



Terms of Reference

GOAL Global Citizenship Public engagement strategy

1. ABOUT GOAL

GOAL is an international humanitarian response agency established in Ireland over 40 years ago and is currently operating in 13 countries. GOAL believes in a world in which poverty no longer exists, where vulnerable communities are resilient, where barriers to well-being are removed and where everyone has equal rights and opportunities.¹

2. ABOUT GOAL'S GLOBAL CITIZENSHIP WORK

In 2019, GOAL formed a new Global Citizenship Department. The Department works on Development Education, Public Engagement and Leadership Engagement. Within the context of Global Citizenship approaches, Public Engagement and Leadership Engagement are new areas for GOAL. Through its Development Education work in primary schools, GOAL has been engaging children from a young age in values-based global citizenship thinking since several years.

GOAL's strategic goal 5 in the Strategic Plan 2018-21: *Fostering Global Citizenship*: GOAL's commitment to Global Citizenship work is reflected in strategic goal 5 in its current strategy 2019-2021: <https://www.goalglobal.org/our-strategy/>. At the core of the global citizenship function are the 17 UN Sustainable Development GOALS – and spreading the message that responding to these global challenges is everyone's responsibility.

The Global Citizenship team's vision: Empowering a generation of Global Citizens (targeted students, Youth, community, education & (policy) leaders & the 'general' public) to critically reflect on and better understand how our world is economically, socially and environmentally interconnected, helping them to develop the relevant skills to pursue a more equal, fairer and more sustainable world for all.

Through our Public Engagement work, the Global Citizenship team is aiming for long-term attitudinal change in the people we are engaging with. Our team is working towards attitudinal change that requires a 'longer breath', and a new strategic approach to achieving this attitudinal/behavioural change. In times of rising nationalist populism, we want to counter with discourses that instil solidarity and an understanding of global interconnectivity and ensure support to Overseas Development Assistance (ODA). We are aiming for a values based, attitudinal change that is based on an understanding of how our world is economically, socially and environmentally interconnected and robust critical thinking skills to translate into the commitment to act in pursuit of a more equal, fairer and more sustainable world for all.

In the coming months, the team will invest in the development of an overall Global Citizenship strategy, including Development Education, Public Engagement and Leadership Engagement.

¹ Please familiarise yourself with GOAL's strategic plan & 4 main strategic goals through GOAL's strategic plan: <https://www.goalglobal.org/our-strategy/>



3. REQUIREMENTS AND KEY DELIVERABLES

With this consultancy the Global Citizenship team wants to build on the current work and deepen its strategic approach to Public Engagement (focus under 30-years olds) and include the engagement of leaders into this approach.

The outputs of this consultancy will be integrated in the overall Global Citizenship strategy. The team is also working with a consultant on its Development Education approach, impact measurement and strategic action plan. It is expected that the hired consultant/agency will include coordination and exchange with the separate Development Education consultant to ensure overall integration of the Global Citizenship strategy, ensuring all elements are working towards an overall agreed Theory of Change.

Timeframe of the consultancy is September to 31st of December 2020.

The process will be supported by the GOAL Global Citizenship Manager who will be responsible for internal and external consultations with stakeholders on options presented by the consultant/agency.

Key deliverables:

- 1. GOAL Global Citizenship long-term attitudinal change approach for Public Engagement:** With this consultancy the Global Citizenship team wants to invest in an effective communication approach for achieving long-term attitudinal change, with a focus on target groups under 30 and inclusive approaches to engaging leadership (both as messengers and to achieve attitudinal change in them). This might also include behaviour change approaches. We expect the consultant/agency to facilitate the development of a solid long-term approach to achieving attitudinal/behavioural change that can be implemented by the GC team. The approach must be in line with GOALs vision, mission and strategic goals, the principles of the Dóchas Code of Images and Messages and the IDEA Code for Development Education. *This approach has to be coordinated with the parallel facilitated consultancy process for the Development education aspect of the Global Citizenship team and integrated into the team's overall 'Theory of Change'.*
- 2. Impact measurement indicators and tools:** GOAL aims to measure attitudinal impact rather than quantitative outputs and is expecting the consultant to deliver impact measurement indicators, establish a baseline (quantitative and qualitative research) and deliver continuous survey tools for all Public Engagement and Leadership Engagement activities. Indicators and collected data must comply with IA results framework reporting. All surveying should also include measuring participants attitude to ODA and SDGs.
- 3. Two year (++) strategic action plan:** Once approach and impact measurement are agreed, the consultant will deliver an action plan that outlines how to implement the approach, including messages and messengers, potential partnerships, different communication tools and suggestions for campaigns and projects in 2021 and 2022, with a longer term view beyond 2022. The Youth Network should be at the heart of the delivery, as should be the use of GOAL's a huge network of people around the globe. The communication to the public needs to be informed by evidence from GOAL programme countries, our partners from the Global South and make suggestions on how to include various GOAL Ambassadors and Irish leaders in the delivery of the messages. The strategic action plan will have to consider the wider process of the GC team's efforts to build a Global Citizenship strategy and liaise with the team and consultant on Development education work, consider GOAL's Irish Aid commitments until 2022 and make suggestions for the longer-term activities post-2022 for inclusion in the next submission to Irish Aid for 2023-2025. We estimate that the implementation budget for this approach will be around 50,000 Euro per year.



The action plan must also consider the possible restrictions on public events in 2021 (and possibly 2022) and suggest alternatives.

4. **(Optional): Facilitation of the development of an overall Theory of Change for the Global Citizenship team**, including all 3 elements of the team's brief (Development Education, Public Engagement and Leadership Engagement). This includes the facilitation of 1 or 2 workshop with GC team to deliver the overall 'Theory of Change' for GC. This is optional for this consultancy and will be either facilitated by the separately recruited Development Education consultant or by the consultant/agency recruited through this TORs, depending on skill set and availability.

4. SPECIFICS TO THE CURRENT PUBLIC AND LEADERSHIP ENGAGEMENT PROGRAMME

GOAL currently operates under a Results Framework (RF) with the Irish Government's Department of Foreign Affairs and Trade (DFAT) through Irish Aid which identifies targets until 2022. Within this framework, GOAL is committed to fostering the Irish Public's understanding of global justice issues, aiming at securing increased public support to Ireland's role and commitment to development and humanitarian action and assistance.

Targets committed in this RF include:

- social media engagement reach (commitments 2020: 60,000 engagements)
- public event engagements (commitments 2020: 14,000 people, cancelled due to COVID-19), this year we had planned to go to Irish Times Higher Option and Zeminar, both targeting younger audiences.
- youth volunteer engagement (commitment 20 volunteers and 15 outreach events)
- leadership engagements (commitment meeting & engaging 10 Irish leaders to make public statements in support of ODA/Global Justice and Development)

Impact measurement

GOAL's indicators in the Irish Aid Results Framework are largely quantitative (numbers of volunteers, number of meeting with leaders, etc). As part of our reporting, we also state figures that reflect the Irish public's support to ODA, generated jointly with Dóchas members through the Millward Browne survey. GOAL wants to replace those quantitative indicators with qualitative indicators to be able to measure the impact GOAL's engagement has on programme recipients' attitudinal change.

GOAL's volunteer Youth programme

At the centre of our Public Engagement work is the investment in young people through our Global Youth Programme. Developed and piloted in 2019 with a group of 14 young advisors, GOAL is launching the programme in 2020. 20 young people living in Ireland and 10 young activists from 6 African countries are jointly building a Development Education resource for Transition Year students. Participants in Ireland develop the activities for the resource and are mentored by the African participants. While taking part, participants are upskilled in facilitation and global justice issues. The resource aims to be implemented both in Ireland and in the African participants' contexts, introducing young people to global citizenship and political participation issues.

By the end of 2021 GOAL will have recruited a group of 34 young people living in Ireland and 10 in African countries. The number of youth volunteers reached will grow over the years with each year's new programme. All participants are invited to join a GOAL Youth Volunteer Network. From 2021 we



hope to draw upon volunteers to act as multipliers on social media, facilitate workshops and represent GOAL at public events.

Partnerships and GOAL Ambassadors

At the heart of our work is a partnership approach. In the past 18 months the team has partnered with 19 different stakeholders, including social enterprises, peer agencies and influencers, such as Recreate, Food Cloud, Fair Trade Ireland, The Climate Queens, Flossie and the Beachcleaners, National Women's Council Ireland, Irish Forrest Schools Association Ireland, The Marine Institute, National Youth Council of Ireland, Trocaire, etc. We also work through participation in network working groups, such as IDEA and DOCHAS to reach out to policy leaders.

The Global Citizenship team also collaborated with GOAL Ambassadors, such as Roisin Upton, Jenny Murphy, Sinead Aherne and Ciara Mageean, investing in their understanding of Global Justice issues and getting their support in public messaging.

Social Media

Irish Aid's commitment for 2020 is 60,000 total engagements (counted are re-tweets, shares, likes and comments). This high number is generated by GOAL's overall social media accounts. In addition, the Global Citizenship team has a GOALNextGen Twitter and Instagram account, which currently contributes a fraction of the total figures.

Discussion papers

This year the GC team has started developing positioning paper, aligned to GOAL's 4 main strategic goals and focusing on recommendations regarding Humanitarian Aid, Food & Nutrition, Health, Gender, ODA and sustainable livelihoods. The team is also currently developing positioning papers on Climate Change and Humanitarian Action.

Current main target groups for the overall Global Citizenship programme

- School students and Educators (Primary school, some secondary and some college students, through the Development Education programme)
- Students & young people between 18-24 years, through the youth programme
- Leaders in Ireland who speak up in support, through participation in network working groups and engagement of GOAL Ambassadors and Partnerships
- 'General' Irish public and GOAL supporters through mailing lists and social media
- With this consultancy GOAL's GC team wants to sharpen the communication especially to under 30-year olds.

5. INDICATIVE ACTIVITY/REPORTING SCHEDULE (TO BE DISCUSSED)

October:	Facilitation of workshop with GC team and Development education consultant to deliver overall 'Theory of Change' for GC. <u>This will be either facilitated by the DE consultant or the PE consultant/agency, but both should attend.</u>
End of October:	Delivery of long-term attitudinal change approach (<i>This approach has to be closely coordinated with the parallel facilitated consultancy process for the Development education aspect of the Global Citizenship team and integrated into the team's overall 'Theory of Change'.</i>)



End of November: Delivery of impact measurement indicators and tools

End of December: Delivery of strategic action plan

Delivery of overall report for inclusion in Global Citizenship strategy