

Request for Expression of Interest

Development of External Scan on Influencing in a Changed World

Consultancy: October-November 2020

Home based

BACKGROUND INFORMATION AND CONTEXT

ECPAT International is a global network of organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations i.e. exploitation of children in prostitution, online child sexual exploitation, sale and trafficking of children for sexual purposes, sexual exploitation of children in travel and tourism and some forms of child, early and forced marriage. The ECPAT Network currently consists of 121 members working as independent organisations or coalitions in 103 countries.

The ECPAT International Secretariat coordinates the global work of the organisation and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional level programmes, and undertakes programming, campaigning, advocacy and research to facilitate a range of network initiatives.

ECPAT was founded in 1990 as a campaigning and advocacy organisation by a group of committed and passionate campaigners that joined hands in bringing the issue of commercial sexual exploitation of children to the attention of the world community and in mobilizing stakeholders into action. Since its establishment, ECPAT constantly grew bigger and stronger and has been engaged in countless campaigns both nationally - led by individual member organisations - and internationally – led by groups of members and the ECPAT secretariat.

ECPAT's strategy and programming is guided by its Strategic Framework 2018-2021, which expires in June 2021. The organization is due to start the development of a new strategic document to guide and inspire the network's collective work for the next strategic period.

In 2020, ECPAT's ultimate mission has not changed: to mobilise the world community to ensure that all children live free of sexual exploitation. However, the external context in which ECPAT operates is very challenging and has changed dramatically over the years. Even though ECPAT and its members and partners have achieved important successes, there are still huge numbers of children experiencing increasing vulnerabilities to various forms of sexual exploitation and abuse.

At the same time, also the context, nature and tactics of successful global campaigning and advocacy has changed and continues to change dramatically. Influencing organisations have to adapt their strategies to a hyper-connected and over-informed world, where every local organisation communicates to a global and increasingly politicized and polarized audience. We are dealing with the undermining of evidence-based narratives through fake news framing, with shrinking civic spaces, and most recently, with the context of a global covid pandemic, with travel bans, lockdowns, and closed offices, where all campaigning and advocacy efforts are run from one home to another. Acknowledging this changing context,

ECPAT seeks expert advice on how to best respond to these trends, in order to be as effective as possible, and how to make best use of the opportunities modern and innovative ways of influencing offer.

PURPOSE OF THE CONSULTANCY:

In the context of the development of its next multi-year strategic framework in a changing world, ECPAT seeks information, guidance and advice how it can reinvigorate, structure, execute and communicate its influencing work, in order to become more effective and impactful towards ending child sexual exploitation.

The outcomes of this assignment will support the planning and development of ECPAT's new Strategic Framework and in particular guide a change in ECPAT's strategic approach towards its influencing strategies. This external scan is intended to initiate a critical and inspiring internal discussion within ECPAT and inform the strategic planning process. It will ensure that these discussions are based on a better understanding of how the external environment for campaigning and advocacy has changed and how ECPAT can increase its effectiveness in response.

THE ASSIGNMENT AND DELIVERABLES:

The consultant will carry out an external scan that will consist of two parts:

1. Provide an external scan of the global landscape of successful campaigning and advocacy organisations and influencing networks, both non-profit and for-profit, with key lessons learned for ECPAT. He/she will provide an overview of key successful global influencing organisations at this moment, identifying reasons for their success.

Deliverable: A short summary paper of max 3 pages, to be included in the wider External Scan of the Strategic Framework.

2. Describe current trends that have a major impact on influencing work, through advocacy and campaigning, outlining the key implications (opportunities, threats and possible responses) of these trends for influencing work. Preferably highlight more and less successful examples, good practices and creative, innovative ideas how influencing organisations have responded to these trends.

In detail, the consultant will provide insights and recommendations for ECPAT related to:

- Successful ways of influencing (advocacy and campaigning), across cultures, languages and markets and what best practices created this success
- How the most successful global influencing organisations or networks are structured (key functions and ways of collaborating) and how this makes them successful
- Successful ways of campaign storytelling and demonstrating impact
- How campaigning can be connected to fundraising;
- How to create survivor involvement. As ECPAT is working on the sensitive subject of child sexual exploitation, the involvement and sometimes leadership of survivors in

running our campaigns is critical. We are interested in learning how other campaigning and advocacy efforts involve survivors of any kind of trauma.

Deliverable: A paper of 10-15 pages detailing the above, plus Annexes with possible cases,

MANAGEMENT AND REPORTING ARRANGEMENTS

The consultant reports to ECPAT's Executive Director.

TIME SCHEDULE

October- November 2020

Due to the covid-19 situation and the restrictions on travel, it is expected that all meetings and consultations will be done remotely.

It is expected that this assignment will take up to 10 days to complete.

RESOURCES

ECPAT shall make available all relevant policies, strategies, reports and other relevant documents for this assignment, and also provide support to the consultant to reach out to its internal and external stakeholders. As it is the nature of an External Scan, ECPAT is particularly interested in insights, information and inspiration from external stakeholders, other NGOs, campaigning and advocacy organisations.

QUALIFICATIONS

We are looking for a consultant with excellent expertise and insight into global or multi-national influencing campaigns and the organisations that lead them.

The consultant shall meet the qualifications below:

Experience and expertise:

- At least 15 years of professional experience in leading, working for or collaborating with global campaigns and influencing and campaigning organisations;
- Excellent understanding of influencing strategies and campaigning techniques and platforms, both online and offline;
- Have access to a large existing network of contacts and resources in the global influencing world, which (s)he can tap into, to provide good insights;
- Knowledge of and experience in working with civil society networks;
- Strong knowledge in communicating difficult and/or sensitive messages. Able to understand the context of working with traumatised survivors;
- Fluency in English, with exceptional English writing skills.

APPLICATION PROCESS

Deadline for submissions: 25 September 2020

Interested parties can submit their expression of interest to: vacancy@ecpat.net

Please mention your name and “SF Campaign” in the subject header.

The Expression of Interest should include CV of consultant a proposed approach, timeline, and requested daily fee.

Expressions from key experts working through agencies can be accepted.

ECPAT International is committed to keeping children safe. The selection process reflects our commitment to the safeguarding of children, and the consultant is expected to sign the Code of Conduct, and shall meet the requirements of ECPAT’s child safeguarding policies and procedures, of which a copy shall be made available to the consultant.