

Global Democracy Coalition
Advocacy Campaign “The voice and value of Democracy”
Drafted by coordinators in International IDEA

1. Why an advocacy campaign?

- **Democratic decline.** In recent years, there has been a growing concern about democratic backsliding and the erosion of democratic norms and institutions in many parts of the world.
- **Perceptions that democracy does not deliver for citizens.** The perceived incapacity of some democracies to deliver sustainable economic growth, welfare, reduce corruption, inequalities and crime and violence have led to declining trust in democracy in some countries, further fueled by populist political parties and leaders, the spread of disinformation and increasing polarization.
- **Affects trust in democracy and turn voters away from democratic politics.** The perceived lack of capacity of democracies to deliver reduces trust people’s trust in democracy and turn voters – and often young ones - towards authoritarian-leaning alternatives or steer them away from electoral politics altogether.
- **Authoritarian alternatives and influence.** At the same time, authoritarian regimes, with countries such as China and Russia at the forefront, contribute to undermine democracy abroad through disinformation campaigns, foreign interference in electoral processes and by pushing the narrative that authoritarian governance provides a more effective model of political and economic governance than democracies, with its seemingly more chaotic, fragile and short-term features.
- **Negative narrative on democracy.** All these developments have led to an increasingly negative narrative on democracy, in which its decline, erosion, incapacity, chaos and fragility are highlighted more than its value, benefits and contributions.
- **North/South divide.** The other narrative that is sometimes heard – often from non-democratic countries - is that democracy is a Western/Global North-imposed concept and agenda that infringes upon the national sovereignty of countries and divides countries at a time when global collaboration is more needed than ever to tackle global challenges. Linked to this narrative is the message that democracy takes different shapes and forms depending on the regional and cultural context. And that the diversity of democratic experiences around the world needs to be better highlighted. However, it is important that respect for regional and cultural diversity does not justify authoritarian practices and identifies some core common and universal democratic values that unite rather than divide, even if the manifestations and practices may look different according to context.

2. Target Audience

We recommend that the campaign targets the audience of young voters (age 18 to 35) who have the potential to drive change and have a long-term stake in the future of democracy.

We recommend this target group because they represent the future generation of leaders, because they are often disengaged from formal democratic politics and because of key multilateral global events focusing on youth in 2024: the third Summit for Democracy and the United Nations Summit of the Future.

3. Objectives of campaign

The campaign will seek to increase youth’s understanding of the value of democracy, the universal character of democratic values, knowledge about the practice of democracy in different regions and contexts and what role they can play in advancing and strengthening democracy. The campaign will

ultimately seek to engage and motivate youth to increasingly participate in democratic processes in their country and beyond.

The campaign will engage the 110+ organizations from all over the world that are part of the Global Democracy Coalition and leverage their resources, data, experiences and networks in order to create a collective and positive buzz about democracy among youth throughout 2024.

The objectives of the campaign are:

- **To shift the narrative on democracy foster a sense of optimism about democracy:** The campaign aims to challenge the prevailing negative discourse on democracy by highlighting the value and positive impact of democratic governance in all spheres of life and in different regional contexts. The campaign aims to inspire optimism and empower individuals and communities to more actively participate in democratic processes. By showcasing successful case studies, research, and data that demonstrate the positive outcomes of democratic governance and how democracy delivers for people in different regions of the world and in different cultural contexts, the campaign aims to reinvigorate public confidence and engagement in democracy. The campaign seeks to facilitate constructive dialogue and foster a deeper understanding of democracy's challenges and opportunities. By encouraging open discussions, sharing diverse perspectives, and promoting the exchange of ideas, the campaign aims to create a platform for critical reflection, learning, and collaboration.
- **To show the diversity of democracy across diverse regions and cultures:** the campaign aims to show the universal nature of democratic values, while showcasing how democracy is understood, valued and practiced across different regional, country and cultural contexts.
- **To foster engagement and participation in democratic processes:** The campaign aims to showcase the significance and benefits of active citizenship and democratic practices. By highlighting the role of individuals and collective action in shaping democratic outcomes, the campaign seeks to foster a sense of responsibility and encourage greater engagement in democratic processes. It aims to demonstrate how citizens can make a difference, emphasizing the importance of informed participation, civic education, and collective action in strengthening democratic governance. The campaign also aims to show the valuable work of democracy defenders, including activists, civil society organizations (in both democratic and less democratic contexts), democracy workers, election officials, judges and individuals working to protect and promote democracy in different ways and in different contexts, empowering them by giving them a space to share their voices, struggles, and fights for democratic values. By showcasing their stories, strategies, and lessons learned, the campaign aims to inspire young people to model their behavior.

4. Influencing Actors

Given the focus on youth, we propose that the following primary and secondary actors are engaged in the campaign.

Primary actors

- **Activists and youth-led or youth-focused organizations:** Engaging with youth-led or youth-focused organizations, activists, and civil society groups that play a crucial role in advocating

for democratic values. Given their direct involvement with youth, these organizations are primary influencers in mobilizing and shaping the perspectives of young individuals. The Global Democracy Coalition has 116 organizations from all over the world, many of which are either youth-led or work with youth democracy.

- **Educational Institutions:** Collaborating with universities, colleges, and educational institutions to reach students and educators who are studying political science, law, and related disciplines. Engaging with academic communities to foster critical thinking, knowledge sharing, and discussion on the importance of democracy. The GDC has 2 academic partner institutions (Georgetown University and Denver University) and the campaign will hopefully attract more. Academic communities can contribute significantly to fostering critical thinking and knowledge-sharing, making them primary influencers in shaping the understanding of democracy among the youth.

Secondary actors

- **Journalists:** Engaging with journalists who cover political and social issues is essential for securing media coverage and reaching a broader audience. Journalists play a crucial role in informing public opinion and can be considered secondary influencers.
- **Other media personalities and Influencers:** Engaging with bloggers, social media influencers and other media personalities is important for amplifying the campaign's message. While they have a significant reach and impact on young public opinion, their influence may be considered secondary as they may not directly engage in grassroots activism.
- **Creative industries and artists:** Engaging with musical and cinematographic artists that influence young voters and citizens. While their impact is significant, their influence might be considered secondary compared to activists and educational institutions that directly engage with democratic issues.
- **Policy Makers and Government Officials:** Targeting policymakers, parliamentarians, government officials, and civil servants involved in decision-making processes related to democracy and human rights with a focus on youth. Engaging with key stakeholders who can influence policy reforms focused on youth and promote democratic values within their respective spheres of influence. However, their influence may be considered secondary as they are part of the broader system that can be influenced by grassroots movements and public opinion.
- **International Community and Donors:** Engaging with international organizations, donor agencies, and diplomatic missions who are invested in supporting democracy and human rights globally with a focus on youth. Seeking support and collaboration to leverage additional resources, amplify the campaign's impact, and reach a wider audience. While their support is significant, their influence may be considered secondary as they typically operate at a macro level, supporting initiatives rather than directly engaging with grassroots movements.

5. Channels & Tools

The campaign should use a multi-faceted approach to achieve its objectives, using:

- Social media
- Video content
- Traditional media to spread information about the campaign to a broader audience
- Data & research repackaged to a young audience
- Culture & music
- Storytelling

6. Implementation structure

An organization or company specialized in advocacy and communications campaigns will be hired to design and implement the campaign. The hired organization/company will be tasked to work with partner organizations in all regions of the world and partners in the Global Democracy Coalition. The organization/company is expected to assist in the sub-granting to 4 regional organizations that can develop and implement region-specific content and strategies in collaboration with regional stakeholders – including partners in the GDC - and possibly a media company to support dissemination of the campaign.

To achieve maximum impact, we propose that the campaign both uses own-created content based on inputs from partners in the GDC and other stakeholders as well as encourages multipliers to develop creative ideas for content for the campaign.

We propose that International Democracy Day 2024 is used to highlight initiatives of the campaign.

7. Timeline

The campaign will be launched at the third Summit for Democracy during the third week of March 2024 and will run through 2024.

What	Timeline
Tender announced & review of proposals	December 2023 - January 2024
Company hired	February
Work starts (some initial material developed for S4D)	March
Regional sub-grant awards	May
Presentation of campaign initiatives at IDD 2024	September
Campaign around Summit of the Future	September
End of campaign & impact report of campaign	December

TERMS OF REFERENCE
FOR
CONTRACT OF PROVISION OF SERVICES
FOR GDC ADVOCACY CAMPAIGN

1. Background

The Global Democracy Coalition (GDC) is a multi-stakeholder alliance of democracy organizations from around the world committed to advance and protect democracy worldwide and to influence the Summits for Democracy and the Year of Action.

The GDC was initially formed in October of 2021, convened by International IDEA and other democracy assistance organizations from around the world. The intention was to create an informal group of organizations committed to the advancement of democracy, working together to engage constructively with the Summit for Democracy, hosted by United States in December 2021. Together, partner organizations decided to hold a Forum ahead of the first Summit for Democracy.

What began as an informal group working together to produce a single GDC Forum has evolved into a strategic multi-stakeholder alliance of more than 116 democracy organizations from around the world committed to advance and protect democracy worldwide and to influence the Summits for Democracy and beyond.

The GDC now provides a platform for dialogue, collaboration, knowledge exchange and experience-sharing, and advocacy on democracy around the Summits for Democracy and beyond. Working collectively on strategic issues relevant to the global democracy agenda has contributed to making individual organizational voices stronger and more likely to be heard.

2. Objective of the Assignment

The Global Democracy Coalition, through International IDEA, is inviting proposals from qualified and experienced companies to lead the design, implementation, and promotion of an advocacy campaign titled 'The Voice and Value of Democracy.' This initiative seeks to shift the narrative on democracy to a more positive one, highlighting and creating greater awareness of democracy's value, benefits and comparative advantage, with a specific focus on engaging the youth demographic. The primary objectives of the campaign are to enhance youth understanding of the intrinsic value and benefits of democracy and its comparative advantage. A second objective is to showcase the universal nature of democracy, to highlight the diverse manifestations of democratic principles across various regions and cultures, and to actively encourage and facilitate the participation of young individuals in democratic processes. The selected organization/company will draw material, data, experiences, good practices, democratic innovations on democracy from partner organizations in the GDC to ensure that the collective wealth of experience and information on the value and benefits of democracy can feed the campaign. The organization/company will also work closely with GDC partners to help disseminate the campaign. The organization/company work with regional partner organizations in the GDC to ensure that the campaign is well-grounded in diverse regional contexts, feeds the campaign with regionally relevant information and concepts and helps disseminate the campaign to regional audiences. As part of this comprehensive campaign, the selected company will play a crucial role in advising the subgranting process to regional organizations within the Global Democracy Coalition, assisting in the creation of relevant Terms of Reference and offering ongoing guidance to ensure the successful implementation of region-specific strategies.

3. Scope of the Assignment

The selected company/organization will be responsible for the following:

- Designing a comprehensive advocacy campaign strategy that aligns with the provided campaign document, reflecting the ideas and objectives envisioned for the campaign.
- Designing a comprehensive advocacy campaign strategy aligned with the provided campaign objectives.
- Creating engaging and culturally relevant content for various platforms, including social media, video, traditional media, and educational materials, based on material produced by GDC partners among others.
- Collaborating with the Global Democracy Coalition and its partners to leverage resources, data, and experiences for the campaign.
- Providing guidance in the subgranting process, including the creation of Terms of Reference (ToR) for regional organizations.
- Assisting in the identification and selection of regional organizations within the Global Democracy Coalition for subgranting purposes.
- Developing region-specific content and strategies in collaboration with selected regional GDC organizations.
 - I.E. Organizing events, webinars, and other interactive activities to actively involve the target audience.
- Engaging with influencers, opinion leaders, and youth ambassadors to amplify campaign messages, while providing guidance/toolkit to the regional organizations that will help with the regional implementation of the campaign.
- Utilizing data and research to create content tailored for a young audience.
- Implementing a social media strategy, including regular updates, advise on how to have an impactful engagement with followers, and monitoring of key performance indicators.
- Developing partnerships with educational institutions, activists, creative industries, and policy-makers to maximize campaign reach.

Additional Notes on Subgranting Process:

- The GDC's subgrant committee will oversee the subgranting process, including the identification and selection of regional organizations within the Global Democracy Coalition to receive subgrants for the implementation of the advocacy campaign.
- The selected company will collaborate closely with the GDC co-coordinators in creating and finalizing Terms of Reference (ToR) for the subgranting process, ensuring alignment with campaign objectives, regional contexts, and organizational requirements.
- The company will provide technical assistance and support to the regional organizations during the implementation phase, ensuring the successful execution of region-specific content and strategies.
- Regular reporting on the progress of subgranted regional organizations, including activities undertaken, challenges faced, and achievements realized, will be an integral part of the overall campaign reporting.

4. Deliverables

The deliverables for the advocacy campaign include a range of items that contribute to the successful planning, implementation, and assessment of the campaign.

- A detailed advocacy campaign strategy outlining key messages, target audiences, channels of dissemination, and a timeline for implementation (most probably March – December 2024)
- Engaging and culturally relevant content for various platforms, including social media posts, videos, articles, and educational materials.

- Regular progress reports tracking social media engagement, website traffic, and other relevant metrics. These reports should include an analysis of the effectiveness of the campaign and any adjustments made to the strategy based on ongoing assessments.
- Assistance in the identification and selection of regional organizations within the Global Democracy Coalition for subgranting purposes, including the creation of Terms of Reference (ToR) for the subgranting process.
- Technical assistance and support provided to regional organizations during the implementation phase, ensuring the successful execution of region-specific content and strategies.
- Documentation of partnerships developed with educational institutions, activists, creative industries, and policy-makers to maximize the campaign's reach.
- A comprehensive campaign evaluation report summarizing the overall impact of the campaign, lessons learned, and recommendations for future initiatives or the continuation of the campaign.

5. Timeline

TBD

6. Management and Organization

The selected company/organization will work under the guidance of the GDC Project Coordinator, at International IDEA, who will be coordinating efforts with the Advocacy Campaign Working Group of the Global Democracy Coalition.

International IDEA will not purchase equipment for this assignment.

The selected company/organization will send all the documents and maintain communication with Elisenda Ballesté Buxó (e.ballestebuxo@idea.int), Project Coordinator at International IDEA.

7. Restrictions

During the period the selected company/organization is engaged with International IDEA, it is expected to adhere to International IDEA's standards of independence and impartiality and is expected to exercise discretion in all matters relating to the performance of their functions.

While engaged by International IDEA, the selected company/organization may not engage in any activity that is incompatible with the discharge of their duties. Unless specifically authorized, the selected company/organization may not communicate at any time to the media, or any institution, government or external authority, any information that has not been made public and which is known to them as a result of their engagement with International IDEA.

8. Required Competences, Skills, and Experience

The selected company/organization should have the following skills and experience:

- Proven experience in designing and implementing advocacy campaigns, on issues related to democracy, youth engagement, or similar themes, couples with the incorporation of SBCC into their approach.
- A track record of successful campaigns with demonstrated impact and positive outcomes.

- In-depth knowledge and understanding of youth demographics, their behaviors, preferences, and challenges, with a focus on effectively engaging and mobilizing this audience.
- Strong strategic thinking skills to design a comprehensive campaign strategy aligned with campaign objectives and global context.
- Ability to work effectively across diverse cultures, understanding and respecting regional nuances and tailoring campaign messages accordingly.
- Proficiency in creating compelling and culturally sensitive content for various platforms, including social media, video, and written materials.
- Competence in utilizing data and research to inform campaign strategies and create content tailored for a young audience.
- Experience in organizing and coordinating events, webinars, or interactive activities to actively involve the target audience.
- Demonstrated ability to build and sustain partnerships with a variety of stakeholders, including youth organizations, educational institutions, influencers, and international entities.
- Experience in supporting subgranting processes, including the identification and selection of regional organizations, and the creation of Terms of Reference for subgrantees.
- Competence in designing and implementing monitoring and evaluation frameworks to track campaign progress and impact.
- Excellent communication skills, both written and verbal, along with strong relationship management capabilities to effectively engage with stakeholders and collaborators.
- Demonstrated ability to bring innovation and creativity to the campaign, ensuring it stands out and captures the attention of the target audience.
- Strong project management skills, including the ability to manage timelines, budgets, and resources effectively.
- Ability to adapt to changing circumstances and emerging trends, ensuring the campaign remains relevant and impactful.
- Awareness of and commitment to ethical considerations, especially when dealing with political content, ensuring adherence to relevant regulations and ethical standards.



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

LETTER OF INVITATION

Project Name: *Global Democracy Coalition – Ford Foundation Grant*

Assignment Name: *Advocacy Campaign “The value and voice of democracy”*

Section 1. General Information

- 1.1 The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with member states across all continents, which aims to support sustainable democracy world-wide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.
- 1.2 International IDEA now seeks to employ an organization for the assignment entitled: Advocacy Campaign “The value and voice of democracy”. The services include the development of the Advocacy Campaign “The value and voice of democracy”. A detailed description of the assignment is provided in the Terms of Reference attached to this Letter of Invitation. Interested qualified organizations are invited to submit Proposal to participate in the selection.
- 1.3 Tentative timeframe: January – March 2024. It is anticipated that the services will commence on 23 January 2024 and they will have to be completed before 22 March 2024.
- 1.4 Estimated budget: 50,000 USD
- 1.5 Language: The official language for the contract, reports and any other documents in relation to the assignment is English.

Section 2. Preparation of CVs/Proposal

- 2.1 Language: The CV/Proposal must be written in English.
- 2.2 Required experience:
 - Proven experience in designing and implementing advocacy campaigns, on issues related to democracy, youth engagement, or similar themes, couples with the incorporation of SBCC into their approach.
 - A track record of successful campaigns with demonstrated impact and positive outcomes.
 - In-depth knowledge and understanding of youth demographics, their behaviors, preferences, and challenges, with a focus on effectively engaging and mobilizing this audience.
 - Strong strategic thinking skills to design a comprehensive campaign strategy aligned with campaign objectives and global context.
 - Ability to work effectively across diverse cultures, understanding and respecting regional nuances and tailoring campaign messages accordingly.
 - Proficiency in creating compelling and culturally sensitive content for various platforms, including social media, video, and written materials.

- Competence in utilizing data and research to inform campaign strategies and create content tailored for a young audience.
- Experience in organizing and coordinating events, webinars, or interactive activities to actively involve the target audience.
- Demonstrated ability to build and sustain partnerships with a variety of stakeholders, including youth organizations, educational institutions, influencers, and international entities.
- Experience in supporting subgranting processes, including the identification and selection of regional organizations, and the creation of Terms of Reference for subgrantees.
- Competence in designing and implementing monitoring and evaluation frameworks to track campaign progress and impact.
- Excellent communication skills, both written and verbal, along with strong relationship management capabilities to effectively engage with stakeholders and collaborators.
- Demonstrated ability to bring innovation and creativity to the campaign, ensuring it stands out and captures the attention of the target audience.
- Strong project management skills, including the ability to manage timelines, budgets, and resources effectively.
- Ability to adapt to changing circumstances and emerging trends, ensuring the campaign remains relevant and impactful.
- Awareness of and commitment to ethical considerations, especially when dealing with political content, ensuring adherence to relevant regulations and ethical standards.

- 2.3 Information required: The CV/Proposal must provide the following information
- Qualifications according to ToR
 - Letter of interest
 - Company background details
 - Evidence of experience on other similar assignments
 - The full contact details (name, title, email address, telephone number) of three references

- 2.4 Financial Proposal: Send the suggested detailed budget with list of related expenses

Section 3. Submission of CVs/Proposal

- 3.1 The CVs/Proposals must be submitted in electronic format by e-mail.
- 3.2 The e-mail address for submission is e.ballestebuxo@idea.int and a.koviazina@idea.int
- 3.3 The deadline date for submission is 8 January 2024, 23:59 CET.

Section 4. Evaluation of CVs/Proposals

- 4.1 The CVs/Proposals will be evaluated and scored against the following criteria with respective corresponding points.
- *Experience and Expertise - 10 points*
 - *Understanding of Democracy - 8 points*
 - *Youth Engagement Strategy - 14 points*
 - *Collaboration and Partnership Building - 10 points*
 - *Regional and Cultural Relevance - 12 points*
 - *Technical Assistance and Support - 10 points*
 - *Social Media Strategy - 10 points*

- *Data-Driven Approach - 8 points*
- *Budget Efficiency - 10 points*
- *Innovation and Creativity - 8 points*

The maximum final score is 100 points.

- 4.2 The consultant/company ranked highest will be invited to negotiate the contract. If negotiations are successful the contract will be awarded. If unsuccessful negotiations will proceed with next ranked consultant/company.

Section 5. Final Considerations

- 5.1 International IDEA will not be bound to select any of the organisations.
- 5.2 The following documents are enclosed with this Letter of Invitation:
Terms of Reference
Concept Note
Criteria
- 5.3 Should you need any further clarifications with respect to this invitation, please contact:
E-mail: *e.ballestebuxo@idea.int*
- 5.4 We would appreciate your informing us by e-mail (contact details above) upon your receipt of this Letter of Invitation, whether or not you intend to make a submission.