalal-Abad” (CSSC) was founded in 1996 on the initiative of UNHCR and Counterpart Consortium international fund financed by USAID. CSSC implements projects on creation of communal organizations, identification of problems in communities and elaboration of development plans of municipalities. Young craftsmen in tourism in ayil aimaks Kashka-Suu and Arstanbap. **Co-Applicant: “Fair and Sustainable Development Solutions” public fund (FSDS)** was founded in 2014 in Kyrgyzstan with the purpose of “improving standard of living of vulnerable groups in Central Asia through facilitation of social integration and fair economic development of local communities”.