**Community Resilience Activity: Creation of A Community of Content Creators:**

**Call for Training Agencies**

**RQTUN230826 – IKG Kram West (Relaunch)**

# **Organization:**

FHI 360 is a global development organization with a rigorous, evidence-based approach. Our professional staff includes experts in civil society, peacebuilding, health, nutrition, education, economic development, environment, and research. FHI 360 operates from 60 offices with 4,200 staff in the U.S. and around the world. Our commitment to partnerships at every level and our multidisciplinary approach enable us to have a lasting impact on the individuals, communities, and countries we serve – improving lives for millions.

# **Project Overview:**

# The United States Agency for International Development (USAID) is funding the Ma3an project, a seven-year (September 2018 – August 2025) project that aims to increase Tunisian youth civic engagement and economic empowerment to advance progress towards sustainable, inclusive development in Tunisia. Ma3an is implemented by FHI 360, a non-profit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions

# **Community Resilience Activity: Creation of A Community of Content Creators:**

The Kram CSAP participants proposed to establish a community of content creators within the refurbished Kram Youth Center. Previously, this youth facility benefitted from a Ma3an intervention which focused on equipping, and refurbishing of a multipurpose room with a mobile theater stage, sound engineering and video projection system, as well as a media lab comprising of a web radio and a recording studio. Leveraging these resources, the Kram community of content creators will establish an alternative digital media club to serve the whole community.

It is worth noting that alternative digital media challenges mainstream media, connecting different vulnerable social categories, that are isolated or minorities, with the rest of the community stakeholders. In recent years, the internet and social media have helped social groups rally together to face challenges and create local solutions.

The CRA consists of a comprehensive capacity building program to serve the youth center staff, youth members, and CSOs in establishing the community of content creators for alternative, digital media and create a club for that reason in the Kram Youth Center. The content creators will be trained in:

* Content creation and community management:
* Writing engaging content, developing a substantial following, editing videos, creating community
* Writing relevant content for Social Media Accounts, authentic content creation Vs generic content creation etc.
* Developing personal brands, developing industry collaborations, coaching or consulting business, getting placements in major publications
* Creating, growing, and monetizing professional YouTube Channels/Facebook pages/Instagram accounts

The objective of this CRA is to establish a group of full-time content creators who can make a living through their digital activities. Through creating individual online communities, offering exclusive content, seeking, and obtaining branded partnerships, collaborations, and social media advertising, full-time content creators can embark on professional careers and monetized content.

**Required training agencies Service:**

The Communication company service will lead the development and facilitation of training in

* Training 1: 3 sessions of 4 days Training in creating, growing, and monetizing professional YouTube Channels/Facebook pages/Instagram accounts (Each group 33 youths)

# The schedule of the trainings will be shared with the selected company. The tentative start date of the trainings is **Monday September 15th 2023**.

# **Target Audience:**

* **33 Youth per training** between 18 to 29 years old

**Expected Deliverables:**

* Develop a rigorous methodology on workshops themes/subthemes, content, format, and type of interaction with audience (Training Preferred to be delivered in Arabic or/and Tunisian dialect).
* Lead the implementation and facilitation of the training sessions.

**Event Location:**

* Location: **Kram**
* 1 room with at least capacity of 33 pax equipped with projector and a projection screen.

# **Payment Terms**

* FHI360 standard payment method is 30 days following the accepted service delivery and invoice reception.
* The service providor may issue an invoice following the finalization of each training he was selected for.
* FHI360 terms and conditions are detailed in the following link : [PO Terms and Conditions in French](https://www.fhi360.org/sites/default/files/media/documents/purchase-order-terms-conditions-french.pdf)

**Financial offer :**

The Vendor may submit his price offer without VAT. FHI360 is exempted from VAT tax.

The price offer should be complete and include all expenses needed to ensure the service (such as transportation, administration or other expenses)

**Submission Documents:**

- Tax ID (Patent & RNE)

- Official Bank details document

- CVs of the facilitators

- 3 Reference and demonstrated experience working facilitation experience with mixed audience

- Proposed working methodology : a separate document for each Training

- Complete Financial Offer

**Selection Criteria:**

- Price 40%

- Technical Offer (CV, Proposed working methodology and reference) 30%

- Payment Terms 30%

\* FHI360 can select one or several service providers to lead theses trainings.

Applications should be submitted to FHI 360 no later than **August 17th 2023**  by email to:

tunisprocurement@fhi360.org.

Please use this subject for your submission mail: **RQTUN230826 – IKG Kram West Training agency**. Your application may not be considered if another subject is used. Only complete applications will be considered.