

Terms of Reference

on requirements of trainers of the Crisis Communication Chapter (CCC) in the republic of Moldova.

Project title: TRIMEDIA - Trustworthy Reporting, Impactful Media, Engaged Communities

Location: Republic of Moldova (Chisinau, Causeni, Soroca)

Assignment period: 15.05.2024-30.11.2025

Application Deadline: 29.04.2024

Background of the project

The rampant flow of disinformation poses a key challenge to Moldova. It manipulates public opinion, erodes trust, and undermines fragile democratic progress. In the face of multiple crises stemming from the Russian invasion in Ukraine, the need for trustworthy information has become even more pronounced, especially in communities directly affected by these events. To contribute to a resilient democratic society in the Republic of Moldova with a safe information ecosystem, the project is aimed at increasing the capacities of media actors to produce, and of media consumers to access trustworthy quality reporting.

The project adopts a multilayered approach including the establishment of Crisis Communication Chapters (CCC) for innovative dialogue and information dissemination. DW Akademie and partners developed the CCC method in different countries during the COVID-19 pandemic. CCCs bring together representatives from three sectors – local public institutions, civil society, and the media to provide reliable information to the public during a crisis. The four key elements of the CCC concept are 1. Awareness: more people across the community can understand an important issue; 2. Better dialogue: discussions and dialogue are more productive if they are based on a better understanding of the challenge; 3. Better solutions: mutual understanding and dialogue can drive shared solutions that respond to challenges effectively and 4. Path to action: practical ideas rooted in real world understanding are easier to take action on.

This innovative dialogue format aims to establish a two-way communication channel within communities: citizens can ask questions about pressing issues and get reliable answers in an accessible and relatable way. The project thus contains following activities:

- Setting up CCCs in Causeni and Soroca
- Providing training modules on (1) role of media in a crisis; (2) fact-checking; (3) content production and distribution; (4) media trainings; and (5) organizational development for newly established CCCs.
- Production of varied content on crisis-related topics targeting by CCC members for respective regions and diverse target groups.
- Peer-to-Peer exchange/networking events for existing and newly established CCCs.

The project is implemented by DW Akademie in cooperation with the Association of Independent Press (API) and is funded by the European Union and co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Requested services

We are seeking for a qualified trainer to:

- deliver 3 one-days-training sessions together with a local trainer within the Crisis Communication Chapters in 2024 and 2025 in Causeni and Soroca, respectively, on the following topics:

1.crisis communication/role of the media in crisis

2.fact-checking

3.content production and distribution.

- deliver expert inputs on the above-mentioned topics and self-regulation in media within two CCC-networking events in 2024/2025
- participate in planning and review meeting with the project teams and other CCC experts/trainers
- deliver feedback and training report to the DW Akademie project management.

Number of training and preparation days: 12 d (2024), 12 d (2025).

Number of expert days for the networking events: 2 d (2024), 2 d (2025).

Profile of trainer

- Expert knowledge of crisis communication and crisis communication-related topics.
- Advanced knowledge of training methodologies with a significant trainee centered.
- Expertise in the field of self-regulation in media, public service journalism, diversity and/or inclusion is an asset.
- Experience in developing/mentoring conflict sensitive media products.
- Knowledge of international cooperation and organizational development.
- Long-term experience in giving training.
- Experience in working in similar multistakeholder formats is an asset.
- Excellent written and oral skills in English.
- Availability to travel to Chisinau, Moldova.

Deliverables

- Training matrix for each training module
- Training report

Submission of Offer

Applications shall be made in writing and provide the following:

- Letter of application with daily fee incl VAT.
- Curriculum Vitae (CV)

Please submit your application in electronic form to juliane.nitz@dw.com. The deadline is the 29.04.2024. If possible, please put all required documents in one PDF for submission.

For any questions regarding the scope of your offer and/or the requested service please contact Ms. Juliane Nitz at juliane.nitz@dw.com and/or Ms. Olena Ponomarenko at olena.ponomarenko@dw.com.