

TERMS OF REFERENCE (ToR): Learning Route Knowledge Sharing & Communication Specialist

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Name of the CONTRACTOR:	SUN CSN
Title of the Assignment:	Learning Route Knowledge Sharing and Communication Specialist “Leveraging the Scale Up Nutrition Civil Society Network (SUN CSN) to strengthening regional platforms and promote learning across countries on how to address malnutrition”
Thematic specialization:	Technical expertise on LR macro learning areas and in depth knowledge of SUN Civil Society Network and Alliances dynamics
Supervisor (in SUN CSN):	Ms Cecilia Ruberto
Contract Dates (from-to):	From 8 th July to 30 th October 2016 40 working days; 5 Months during the entire implementation period
Country where the contractor is based:	Desk work: home-based Field work: Rwanda (two international travels)

1. BACKGROUND

SUN Civil Society Network (CSN) is partnering with PROCASUR Corporation to design and implement tailored learning exchange platforms for 14 SUN Civil Society Alliances in Asia and Africa. These platforms called *Learning Routes* aim to improve sharing and learning initiatives between the Alliances in 14 countries. During the Learning Routes, participants from each region will visit one country to identify potentially useful innovations, understand and learn from them, and then successfully adapt and apply their learnings in their own organizations. Learning Routes will be designed to provide hands-on methods and tools to respond to specific knowledge needs of participants. It is expected that the Routes will foster learning among peers and strengthen Civil Society Alliances’ (CSAs) networks at regional and global levels.

Please refer to Annex 1 (Learning route project details) and Annex 2 (Learning Route cycle) and the [Learning Route website](#) for further information

About organisers:

- The SUN movement was created in 2010 partly in response to the findings of the 2008 Lancet special issue on Maternal and Child Malnutrition. The Lancet highlighted a lack of funds and political will to address the issue, and a fragmented global architecture for nutrition. The movement takes a multi-sector, multi-stakeholder approach to addressing malnutrition and, in 2013, the SUN Civil Society Network (CSN) was formally launched as a way to boost national level civil society efforts, as well as coordinate the nutrition community at a global level. Currently, there [are 39 Civil Society Alliances \(39 countries\) members of the SUN/CSN](#). Our secretariat is based in London, UK.
- PROCASUR Corporation is a private, not for profit, international organization specialised in the design and implementation of knowledge management tools and methodologies to foster knowledge exchanges and the spread of innovative solutions. The ‘Learning Route’ methodology was developed by Procasur as a capacity-building tool, organized as a planned journey and thematically structured around specific learning objectives to respond to particular knowledge needs (See Annex I for further details).

A Learning Route Program Coordinator will lead the programme who will oversee the program success in each of its stages and that will act in close collaboration with a Methodological Coordinator, a Technical coordinator.

A Technical Coordinator will provide technical support to the development of the specific contents of the Learning Route.

Finally, a logistical coordinator will be responsible for the logistical arrangements and a Hosting Country Focal person will complement the efforts for the successful development of the project in its different phases.

The Knowledge Sharing and Communication (KS-Com) Specialist will liaise with these actors and CSAs that have applied to participate in the Learning Route to produce and disseminate KS and communication products that stimulate discussions, information about the LR macro-learning areas, promote constructive, open and trustful environment for sharing of experiences, reflection.

2. OBJECTIVES OF THE CONSULTANCY AND SPECIFIC DUTIES

2.1 Objectives of the consultancy: the consultant will put in place and promote knowledge sharing tools and communication products across the SUN CSN and the broader SUN Movement. The deliverables produced will promote and stimulate the engagement of the CSAs to the LR learnings areas and will support in the implementation of the Learning Product award, initiative that also wants to stimulate engagement of SUN Civil Society Organizations (CSOs) on the 5 LR macro-learning areas.

The KS-Com Specialist will liaise with the Program coordinator and the Hosting Country Focal person.

The Specialist provides inputs for social media and webpage and develops technical articles based on the CSAs inputs as well supports the activities during the systematization and the Learning Route.

2.2 Specific duties. Specifically, the CONSULTANT will be responsible for:

Activities during the preparation phase of the Learning Route

- 1) Stimulate and engage in dynamic interaction with CSAs: ensure that CSAs and participants can relate to the experiences systematized
 - To participate, edit a interviews with CSAs prior the LR to let them express CSA expectations from the LR participants, the information will be used to inform the program qualitative evaluation;
 - To promote the learning product award (TBC);
 - To stimulate thematic discussions on forums (e.g. ENN) and discussions groups (Advocacy google groups, Facebook group).
- 2) Document expertise exchanges, for broad audience
 - a. To Participate to the systematization and develop technical brief that complement the brief produced by the Hosting Country Focal person about the systematization methodology to be shared with the CSAs;b. To document visually (photos and videos) and with interviews, the learning experiences (systematization and learning route exchange) and shares it to stimulate discussions on social media and forums.
 - b. To conduct post-LR interviews with participants and to produce a brief note on the effect/outcomes of the LR (focus on action plan and take away messages and learnings), the information will be used to inform the program qualitative evaluation;
- 3) Communication products
 - a. To actively and effectively engage in social media (Facebook, twitter, Instagram, Storify, ENN forums);
 - b. To coordinate and complement communication activities with the LR Hosting Country Focal person, LR Program Coordinator, Methodological coordinator (Procasur) and Technical coordinator.

Knowledge products will focus on the following thematic areas and it will be used to stimulate CSAs discussions and engagement with broader audience (SUN and external):

- **Policy** reviewing, policy tracking, participatory and democratic processes;
- Engagement and stimulation of **multi stakeholder** platforms;
- **Budget** tracking, advocacy, data collection and sharing;

- **Advocacy, social mobilization and campaign** development;
- **Communication** for accountability and awareness;
- **Good governance.**

Audience: SUN Civil Society Alliances, Civil Societies Organizations (small, medium, large); nutrition experts, actors from agriculture, climate, health, social protection, education, water, sanitation and hygiene and women' empowerment sectors, UN agencies, donors

3. DELIVERABLES/Milestones

Probation period (15 working days)	Period / days
<p>During the systematization:</p> <ol style="list-style-type: none"> 1. To participate in the systematization of experiences to develop the LR program (1 week: 11-16 July 2016); 2. To prepare short articles on the various themes of the LR and publish on social media – to inform the broader SUN Movement but also to stimulate discussions and reactions from CSA's. 3. Document experiences with photos and videos, share the material via social media (photo slideshow with comments to photos; video with comments too); 4. Before the LR: support in collecting/editing stories of change with champions; 5. Edit the best practices documents (produced by Procasur) to post on the website. 	July– 15 working days
<p>After probation</p> <p>Before the LR: 7 Interviews + article with at least 7 CSAs to see how they relate with the learning objectives of the LR and see what will be their knowledge contribution during the learning route.</p>	August-September 7 working days
<p>During the Learning route:</p> <ol style="list-style-type: none"> 6. To participate to the Learning Route exchange in Africa (1 week at end of September-beginning of October); 7. To document the discussions of the workshop; 8. 2 blogs; 9. Daily updates on social media – Twitter, Facebook, Instagram; 10. To interview participants about their key learnings and develop an article that brings together all the inputs from participants; 11. Short videos for the blog and social media, showcasing impressions of participants and champions; 12. To record short radio podcast with representatives from alliances. 	September-October 10 working days
<p>After the LR:</p> <ol style="list-style-type: none"> 13. To edit the innovation plans, to have clean and standardized document to share broadly with SUN Movement; 14. Any other communication product might be needed. 	October 5 working days
<p>During the consultancy:</p> <ol style="list-style-type: none"> 15. To curate the graphical structure/template and to edit text for 3 newsletters about the learning route program 16. To prepare a presentation that synthetize the learning route experience in Africa 	July-October 3 working days

4. LENGTH OF CONTRACT

All activities under this Contract shall be undertaken and fulfilled between July- October 2016. The Contract is for 40 working days spread on 4 months (implementation period of the learning route).

Upon successful completion of the contract SUN CSN might ask for a second consultancy (for the Learning Route in Asia)

5. TRAVEL

Would travel be needed to achieve the objectives of these ToR, SUN CSN will cover the costs related to the CONSULTANT's travel in accordance with the SUN CSN existing travel policy. In all cases, travel must be authorized a priori by the SUN CSN Learning Route Project Coordinator.

The consultant will travel to the LR hosting country twice: 1) systematization 2) Learning route exchange, travel will be for 7-10 days and logistical and travel expenses will be covered by SUN CSN.

6. FEES AND PAYMENT SCHEDULE

The overall consultancy might vary between 2000-3000 USD, conditions and honoraria are negotiable and will be based on the Candidate experience and CV.

7. PROFESSIONAL PROFILE

- Excellent interpersonal skills able to stimulate discussions and capture the content
- Extensive knowledge of the SUN CSN and alliances dynamics
- Extensive technical experience on nutrition-related issues and policies ; knowledge and experience of programmes and initiatives in nutrition developed at civil society's level;
- Flexible and available to adjust on-going during the project;
- Able to communicate with different audiences.
- Proven competence in using: Microsoft office programs, various social media (Facebook, Twitter, Instagram, storify etc), preparing presentation (PPT or Prezi)
- Proactive, creative, open minded and flexible in working time and locations. The candidate should be autonomous in conducting her/his work and at the same time "team player", fostering collaborations and network outside and sense of responsibility in commitments taken.
- Excellent English in writing, reading and speaking
- The consultant will have to use their laptop and the latest generation smartphone to produce the above mentioned deliverables
- Reliable in delivering by the established deadlines/workplan

Desirable:

- Good skills to set up/record interview and taking photos;
- Capacity in updating blog/website;
- Excellent graphical and editing expertise to produce briefs;
- Ability in conducting radio interviews;
- Knowledge of French, Spanish
- Interested in knowing and sharing about SUN and SUN Alliances intervention

How to Apply: Qualified individuals are requested to submit their cover letter, CV to Cecilia Ruberto, Learning Route Program Coordinator at: c.ruberto@savethechildren.org.uk by **3rd of July 2016**, quoting the indicative all-inclusive fee range and the consultancy with subject: "Learning Route Focal Person".

The Cover Letter must highlight the individuals motivation for application, and include proof of effective engagement with communication deliverables. It must also state the individuals time availability and fees proposed for the consultancy.

SUN CSN Learning Route Program details

SUN CSN Learning Routes in brief

- A 'learning route' is a proven process for accelerating knowledge sharing and peer-to-peer learning. At the heart of the learning route is a facilitated visit to a host country by representatives of different countries.
- The first civil society focused Learning Route will be hosted by an English-speaking country in Africa in September 2016. The second will take place in Asia in April 2017.
- We aim to involve 21-24 visiting participants from at least 7 CSAs in each LR.
- Before the learning route visits, the learning and experience of the host country is identified, analysed and captured as a set of Best Practice examples.
- Key people in the host country (we call them 'Champions') lead the learning routes and act as the trainers.
- Follow up activities and on-going support after the LR visits ensure the participants build on their learning, develop action plans and implement them.
- The learning route experiences will be captured shared with all CSAs in SUN CSN.

Funding and organisation

The learning route programme is funded by the [Children's Investment Fund Foundation](#) (CIFF), with a total budget of £1,009,038. The program will end by 31st January 2018.

The LR will be coordinated by the **SUN CSN** Secretariat, while [Procasur Corporation](#) will facilitate the development of best practice examples and other elements of the learning exchange communications.

Learning Route program main objective: To contribute to stronger, more aligned civil society alliances with the capacity to actively contribute to national efforts while responding to needs on the ground. CSAs are able to effectively contribute to multi-stakeholder platforms and CSAs will promote cascade capacity strengthening of their alliance members (from villages and communities to municipalities to districts / regions / provinces / counties to national level actors).

Specific objectives

- To enhance CSAs Social Mobilisation, Advocacy and Communications skills to become stronger nutrition advocates and support the delivery of national nutrition priorities
- CSAs use budget tracking and advocacy skills to hold governments accountable for delivering on nutrition commitments.
- Learn from the CSAs and share learning with the SUN community of practice.
- Increase national government understanding and prioritisation of nutrition

Program learning objectives

I. To identify and examine innovative and successful initiatives promoted by Civil Society Alliance members to scale up nutrition at community, provincial and national level and understand the process and the factors that brought the success and analyse the potential for scaling up/out.

II. To recognize modalities through which civil society enhance national and local policies and strategies to effectively address nutrition problems with a special focus to vulnerable and disadvantaged population.

III. Recognize efficient mechanisms to make policy makers (at community, provincial, national and international level) accountable in addressing nutrition to civil society

IV. Identify effective social mobilization and communication strategies to raise awareness on nutrition-sensitive issues and to promote behavioural changes.

Specific learning objectives and thematic areas of learning will be defined once the successful experiences will be identified with the LR country host.

The thematic areas of learning will be:

- **Policy** review, policy tracking, communications, participatory/democratic processes;
- Engagement and stimulation of **multi stakeholder** platforms
- **Budget** tracking, advocacy, communication, data collection and sharing for monitoring and **accountability**
- **Advocacy, social mobilization**, campaign development, communication for accountability and **awareness**
- **Good governance**, accountability and **participatory** processes

Project learning targets:

- At least 14 CSA involved in 2 learning route
- At least 50 individuals representing 14 CSA directly involved in LR related activities (50% women)
- At least 200 CSOs are aware of innovation plans/new ideas discussed during LR and 100 CSO are “gaining” from the participants learning and new ideas (action plan).
- At least 50% of the innovation plans are implemented
- At least 5 CSAs are actively supporting each other as a result of opportunities identified during the LR
- At least 10 of the CSA participating recognize benefits from the participation in the LR project (associated to the Theory of Change expected outcomes).

Methodology

A Learning Route is a capacity building tool, developed by [Procasur Corporation](#), designed as a facilitated planned journey with specific learning objectives. A LR is an on-going peer-to-peer training process that makes room for discussion, analysis and reflection, while encouraging an active and mutual knowledge exchange between participants and their hosts.

The ultimate aim is to develop the ability of the Learning Route’s participants to identify potentially useful innovations that can be adapted and then applied in the framework of their organizations in their own country.

The Learning Route’s methodology has been tested, adapted and renewed since 1996, through a long-term partnership between Procasur, IFAD and other international organizations. The Learning Route methodology has been used in more than 35 countries in Latin America and the Caribbean, Africa and Asia, involving over 3000 development practitioners.

Main steps of the learning route

1. Identifying and selecting the host country experiences that will be documented. An experience is relevant when it shows evidence of the use **of good practice and/or innovation** that has proved successful in addressing local challenges and in improving local people's livelihoods/ nutrition.
2. Systematization/documentation of these experiences. The aim of this is to capture **the process** (the how, who, what) to enable other people to adopt and scale up these successes. *The process of systematization aims to:*
 - identify and analyze the key of success of the experience, its good practices and innovations
 - extract lessons that can be applied for scaling-up the experience to other similar contexts
 - facilitate appropriation of the learning by the actors of the experience and enhance their ability to share their knowledge.
3. Identifying champions. People who are successful in their own work are trained to become capacity builders ('Champions'), who use their own experiences as the source of training.
4. Learning visit: representatives from at least 7 CSAs from will join each learning exchange. The learning exchange develops as a journey across different experiences and through meeting various stakeholders and trainers. It ends with the drafting of an action plan to implement/test some of the learning acquired during the event.
5. Follow up and on-going support. Participants are supported to draw on their learning, to share their learning with others, and to implement their action plans.

More information

[SUN CSN Learning Route website](#)

[Learning Route facebook group](#)

[PROCASUR webpage](#)

[SUN Movement learning Routes in Peru and Senegal \(2014\)](#)