

TERMS OF REFERENCE FOR CONSULTANCY (HOME BASED)

FEDERATION ADVOCACY STRATEGY DEVELOPMENT

1. Background and objective of the consultancy

SOS Children's Villages International advocates globally for the rights of children and young people who have lost or risk losing parental care. The organization has years of experience and extensive expertise in advocacy. Over the last 15 years, a considerable and increasing number of member associations have done excellent advocacy work in successfully influencing national, regional and international policies to improve children's lives.

Since 2016, SOS Children's Villages federation has been on the road to implement the **2030 Strategy** which gives priority to advocacy, as the fourth of seven Strategic Initiatives to “**give a voice to our target group and increase advocacy impact**”¹.

However, gaps in resourcing and connecting advocacy efforts across the Federation remain. General consensus is that the organization is lacking general alignment and advocacy strategic direction from the General Secretariat for the Federation. More consistency and visibility are needed to get longer-term strategic commitment to, and investment in, advocacy and to deliver sustainable impact and growth.

Purpose of the consultancy is to develop and to deliver Federation Advocacy Strategy 2023 – 2024 based on agreed process.

The development of the Federation Advocacy Strategy (FAS) should ensure that we are:

- Rooting our advocacy in the **experience and knowledge of member associations who are working directly with children who have lost or are at risk of losing parental care**
- Getting **buy-in from member associations**, which will be invited to join the movement by implementing the Federation Advocacy Strategy
- Building a **collaborative and participatory approach to advocacy** within the organisation
- Identifying **potential risks and mitigation strategies** for our advocacy

2. Conditions and deliverables

The work involves **desk review** and **systematization of existing resources** as well as **generating new information**, in order to deliver **outcome report** that will serve as a basis for drafting of Federation Advocacy Strategy. It includes **consultation of internal stakeholders** to consolidate input, as well as **preparation and facilitation of a formulation workshop** to finalize the **writing of the FAS** .

FAS will be developed around three thematic pillars:

Topics of the first two pillars will be identified during first phase of the project, through desk-review and internal consultation on common priority issues affecting children and young people who are at risk of losing parental care or who have lost parental care and that require joint advocacy actions at all levels.

Additionally, SOS CVI has identified mental health as topic affecting both children and young people at risk or having lost parental care. The issue of mental health emerged as a common theme consistently so as to be considered potentially as strong cross-cutting and multidimensional theme to be prioritized as third pillar of the strategy.

¹ SOS CVI Strategy 2030, Strategic Initiative 4

Methodology, deliverables and timing are proposed as follows:

SOS Children's Villages International is running **a consultation using a questionnaire inquiring member associations and internal partners** about the change they want to achieve with advocacy and the issues that need to be prioritised to achieve that change. Questionnaire will be closed on 16th of January 2023 and the results of this consultation should be used as a basis for the development of the FAS. Consultant will be responsible to analyse and synthesize data and results.

In addition, consultant will conduct **a desk-based review** to look at the evidence generated by SOS Children's Villages through these surveys and other priorities identified by our target groups as part of surveys with children and young people, existing literature on issues relevant to children who have lost/are at risk of losing parental care, current strategic frameworks within the organisation and any lessons learnt from advocacy work. It should also include review of similar strategic documents from other partner organizations dedicated to children's rights.

Based on the priorities identified in the consultation and the desk-based review, **in-depth and key informant interviews** (KIIs) with internal and external stakeholders identified throughout the process will be conducted to get their perspectives on the current system we are seeking to change and what is needed to change it.

Outcome report and accompanying slide decks are expected on 27 January 2023 to present analysis and synthesize data from both consultation and desk-review findings

In a second phase, SOS Children's Villages International will then convene key stakeholders within the organisation for a face-to-face **formulation workshop** where information from the consultation, the desk-based review and the KIIs will be used to agree on **a shared vision for our advocacy** as well as a **theory of change** on how to achieve this vision. This will include identifying **objectives for policy/behaviour change**, building **a strategic approach to address barriers to change**, **mapping targets/allies/blockers** and putting together **a timeline with key opportunities** for influencing. The workshop will also develop of a broad set of priority activities for our strategy and look at risks and mitigation for our advocacy. Consultant will be responsible to develop workshop methodology and facilitate its delivery (mid-February).

The third phase of the project consists of drafting and writing the final Federation Advocacy Strategy. It will capture the outcomes of this process in a strategic document outlining Specific, Measurable, Achievable, Relevant, and Time-Bound (SMART) Objectives, Sub-Objectives, Tactics, detailed power mapping of stakeholders, priority activities and output, key calendar moments, risk management and a MEAL framework.

Project consultant will be leading the development and implementation of agreed work package with the support of the project team members and project manager.

Project team includes members of the Global Advocacy Network and is constituted of representatives of both regional and international advocacy teams.

Role of the project team is mainly advisory and information sharing

- Regular meeting to get updates and provide input into the advocacy strategy development process
- Share knowledge, intel, and entry points for improving the wellbeing of children who have lost/are at risk of losing parental care for the purpose of advocacy work
- Alongside the advocacy team, work towards the operationalization of the advocacy strategy by SOS Children's Villages.
- Provide feedback on the advocacy strategy and other relevant outputs

Additionally, project steering committee with seven representatives from regions has been set up for project oversight, decision making, status tracking and to support and drive change management.

3. Timeline

The duration of the consultancy is approx. 30 working days, depending on the technical proposal submitted by the successful applicant.

The final contents of the Federation Advocacy Strategy should be submitted by 27th of March 2022. A first draft for feedback is expected at the beginning of March, and a second feedback round to be organized before final delivery .

4. Profile of the consultant(s)

The selected applicant must have the following qualification and experience:

- Academic background or work experience in a relevant discipline such as International Relations, Political Science, legal studies, Human rights etc.
- Excellent knowledge of human rights advocacy in relation to children´s rights
- Expertise of advocacy work in national/international context
- Previous experience in advocacy strategy development, preferably in context of INGOs
- Proven experience in researching and drafting guidance and strategic documents
- Excellent research, writing and communication skills
- Fluency in English

5. Application

Applicants are expected to submit:

- A duly signed personal Curriculum Vitae
- A one or two pager technical proposal outlining motivation, a tentative methodology and timeline to fulfil the assignment and estimated cost of the consultancy (in thousands euro)
- If possible, one or two examples of previous experience working on advocacy strategy development.

Please send your application by 15th of December 2022 to: mathilde.scheffer@sos-kd.org and alan.kikuchi-white@sos-kd.org (please send your application to both addresses in the same email package)

SOS Children's Villages International hires consultants according to market competitive rates and terms.