

Terms of Reference (TOR)

For the development of an advocacy training/module for KNH partner organisations

Kindernothilfe e.V. (KNH) is looking for an experienced consultancy to develop an advocacy training module on behalf of KNH that can be used by local trainers to strengthen the knowledge and practical advocacy skills of staff within KNH partner organisations.

1. Kindernothilfe (KNH)

[Kindernothilfe e.V.](#) (KNH) was founded in Germany in 1959 as a Christian organisation to support vulnerable and marginalized children and youth to develop their full potential and is now one of the largest child rights organisations in Germany. Kindernothilfe partners with local non-governmental organisations implement around 530 projects in 36 countries in Sub-Saharan Africa, Asia, Europe and Latin America and the Caribbean, reaching out to more than 2.3 million children and young people. The areas of work range from community-based development projects and self-help groups to social work and street work programs, from networking and advocacy to capacity building and development education programs. Our work is founded on UN Convention on the Rights of the Child – promoting a child’s right to protection, provision and participation. Kindernothilfe’s global head office is located in Duisburg, Germany, with coordination structures in nearly all partner countries.

2. Context

2.1 Advocacy Concept and Advocacy understanding of KNH

In 2019, KNH developed an [advocacy concept](#), where our understanding of advocacy work is described. The advocacy work of Kindernothilfe contributes to the elimination of the underlying structural causes of child rights violations. It is an integral component of Kindernothilfe’s child rights-based programmatic work, both in Germany and partner countries. Kindernothilfe and its partner organizations are part of an extensive network and take bold action in exerting political influence at a local, national and global level. At the same time, though, Kindernothilfe is constantly aware of its responsibility for the security of all local actors. It promotes advocacy work that seeks the active participation of children and their families, while orienting itself to the thematic priorities of its country programs. Kindernothilfe places these priorities in a context of child rights related development issues at national and international level and enhances its public profile with regard to advocacy issues.

2.2 KNH Child Rights Programming Strategy

In 2019, KNH implemented a Child Rights Programming (CRP) Strategy. For KNH, CRP is the way for partners to put the child rights approach into practice in their programme and project work by

using specific and adapted methods and tools within each phase of the project cycle, involving and empowering relevant stakeholders, especially children. Thus, KNH understands CRP for itself in the following way: "Child Rights Programming means the application of child rights principles in the planning, implementation and monitoring of projects and programmes, with the overall aim of improving the situation of children, so that they can fully enjoy their rights and live in societies where children's rights are recognised and respected. "

To guide this CRP strategy, which shall allow KNH to proceed in a more systematic and coherent way and to align a training system with the experiences and trainings of the past years, the following Vision 2030 was defined: "Kindernothilfe, together with its partner organisations, contributes to the sustainable improvement of the child rights situation in the respective countries through child rights-based programmes and projects."

The development of effective project strategies to address violations of children's rights is of central importance in the context of child rights programming. Advocacy in the terms of the definition of KNH is part of the project strategy of many partner organizations. However, many partners do not yet have sufficient experience or knowledge of how to sensitize duty bearers and other stakeholders to children's rights, rights violations and children's participation and how to hold stakeholders accountable. We therefore consider an optional CRP-Advocacy-module to be important in order to be able to effectively support our partners in this regard. The KNH's capacity development makes it possible to prioritize modules in the respective countries and adapt them to country-specific needs.

3. Key roles and responsibilities of the consultancy

3.1 Specific tasks

- Development of an advocacy training module (including different advocacy instruments for different stakeholders) in the framework of CRP to be used for capacity development of KNH partner organisations and their development of project strategies
- Reference to and integration of important KNH documents and training materials
- Ongoing cooperation, communication and feedback with KNH to ensure coherence of the advocacy module

3.2 Methodology and specific objectives

The advocacy training module should be designed for a three to four days face-to-face workshop, adaptable for virtual workshops. The primary target group of the training workshop are staff members of KNH partner organisations worldwide (senior managers, field staff, etc.) with limited or first experiences in Advocacy. It is designed for small teams of NGO partner representatives (3-4 people per organisation, 5-7NGOs).

Like all KNH workshop designs, it will serve as a template which has to be adjusted to the partners' capacity development interests and the context.

Specific objectives of the advocacy training module:

Participants of the training workshops

- have a deeper understanding what advocacy means in the context of child rights-based projects
- have gained knowledge about different advocacy tools and methods and know how to use them in their context
- know how to make children participate in advocacy
- develop advocacy strategies and action plans for current and future projects funded by KNH

3.3. Timeframe

In October 2024, relevant KNH materials and documents will be shared for revision with the consultants, followed by a (virtual) inception workshop to create a common understanding of the expected deliverables. A first draft of the advocacy training module must be presented to KNH by January, 15th, 2025, the final advocacy training module must be submitted to KNH by March, 15th, 2025.

3.4. Expected deliverables

- Submission of draft version of Advocacy Module including clear instructions for trainers on methodology, trainers plans, Powerpoint Presentations, information- and worksheets, Trainer notes
- adjustments of the proposed advocacy module after feedback from KNH
- submission of final version of advocacy module

4. Required qualifications, skills and competencies

- Long-term experience with advocacy work of NGOs/CSO in the field of child rights; including instruments of advocacy planning, implementation and monitoring and risk assessment, also on project level
- Knowledge of global governing bodies such as the UN and other regional human rights bodies (AU, IACHR, etc.)
- Proven experience with child rights-based and participatory programmes and projects
- Proven experience in the facilitation of workshops applying interactive and participatory methods
- Commitment to the United Nations Convention on the Rights of the Child
- A genuine commitment to supporting meaningful participation of children and young people.
- Intercultural sensitivity and background
- fluent verbal and written skills in English
- if working in a team, preferably a gender-balanced team

5. Method of Application

A technical proposal should be submitted. The proposal should include:

- CV of the consultant/s; please submit CV for each team member with clear description of responsibilities in case you will apply as a team
- Expression of interest including your reflection/comments on your understanding of the ToR and your planned approach
- References
- Indication on your expected daily consultant fee (in local currency) and the planned number of working days and availability

6. Closing date

Please send your application via email to **Advocacy_cd@knh.info** by latest **September 23rd, 2024**.

Successful applicants will be invited after pre-selection for a personal interview via Zoom.