

TERMS OF REFERENCE

Tender invitation for external consultant to develop an advocacy strategy and action plan based on policy recommendations from Beyond Growth conference.

*Finnish Development NGOs – Fingo, a leader of Towards Open, Fair and Sustainable Europe in the World - EU Presidency Project 2019-2021, is seeking a consultant to develop **an advocacy strategy and action plan** based on Wellbeing and sustainability at the centre of policy and decision-making recommendations from knowledge co-creation conference *Beyond Growth – Indicators and Politics for People and Planet*.*

Deadline for applications is **19 January 2020**.

I. Background

During Finland's EU presidency 2019 Fingo organised a knowledge co-creation event "Beyond Growth – Indicators and Politics for People and Planet". The objective of the event was to advance the ongoing discussions on developing measures of wellbeing and sustainability and improving their use in policy processes. The international event brought together a wide range of actors (policymakers, civil servants from EU member states and international institutions, academics and civil society representatives) to discuss and develop policy recommendations for European Union. The outcome of the conference were 21 policy recommendations, some very general and some more focused on specific policy areas.

The main message of the recommendations is that EU must design and adopt new economic models and policies that really work for all people and for the future of our planet. The challenge is enormous but global 2030 Agenda for sustainable development and the European Green Deal provide the seeds to deliver such a change.

As part of the EU presidency project Fingo wants to continue to work with these policy recommendations and advance their implementation at the EU-level. For effective next steps Fingo will hire an external consultant to help in developing an advocacy strategy and action plan derived from the conference recommendations.

Link to the policy recommendations: <https://www.fingo.fi/tapahtumat/beyond-growth/documents>
Beyond Growth conference web-page: [fingo.fi/beyondgrowth](https://www.fingo.fi/beyondgrowth)

II. Purpose

The purpose of the consultancy is to:

- Support Fingo's advocacy work on sustainable and just economy by providing an advocacy strategy and action plan on how to advocate policies recommended by the Beyond Growth conference at the EU-level.

III. Tasks and deliverables

The consultant is expected to perform the following tasks:

- Analyse policy recommendations from the Beyond Growth conference (<https://www.fingo.fi/tapahtumat/beyond-growth/documents>) and together with Fingo representatives identify the most relevant and realistic recommendations providing goals and objectives for Fingo's advocacy work to achieve policy change at the European level
- Help Fingo to elaborate Beyond Growth policy recommendations to clear and compelling advocacy messages
- Identify key target groups and stakeholders for EU-level advocacy and analyse how to engage with stakeholders in order to effectively advance Beyond Growth recommendations
- Identify upcoming strategic opportunities in European policy processes in next 3 – 5 years.

Main deliverables:

Advocacy strategy and action plan including:

- Clarification of goals and objectives of advocacy (long term and short term),
- Elaborating clear and compelling advocacy messages
- Identification of key targets for advocacy (individuals and groups; decision makers and other stakeholders)
- Identification of most relevant EU-level policy processes and windows of opportunities for advocacy in next 3 – 5 years.

IV. Management and support

The management responsibility of the consultancy lies with the Finnish Development NGOs Fingo, the project lead based in Helsinki, Finland. The consultancy work involves close collaboration with Fingo's advocacy unit, especially director of advocacy Rilli Lappalainen and adviser Elina Mikola.

V. Consultant Requirements

Applicants may be individual consultants, firms (e.g. communications agencies with expertise on political advocacy) or groups of individual consultants with a designated team lead.

Applicants must have at a minimum the following qualifications:

- Demonstrated experience of knowledge and influence in political processes at European level
- Demonstrated experience of advocacy work and strategic planning (preferably with NGOs)
- Knowledge of Global Agenda 2030 for Sustainable Development and/or EU policies on environmental and social sustainability.
- Excellent written and verbal communication skills in English language.

VI. Application process

Applications are to be sent no later than **19TH January 2020** to elina.mikola@fingo.fi. Suitable candidates are interviewed prior to the final decision.

Interested applicants should submit a tender including technical and financial offer:

The technical offer should include the following sections:

- a. **Methodology:** Describe your overall approach, methodology, ways of working and timeline for this project.
- b. **Relevant experience and references:** Provide references and details of previous work with similar scope, complexity and nature.
- c. **Specific expertise:** Describe your level of knowledge and expertise with this topic.
- d. **Key personnel:** Present the team / key personnel including brief CVs

The financial offer should include an indicative budget with estimated working hours.

The overall value for this contract is maximum €12,000.

The tenderer should include their proposed daily rate, which includes all costs. This is primarily a desk-based piece of work, and additional costs need to be agreed before undertaking any non-desk-based work.

VII. Timeframe

Call for tenders issued: 18 December 2019

Deadline for tenders: 19 January 2020

Review of tenders and interviews with final candidates by the end of January 2020

Start of the project: latest 10 February 2020

End of the project: 15 March 2020

Contact details and further information

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