



DDCP-YD/CHS (2014) 29

Strasbourg, 21 October 2014



Youth campaign for human rights online

## **Evaluation of the campaign**

Call for bids / Expressions of Interest

Deadline: **7 November 2014**

## BACKGROUND

The Youth Department of the Council of Europe is organising an evaluation of its online campaign, the No Hate Speech Movement. The No Hate Speech Movement is a Europe wide campaign, devised by, and implemented with, young people in the Council of Europe to raise awareness of hate speech online, and to combat it. A campaign of campaigns, the No Hate Speech Movement has national campaigns across Europe and Mexico, involving young people online and offline, with a special focus on human rights education, including schools.

Human rights education plays a central dimension in the campaign: combating hate speech is not about inciting young people to be nice to each other. It is about all forms of expression which *spread, incite, promote or justify* racial hatred, xenophobia, antisemitism or other forms of hatred based on intolerance, including homophobia, transphobia and sexism. Hate speech online reaches and affects directly young people, particularly when combined with cyberbullying and cyberhate.

The campaign seeks to reduce the acceptance of hate speech online as “normal” and inevitable. Beyond education and awareness-raising, the campaign should also result in normative guidelines for combating hate speech at national and European level.

The European campaign was launched on 22 March 2013 and is expected to close on 31 March 2015. More information about it can be found at <http://www.nohatespeechmovement.org/> and at <http://nohate.ext.coe.int/>

The Council of Europe is searching for consultant/s to support the evaluation of the campaign, according to the guidelines, requirements and criteria outlined below.

## TERMS OF REFERENCE

### I. Scope of the evaluation

The evaluation of the European campaign should provide relevant information and analysis about the impact, outcomes and results of the campaign at European and at national levels. The following areas should be considered and covered:

1. The **results achieved at European and impact** at national level concerning, among others:
  - 1.1. Political attention and concern for online human rights, prevention of hate speech, upholding of freedom of speech and online safety
  - 1.2. Taking up online and hate speech and human rights as domains for campaign and action for human rights and human rights education
  - 1.3. The acceptance of, or reaction to, online hate speech as an area for campaigning against discrimination and human rights abuse
  - 1.4. The development of educational projects and activities to take up campaign issues
  - 1.5. Internet governance matters, in particular the role and participation of young people as a dimension of netcitizenship
  - 1.6. The connections between online hate speech, cyberbullying and Internet safety
  - 1.7. Media education and Internet literacy among children and young people
  - 1.8. Synergies and cooperation among youth, human rights and Internet governance actors

- 1.9. Education policies and projects, including education for democratic citizenship and the cooperation between formal and non-formal education actors
- 1.10. Connection with European youth projects
- 1.11. Mobilising young people for human rights and human rights online, notably through the European Action Days and related activities
2. **Normative frameworks** to address issues raised by the European and national campaigns
3. The **impact/reception** of the campaign on youth organisations and youth policy actors
4. The **mobilisation** of member states and of non-governmental partners in the European and national campaigns
5. The preparation, support and role of the **online activists and bloggers**
6. The influence from and impact on the **Council of Europe** institutions, bodies and instruments
7. The visibility and impact of the campaign on the Council of Europe youth sector **direct beneficiaries** (participants in activities at the European Youth Centres and/or funded by the European Youth Foundation)
8. The relevance and adequacy of the **programme of activities** for the European and for the national campaigns
9. The **outreach** of the campaign on the Internet, in particular through social networks
10. The mobilisation of financial and human **resources** for the campaign
11. The **management** of the campaign in particular the articulation between the European and the national campaign
12. The perspectives for **follow-up** and consolidation of the results of the campaign in the youth, education and Internet governance fields.
13. The **ownership** of the campaign by the various stakeholders and partners inside and outside the Council of Europe
14. The **visibility** of the campaign at European and national levels.

## II. Key Questions

The evaluation study should seek to answer the following questions

- 1) To which extent did the campaign increased awareness about online hate speech and human rights on the Internet among stakeholders in the youth, education, media and human rights fields and among young people?
- 2) To which extent did youth governmental and non-governmental partners embrace the campaign and relayed it among their constituencies and public?
- 3) To which extent did the campaign reach out to new publics and partners and develop the role of youth policy in relation to Internet governance, safety and netcitizenship?

- 4) To which extent did the campaign succeed in strengthening the role and practice of human rights education, especially through non-formal education, by including online matters?
- 5) To which extent were the resources of the campaign well managed?
- 6) To which extent did the campaign reflect the values and working methods of the youth sector of the Council of Europe?
- 7) In what ways was the campaign innovative for the Council of Europe and its youth sector?

### **III. Sources of information**

The evaluation should be based on the information available or to be gathered from the following sources:

1. Online activists
2. The campaign platform (including the Hate Speech Watch, Blog, ...)
3. Facebook, Twitter, Youtube and other online media and networks
4. The members of the statutory bodies of the Youth Department
5. Participants in the online and offline campaign activities
6. Partners of the campaign
7. Council of Europe institutions and bodies
8. National committees and coordinators
9. Reports of activities.

In relation to these sources, the evaluator/s are expected to design questionnaires, surveys, interviews or any other relevant tools to collect and analyse the information.

### **IV. Deliverables**

1. A detailed evaluation plan, for 30 November 2014
2. A tentative report of the evaluators, on the progress of the evaluation and possible points of action for the meeting of the Joint Council on Youth in March 2015
3. A summary of the main findings, conclusions and recommendations – maximum of 8 pages –by 15 May 2015
4. A complete analytical and summative evaluation report covering all the points mentioned above by 15 June 2015.

### **V. Calendar**

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|--------------------------|---|
| <b>15 November 2014:</b> | Selection of external evaluators  |
| <b>30 November 2014:</b> | Agreement of evaluation plan<br>Setting up of online and offline feed-back and evaluation tools |

<b>15 December 2014:</b>	Preliminary report on evaluation needs and means First Meeting of the Evaluation group (to be confirmed)
<b>January- April 2015</b>	Evaluation work
<b>April 2015</b>	Second Meeting of the Evaluation group
<b>May 2015</b>	Preliminary evaluation report
<b>June 2016</b>	Final evaluation report.

## COMPETENCES REQUIRED FROM THE EVALUATOR/S

The external evaluators should possess the following qualifications and experiences:

- Academic background or training in evaluation, evaluation research or project management, preferably within an international context;
- Knowledgeable in matters relating to hate speech, human rights, human rights education, youth/education policy, online campaigning and/or Internet Governance;
- Experience with online campaigns or/and educational tools, in particular through online social and media networks
- Experience of working with the Council of Europe or other European institutions
- Very good analytical and writing skills
- Very good command of English; knowledge of French and other languages will be an advantage
- Autonomy in the command and design of tools for evaluation
- Ability to work autonomously within a team and to respect strict deadlines.

## CONTRACTUAL CONDITIONS

All contracts will be established in application of the General Purchasing Conditions in place at the Council of Europe, which include:

### **“Precedence clause**

Any general purchasing terms and conditions of the supplier shall never prevail over these General Purchasing conditions. Any provision proffered by the supplier in its documents (general purchasing conditions or correspondence) conflicting with the clauses of these General Purchasing Conditions shall be deemed void, except for the suppliers’ general conditions which are more favourable to the Council.

### **Definitions**

For the purposes of these General Purchasing Conditions:

- a. "contract" shall mean the present General Purchasing Conditions and the order, contract or agreement to which they are appended, the two documents together forming the contract;
- b. "Council" shall mean the Council of Europe;
- c. "supplier" shall mean the person or legal entity executing works and/or supplying the goods and/or providing services to the Council of Europe under the contract or the partner under the partnership agreement.

## **1. Loyalty of the supplier**

In the performance of the present contract, the supplier will not seek or accept instructions from any government or any authority external to the Council. The supplier undertakes to comply with the Council's directives for the completion of the work, to observe absolute discretion regarding all service matters and to refrain from any word or act that may be construed as committing the Council.

## **2. Confidentiality**

The supplier shall observe the utmost discretion in all matters concerning the contract, and particularly any service matters or data that have been or are to be recorded that come to the supplier's attention in the performance of the contract. Unless obliged to do so under the terms of the contract, or expressly authorised to do so by the Secretary General of the Council of Europe, the supplier shall refrain at all times from communicating to any person, legal entity, government or authority external to the Council any information which has not been made public and which has come to the supplier's notice as a result of dealings with the Council. Nor shall the supplier seek to gain private benefit from such information. Neither the expiry of the contract nor its termination by the Council shall lift these obligations.

## **3. Disclosure of the terms of the contract**

- a. The supplier is informed and gives an authorisation of disclosure of all relevant terms of the contract, including identity, for the sole purposes of internal and external audit and to the Committee of Ministers and to the Parliamentary Assembly of the Council with a view to these latter discharging their statutory functions.
- b. Whenever appropriate, specific confidentiality measures shall be taken by the Council to preserve the vital interests of the supplier.

## **4. Use of the Council of Europe's name**

The supplier shall not use the Council's name, flag or logo without prior authorisation of the Secretary General of the Council of Europe.

## **5. Fiscal obligations of the supplier**

The supplier undertakes to observe any applicable law and to comply with his/her fiscal obligations in conformity with the legislation of the supplier's country of fiscal residence.

## **6. Price**

The price shall be stated in euros and without tax.

## **7. Amendments**

The provisions of the contract cannot be modified without the written agreement of both parties.

## **8. Transfer of contract**

The contract may not be transferred, in full or in part, for money or free of charge, without the Council's prior authorisation in writing.

## **9. Case of force majeure**

1. In the event of a force majeure, the parties shall be released from the application of this contract without any financial compensation. Force majeure is defined as including the following: major weather problems, earthquake, strikes affecting air travel, attacks, a state of war, health risks or events that would require the Council to cancel the contract.
2. In the event of such circumstances each party shall be required to notify the other party accordingly in writing, within a period of 5 days.

## **10. Disputes**

In accordance with the provisions of Article 21 of the General Agreement on privileges and immunities of the Council of Europe, all disputes between the Council and the supplier as regards the application of this contract shall be submitted, if a mutual agreement cannot be reached between the parties, to arbitration as laid down in Rule No 481 of the Secretary General."

## Exclusion criteria

The General Exclusion Criteria of the Council of Europe apply also to this call (extracted from the Council of Europe internal Rule No. 1333 of 29 June 2011 on procurement procedures):

“Potential suppliers or bidders shall be excluded from participating in the tender procedure where they:

- a. have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
- b. are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- c. have received a judgment with *res judicata* force, finding an offence that affects their professional integrity or serious professional misconduct;
- d. do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of their country of incorporation;

All bidders shall deliver, when submitting their tender, a declaration on their honour certifying that they are not in any of the above-mentioned situations.

The Council of Europe reserves the right to ask successful bidders to supply the following supporting documents:

- a. for the items in a), b) and c), produce an extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country of incorporation, indicating that these requirements are met;
- b. for the items in d), a certificate issued by the competent authority of the country of incorporation.”

## AWARD CRITERIA

The proposals will be evaluated according to the combined weight in similar proportions of:

- Competence and experience in evaluation of online campaign and projects
- The adequacy of the evaluation plans
- The costs proposed by the bidders.

## HOW TO RESPOND TO THIS CALL

Expressions of interest are welcome from consultants, individually or in teams, who possess the competences and experiences indicated above. The consultants must submit:

- A recent copy of their CV;
- A motivation letter providing information on previous experience and competence; links to or details of previous similar studies will be particularly welcome
- Details about the organisation of the evaluation process (evaluation plan) including, in the case of team applications, the roles and responsibilities of each evaluator;

- An estimation of the cost of the evaluation, (excluding travel and subsistence expenses to meetings organised by the Council of Europe). Bidders are invited to differentiate between the costs foreseen in 2014 and those expected for 2015.

**DEADLINE** for submission of bids/expressions of interest/proposals:

**7 November 2014 at 23:59, CET.**

Expressions of interest are to be sent to [youth\\_tenders@coe.int](mailto:youth_tenders@coe.int)

For further information: [youth\\_tenders@coe.int](mailto:youth_tenders@coe.int)