

Request for Proposal (RfP) For: Delivering online or on-site training(s)

Thomson Media (TM) is seeking to hire experts for delivering online or on-site training(s) and customized mentoring support for young and mid-career journalists from the Western Balkans within the project: “Strengthening Quality Journalism in the Western Balkans and Türkiye II”.

BACKGROUND

“Strengthening Quality Journalism in the Western Balkans and Türkiye II”, in the further text the project, will implement actions to strengthen trust-based engagement between citizens and media, and provide resources and support for high-quality content production through education, training, mentoring, and editorial support. Also, the project will promote high standards in investigative journalism through the already recognised EU awards scheme and the newly introduced regional award.

TM, beside the EU Investigative Journalism Award, implements a complex set of capacity-building activities for young and mid-career journalists from the Western Balkans. In line with the envisioned activities TM will organize 6 online and 3 on-site workshops on different media related topics throughout 2025. The on-site trainings will be a three days workshops held in some of the Western Balkan’s countries. Each workshop should be complemented with two to three months of light mentoring to further support participants in the practical implementation of the newly acquired skills in their day-to-day work.

AREAS OF EXPERTISE

Experts are of instrumental importance for the successful implementation of the project as they will work on building beneficiaries’ personal capacities in order to create the necessary change for successful project implementation. They will address the specific needs of young and mid-career journalists in the following topics/areas:

- 1) Introduction to AI (online / late January – early February 2025)
- 2) Practical implementation of AI tools in the newsroom (online / late February – early March 2025)
- 3) Practical use of AI in the newsroom (on-site / late March – early April 2025)
- 4) Financial literacy and reporting on economy (online / late April – early May 2025)
- 5) Storytelling (online / late May – early June 2025)
- 6) Mobile and Multiplatform Journalism (on-site / late June – early July 2025)
- 7) Solution journalism (online / late July – early August 2025)
- 8) Data visualization (online / late August – early September 2025)
- 9) Storytelling and creative writing (on-site / late September – early October 2025)

SCOPE OF WORK

Main Tasks and Responsibilities

Preparation:

- Online briefings with the TM team;
- Produce training materials such as: training / workshop plans, presentations, etc.

Training:

- Organize and hold online or on-site training sessions for 20-30 participants in a suitable format and be ready to adapt the approach if needed;

Mentoring:

- After the end of the training support will continue with light mentoring for two to three months in order to help participants implement the newly acquired know-how in their daily work;
- Availability for questions/discussion via email (expected response in 48h);
- Provide quick feedback via calls or instant messaging when urgent;
- Deliver online masterclass after the end of the mentoring support for the journalists that will receive cross-border production grants within the project.

Communication:

- Regular communication with the Programme Coordinator, Administrative Assistant, and Monitoring, Evaluation and Learning coordinator who are key members of the TM staff under the project.

Progress report:

- Regular reporting to Project staff (monthly timesheets);
- Providing progress input by completing the short MEL reports as indicated in deliverables.

Deliverables

- Training materials produced and delivered (agenda/plan, curricula, expected outcomes of the training etc.);
- Trainings delivered with all the verification materials submitted (attendance lists, print screens / photos etc.);
- Post training report;
- Monthly mentoring reports highlighting progress of the participants;
- Masterclass delivered with all the verification materials submitted;
- Production of educational resource (an online article that will be published on a website for media outlets in Western Balkans).

Expected deadline for delivery: The tentative periods for delivering the workshops are highlighted in the AREA OF EXPERTISE section.

ELEMENTS OF THE PROPOSAL

Interested applicants should send their proposal including:

- CV of the applicant indicating relevant experience and track record;
- Work proposal – outlining his/her approach in delivering the task;
- Financial offer for above-listed services (including separate line for training and for mentoring); and
- Applicants contact details.

Proposal validity

The proposal should remain valid and open for consideration by TM for a minimum of thirty days from the submission date.

Instructions for submissions

You are kindly asked to submit your proposal to Ilcho Cvetanoski via email: IlchoC@thomsonfoundation.org by 15th January 2025 (23:59 CET).

Clarification Requests

Should you need any additional information or clarification, please write to Sanja Lazić via email: SanjaL@thomsonfoundation.org

AWARD CRITERIA

Proposals submitted within the indicated deadline will be evaluated in line with the following criteria:

1) Comprehensiveness of proposal including:

- Quality: The proposal should demonstrate a high standard of quality in its approach, clearly outlining mentoring approach;
- Clarity: The proposal should be clear and well-structured, making it easy to understand the proposed training or mentoring methods, and expected outcomes.

2) Relevance of applicant's experience including:

- at least 3 implemented mentoring schemes/workshops with journalists from the Western Balkans.

3) Value for money

- price will not be a determining criterion, but the entire proposal and its quality will be also assessed against the indicated financial offer.

The project consortium may request additional online meetings and/or interviews with shortlisted experts in order to clarify proposals and seek additional information prior to final selection.

By issuing this RfP, TM nor the project consortium are bound in any way to enter into any contractual or other arrangement with any applicant.