

## **CALL FOR BIDS: PROMOTION OF INDEPENDENT MEDIA IN KAZAKHSTAN**

The British Embassy in Astana, Kazakhstan is now accepting project proposals for the 2018/2019 financial year (April 2018-March 2019).

This year the British Embassy Astana is seeking to support projects in Kazakhstan that focus on promotion of independent media.

We are particularly interested in project proposals aiming towards the following outcomes:

1. Measurable increased professionalism of local journalists and media experts, including increased capacity and readiness to access multiple and diverse information sources;
2. Greater familiarity with, and application of, international best practice in media production and greater awareness of media quality standards and values;
3. Measurable improved business management skills of local media outlets, including strengthened capacity to generate revenues from multiple sources;
4. Strengthened capacity and expertise of independent journalists on economic issues to enable production of high quality, objective, economic analysis and reporting thereby.

The more detailed information can be found in the attached Terms of Reference.

### **Bid Guidance:**

- Projects are funded for a single financial year running from 1<sup>st</sup> April 2018 to 31<sup>st</sup> March 2019, with no expectation of continued funding beyond this period.
- Maximum budget limit: **£135,000**.

### **Assessment:**

Bids will be assessed against the following criteria:

- Alignment with the above mentioned thematic priorities and outcomes;
- Outcomes are achievable within the funding period;
- Project design includes clear monitoring and evaluation procedures;
- Sustainability demonstrating that project benefits continue after the funding ends;
- Risk and financial accountability procedures;
- The organisation's safeguarding policies that ensure protection of beneficiaries;
- Overall value for money.

### **Process:**

1. Project proposals must be received by midnight on **Wednesday 20<sup>th</sup> June 2018**. Late proposals will not be considered;
2. Proposals must be submitted using the attached forms only (Project Proposal and Activity Based Budget);
3. Proposals must be submitted to [Assemgul.Kaliyeva@fco.gov.uk](mailto:Assemgul.Kaliyeva@fco.gov.uk);
4. Project proposals selected for further consideration will be notified on **29<sup>th</sup> June 2018**;
5. The British Embassy Astana aim to sign grant agreements with successful project implementers by **15<sup>th</sup> July 2018**.

### **Contacts:**

Assemgul Kaliyeva, Projects Officer, [Assemgul.Kaliyeva@fco.gov.uk](mailto:Assemgul.Kaliyeva@fco.gov.uk)

Alternative contact:

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## TERMS OF REFERENCE

### For a project on promotion of independent media in Kazakhstan

<b>Recruiter</b>	British Embassy Astana, Kazakhstan	<b>Consultancy type</b>	Firm (national or international)
<b>Contract duration</b>	July 2018 – February 2019	<b>Beneficiary</b>	Local media in Kazakhstan

#### 1. Background

Kazakhstan's media sector includes around 170 television and radio stations and almost 1,200 newspapers. The majority of these media outlets rely on public subsidies or public tenders due to low revenues, generated from advertising and other non-governmental sources.

The 2014 amendments to the criminal code, which toughened penalties for defamation, and the same year amendments to the communications law, which allowed the General Prosecutor's Office to shut down websites if they are harmful to individuals, state or the society, further weakened independent and critical journalism in Kazakhstan.

As a result, currently Kazakhstan's media sector is characterized with a growing self-censorship and low professional standards. Journalists mostly resort to "parquet" or "protocol" reporting, when most of the information is drawn from press releases or press conferences without seeking additional sources. Coverage of international events is poor, and the Russian content continues to be the main source of information for most media outlets.

#### 2. Objective

The objective of this project is to promote objective, professional, and independent media in Kazakhstan.

#### 3. Expected impact, outcome, outputs and activities

The expected impact from the project is the improved access of Kazakhstan's population to objective, accurate and high quality media content, originated from multiple sources of information.

It is expected that the project will deliver the following outcomes:

1. Local journalists and media experts' enhanced professionalism, including their increased capacity to access multiple sources of information, increased knowledge about latest best international practices in the media sphere and greater awareness of media quality standards and values;
2. Local media outlets' enhanced business management skills, including strengthened capacity to generate revenues from multiple sources;
3. Business confidence strengthened as a result of more independent and objective economic analysis and reporting, produced by journalists with increased financial and technical capacity and expertise.

Expected outputs include:

1. A list of trained local journalists and media experts, with certificates;
2. Reports on provided media consultancies;

3. Economic news or articles, prepared by supported independent journalists or special correspondents and uploaded at online media.

Expected activities include:

1. Media trainings on various topics, ranging from modern multimedia technologies to media quality standards and values;
2. Onsite media consultancies, provided by international media experts to selected local media outlets and aimed at increasing their business management skills;
3. Financial and technical support to independent journalists or special correspondents, covering economic issues in the country.

#### **4. Selection criteria**

The project implementer should have:

- Extensive knowledge of Kazakhstan's media sector;
- Excellent project management skills;
- Working knowledge and proven record of implementing and delivering similar projects.

#### **5. Reporting Requirements**

We require quarterly written narrative, results and financial reporting, alongside ad hoc meetings with the British Embassy Astana staff. A project completion/handover report should be submitted upon project completion.

#### **6. Budget and duration**

- Project is funded for a single financial year running from 1st April 2018 to 31st March 2019, with no expectation of continued funding beyond this period;
- Maximum budget limit: £135,000;
- The combined total of management fees, overheads and administration should not exceed 10% of the overall project cost.

#### **7. Assessment:**

Bids will be assessed against the following criteria:

- Alignment with the above mentioned thematic priorities and outcomes;
- Outcomes are achievable within the funding period;
- Project design includes clear monitoring and evaluation procedures;
- Sustainability demonstrating that project benefits continue after the funding ends;
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- Overall value for money.