



CALL FOR APPLICATIONS

EU project “Voices for Change: CSOs join forces to advocate for Accountability, Transparency and Public Awareness”:

Subject-matter experts for implementing youth-related public advocacy and policy-making activities (Trainings, Hackathon, Broadcasts)

DW Akademie, in partnership with the Media Council of Mongolia (MCM), calls for experienced subject-matter experts for guiding project activities aimed at initiating new formats of digital communication involving youths (and other marginalized groups) in policy debate and advocacy. The activities are part of the “Voices for Change” project funded by the European Union. It fosters accountability of Mongolian Civil Society Organizations (CSOs) as leverage to strengthen the civil sector’s independence and capacity to contribute to good governance and social cohesion.

Background

According to the United Nations Population Fund ([UNFPA](#)), Mongolian youths aged 15 to 34 represent more than a third of the country’s total population (2022). At the same time, as citizens and voters, young Mongolians are remarkably inactive. Also, as statistics show, they increasingly shun away from traditional information channels, while oftentimes exclusively relying on social media platforms for gathering news and expressing own viewpoints. However, while being active on social media, young Mongolians are constantly at risk of being exposed to threats like hate speech or disinformation.

Furthermore, many young Mongolians have lost trust in politics and feel unaddressed by traditional ways of civic engagement, resulting in low voter participation during local or state-level elections.

Trying to alleviate these problems, the “Voices for Change” team has identified and determined Mongolia’s youth as one main target group of the three-year long project.

Objective

Activities under this call are supposed to facilitate the development an agenda for engagement and increased representation of young people in policy-making at both the local and national level. Thus, the overall goal is to educate young Mongolians about their rights and opportunities for political participation, especially via digital applications that are tailored to the needs, the skills and the everyday reality of their generation.

The activities shall be designed to bring about the following improvements among young Mongolians and their organizations:

- a) Increased representation of youths in Mongolian society through an agreed agenda for youth engagement.
- b) Empowerment through digital advocacy enabling young Mongolians to successfully reach out to decision-makers.
- c) Practical experience in - and a broadened view on - public communication and media relations.
- d) Media productions with the aim to reach young beneficiaries and make youth topics accessible and relevant to them.
- e) Involvement in policy debates through innovative digital communication channels, formats, and tools.

- f) Increased self-confidence through impactful “state of the art” communication products.
- g) Empowerment and motivation to actively participate in Mongolia’s democratic processes.
- h) Solid understanding of new ways and means for citizen engagement through CSOs.

Activities and requirements

Subject-matter experts are invited to apply to facilitate and guide one, two or even all three of the following activities (please clearly indicate which activity/activities your application refers to):

1. Activity: Mentorship to develop an agenda for youth engagement in national policy-making

Public participation of youths can only be brought about by the young generation itself. Therefore, youth CSOs shall be trained and mentored by subject-matter experts/mentors to develop an agenda for youth engagement in policy-making and advocacy.

Required tasks:

- a) Developing tailor-made training modules.
- b) Planning and implementing a 3-day in-person training.
- c) Planning and implementing a 3-day online training.
- d) Helping the participating CSOs draft an agenda for youth engagement in national policy-making.

A total of 20 representatives of youth CSOs are expected to take part in both training blocks and the agenda development process (nomination and gathering of CSO staff in collaboration with DW Akademie/ MCM project team).

Subject-matter experts applying for this activity are asked to lead the trainings not alone but together with one to two further experts/trainers. Applications including proposals of collaborating with other expert(s) and how to divide tasks and roles are welcome.

The activity must terminate by **September 30, 2025**.

2. Activity: Hackathon for Youth CSOs to develop campaigning concepts for digital advocacy

A key for political re-engagement of the young generation are new digital concepts for political advocacy. This activity aims at facilitating the development process through a 36-hours hackathon. The event targets members of Youth CSOs and university students engaged in subject areas related to policy work, and individuals willing to join forces for specific purposes related to the broader topic. A special invitation shall be issued to representatives of marginalized groups. The aim of the hackathon event is to create innovative and accessible ways for youths to actively participate in political discussions, influence decision-making processes, and amplify their voices in national policy debates.

Required Tasks:

- a) Designing and disseminating hackathon-related advertising and branding materials.
- b) Planning and implementing of a 36-hours hackathon event (including an ideation session).
- c) Documenting all solutions and products arising from the hackathon.
- d) Identifying the three most determined campaigns and awarding the three winners with a price money of around 2,500 EUR each.

At least 50 youths (and/or representatives of other marginalized groups) are expected to participate in the activity. Like with activity 1, applications comprising proposals of how to collaborate with other expert(s) and how to divide tasks and roles are welcome.

The activity is closely interlinked with activity 3 and shall terminate by **July 31, 2025**.

3. Youth CSOs, influencers and activists gather online to campaign for youths' policy engagement

In this activity, Youth CSOs capacitated under Activity 1 gather in live broadcast sessions on social media to promote youth issues as national priority matters. The digital advocacy playground prepared under Activity 2 allows for bringing young people and other marginalized groups to the forefront for holding politicians and other decision-makers accountable, for example by rating and/or fact-checking their claims in real-time. Process outcomes shall become public property and be shared with CSOs and decision-makers on different levels.

The broadcast sessions need to be conceptualized and implemented by a minimum of five experienced subject-matter experts that have a proven record as youth activists and influencers with a significant reach on social media. Subject-matter experts suitable for this activity may also come from organizations with a portfolio of disseminating information aimed at young people.

Required tasks:

- Planning and implementing of 3 different social media live broadcast campaigns that each shall not take longer than one month.
- Selecting and inspiring like-minded journalistic media to support the purpose of the activity.
- Documenting the campaigns' outreach and the accompanying journalist coverage.
- Conclusive project document.

At least 500 young Mongolians aged 15 to 34 shall benefit from this activity, either as direct participants of the campaigns or as recipients online.

Like with the other activities, applications including proposals of how to collaborate with other expert(s) and how to divide tasks and roles are welcome. A detailed planning and a precise coordination are especially important regarding the activity's intended public outreach.

The activity is closely interlinked with activity 2 and shall terminate by **December 31, 2025**.

Submission guidelines

Interested applicants should submit a proposal in English in one consolidated PDF file, including the following:

- CV listing qualifications relevant to the described activities as well as previous experience with similar projects.
- Work plan outlining the implementation of the activity/activities and its timeline.
- Daily rate and overall fee.
- Samples/links of previous similar projects or activities (if applicable).
- Offers must be submitted via email to dw-akademie.mongolia@dw.com with the following subject line: Application "*Voices for Change*" - *Expert for youth-related activities*
- Application deadline: **April 24, 2025**