



TERMS OF REFERENCE FOR COMMUNICATIONS EXPERT

Project Title: “THINK, ACT, ENCOUNTER, CHANGE (#TEACH): Student Ambassadors & Migrants Together for Inclusive Societies”

1. Project Description

The *THINK, ACT, ENCOUNTER, CHANGE (#TEACH): Student Ambassadors & Migrants Together for Inclusive Societies* project will foster critical thinking skills among young people (ages 13-18) on the positive contribution of migrants to society through creating encounters with migrants in their classrooms and support them to take action to raise awareness in their schools and local communities. The project will do this by engaging a network of 400 schools across 9 European countries (Belgium, Croatia, Ireland, Italy, Hungary, Malta, Portugal, Spain and the United Kingdom) to reach approximately 60,000 students through developed pedagogical materials to be used in the classroom and awareness raising activities that call the students to action.

From the 60,000 students expected to be reached by the project, 2,000-4,000 of these students will be more actively involved by becoming Student Ambassadors on their school campuses, collectively organising over 800 events at their schools or in their local communities with the support of teachers. The project will encourage young people to think critically and exercise judgement – especially in the context of the internet and social media – to be able to distinguish fact from opinion, recognise propaganda and to resist hate speech and be motivated to counter such misinformation with their own positive and fact-based messages.

By mobilising this network of schools across Europe, JRS Europe and its partners will utilise its 30 years of experience in raising awareness and advocating for issues faced by migrants and refugees seeking safety in Europe to share their stories and voices with the general public. Particularly, the project will give migrants a platform to use their voice to present their stories and experiences to the schools involved in the project by creating the Forced Migrant Speakers Council of up to 100 refugees, asylum-seekers and forced migrants who will provide 800 presentations in the schools involved.

In the long-term, through the material (pedagogic curriculum, training resources, event how-to guides, campaign branding, videos and infographics) and activities of the project (student events, 9 national events, 1 European-level event) the next generation of societal influences will have developed their critical thinking and leadership skills to discern fact from fiction, shape the public discourse and contribute to the presentation of an informed and positive vision of a diverse, multicultural and inclusive Europe for the future.

Main Objectives of the Project:

- The #TEACH project aims to **encourage the dissemination of fact-based information** complimented by the stories and testimonies of migrants **to create a balanced perception of the situation faced by asylum seekers and refugees** who have arrived to Europe seeking safety. This will be done in schools with students up to aged 19 and, by extension, teachers and the larger school communities of administrators, coaches, and parents.

- The project will train students to **develop critical thinking skills**, to debate different viewpoints about migration and to counter overtly negative coverage and/or hate speech present in the media, in social media or among their peer groups.
- Additionally, the project will provide awareness **raising material and communication tools for social media to mobilise students to spread positive messages** about forced migrants in their societies through micro-campaigns and ongoing dissemination of the project information.

As specified in the AMIF call for proposals the #TEACH project will focus on the following outcomes:

- Partnerships will be developed across 9 countries in Europe between schools and the JRS partners – to create national and a Europe-wide network – with the aim to develop and implement awareness raising and educational activities with young people
- Real facts about migration and integration will be communicated to young people and disseminated throughout society through social media and events in schools and local communities
- The awareness raising projects aimed at young people will change societal attitudes about the positive contribution of migrants to our societies;
- Stereotypes, negative rhetoric and/or hate-speech against third-country nationals will be combated by young people through micro-campaigns
- Third-country nationals (focus here on refugees, asylum-seekers and forced migrants because of JRS's mandate to serve these populations) will be given a voice in the public debate on migration and integration through their involvement in the awareness raising presentations in schools and their involvement with micro-campaigns or advocacy activities with students.

In order to do this, JRS Europe and its partners will develop and mobilise a network of 400 schools, teachers and students across Europe to engage in the #TEACH project (BE 25, ES 110, HR 30, HU 20, IE 25, IT 100, MT 30, PT 50, UK 20). The projects' activities in the schools will be implemented in two rounds over two academic years – in line with the school calendar. We expect that the project will be able to reach approximately 60,000 students and teachers by this project. In addition, it foresees the active engagement of at least 1 teacher per school and a small group of about 10 students per school as Student Ambassadors who will participate further in the project goals, disseminate awareness raising material and lead at least one event per year in their school or local community – totalling 800 student lead events of the project over the course of 2 years. Finally, the project will include a Force Migrant Speakers Council, which will involve 5-10 refugees, asylum-seekers or migrants per country who will be trained in the project goals and in delivering appropriate presentations and testimonies to young people and are able to visit schools to tell their stories to the students in their classrooms or during school assemblies.

The main activities of the project:

2. Scope of the Communications expert tasks

The Communications expert tasks are intended to support JRS Europe and the project partners to implement the communication part of the project in a way that fulfills the project objectives

3. Purpose of the Task

The Communications expert is expected to develop a website to disseminate the pedagogic materials among students and teachers and a branding that will be appealing to students.

The Communications expert will also develop a social media strategy to disseminate the messages of the project among young students

The communications expert to work in close collaboration with JRS Europe team as well as with the pedagogic expert who will develop the pedagogic materials that would provide clear and comprehensive information on the asylum seekers, refugee and forced migrants issue as well as critical thinking skills to debate different viewpoints about migration in way that help students to reflect on migrants' contribution of in our societies.

4. Scope of the Communications expert tasks

This expert has the following principal tasks:

- (i) Develop a branding (branding manual) for the project attractive for social media and young people: logo, mood board...
- (ii) Participate at the Advisory Committee meetings to discuss with JRS-E and the pedagogic expert the materials and strategies
- (iii) Develop a website that contains all information related to the project and the pedagogic materials, and enables dissemination activities
- (iv) Develop a communications strategy (including social media – Facebook, Twitter and Instagram) in collaboration with the partners to diffuse the pedagogical materials and to promote the raising awareness activities organised by the student ambassadors addressed to three target groups: students, teachers and schools
- (v) Provide recommendations or guidelines on how to implement the communications strategy
- (vi) Develop awareness raising materials for social media targeted towards different audiences (students, teachers, school community) in all the countries involved
- (vii) Develop toolkit for the JRS Europe Ambassadors on how to use social media to raise awareness

(viii) Review the materials according to the group of National Stakeholders feedback

4. Expected Results and Deliverables

Expected outputs from the communication expert are:

- Design a brand that is attractive for social media and young people and coherent/complimentary with JRS Brand (this would include elements such as a logo and mood board)
- Develop a user friendly and simple website in WordPress + platform or forum where the students would be able to interact with each other
- Develop a communications/social media strategy
- Design awareness raising materials for social media
- Develop a toolkit for JRS Europe Ambassadors on how to use social media to raise awareness

5. Timing and Duration

The total duration of the development of the communications materials will be **6 months within** the period of 2 January 2019– 30 June 2019, according to the following plan:

Preparation (during period 2nd January – mid February 2019):

- Acquaintance with the project
- Acquaintance with the existing social media tools from JRS Europe and the partners.
- Set of mock branding design

Participation at the Advisory Committee (2 working days during the month of February 2019):

- Briefing with JRS Europe
- Meeting with the Project Coordinators, pedagogic expert
- Presentation of the branding
- Debriefing with JRS Europe.

Drafting the communications/social media strategy (until end March 2019):

- Drafting the strategy
- Additional information and further clarification with JRS Europe Communications Officer

Finalising the communications/social media strategy (until end April 2019):

- Incorporation of comments

Developing the website (until mid-May 2019):

- Incorporation of comments

Drafting awareness raising materials for social media (till 31th May 2019):

- Drafting social media materials
- Presentation of social media materials

Drafting toolkit for JRS Europe Ambassadors on how to use social media to raise awareness (till 31th May 2019)

- Drafting toolkit
- Additional information and further clarification with JRS Europe Communications Officer

Finalizing awareness raising materials for social media (till 30th June 2019):

- Incorporation of comments

Finalizing toolkit for JRS Europe Ambassadors on how to use social media to raise awareness (till 30th June 2019)

- Incorporation of comments

Finalizing the website (until mid-July 2019):

- Incorporation of comments
- Incorporation of last materials

To ensure specific customs procedures insight of the process, the expert will work in close contact with the JRS Europe Communications Officer.

6. Required Qualification

- Proven experience in developing communications and social media campaigns, desirably for a young target audience
- Proven experience in the area of communications and graphic design
- Understanding of Migration and Refugee issue in Europe
- Excellent writing and communication skills
- Fluency in English is required, other languages are desirable