



REQUEST FOR PROPOSALS

Digital Learning Technology Developer Social Media, Marketing and Communications Specialist Project Evaluator

Issue date: August 6th, 2021
Closing date: September 10th, 2021

White Ribbon is excited to release this Request for Proposals (RFP) for consultants in the following areas to support White Ribbon's work in the prevention of gender-based violence and fostering male-allyship:

- 1) [Digital Learning Technology Development](#)
- 2) [Social media, marketing and communications](#)
- 3) [Project Evaluation](#)

Proposals can be submitted to support one or more of these areas based on the consultant's area(s) of expertise.

About the requests for proposals:

Consultancy 1: Digital Learning Technology Development

The consultant will Support White Ribbon's *Youth-centred Program to Protect Vulnerable Disenfranchised Youth* (Full project description in Annex 1) in the development of innovative digital learning tools to engage youth in gender-based violence prevention and to foster healthy masculinities

The consultant will be in charge of:

- Reviewing White Ribbon's webinars and develop recommendations for upgrading that include interactive, innovative and transformative digital activities and features
- Accessing White Ribbon's Youth Advisors Council to conduct and manage the participatory research
- Developing 2-4 games, apps, browser add-ons, gamified education modules, or similar interactive digital tools/content to engage youth in the prevention of Gender-Based Violence and promotion of healthy masculinities
- Pilot testing the new program interactive/digital content/features with the Youth Advisors Council
- Providing final recommendations and delivery of final products that are well tested digital content and features that includes games, apps, browser add-ons,

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gamified education modules, etc.

Deliverables and Due Dates

Deliverable	Due Date
Participatory Research Plan: will describe the consultant's methodology to engage the project's Youth Advisory Council to inform the development of White Ribbon's new digital activities and features. This plan might include a needs assessment, youth consultation methods, and a final report with research results throughout the project	September 14th, 2021
Digital Activities and Features Proposal: After an initial needs assessment with the project's youth advisory committee and White Ribbon, the consultant will submit a Digital Activities proposal based on key findings. This proposal will include a minimum of 5 digital activities (online games, tools, digital education systems), along with a development plan with objectives, deliverables, timelines, and evaluation components	October 8th, 2021
Digital Activities and Features (1st draft): The consultant will submit a draft version of the new digital activities for White Ribbon and the Youth Advisory Council's review and comments.	December 17th, 2021
Digital Activities and Features (2nd draft): The consultant will submit a second draft version of the new digital activities for further review and comments by White Ribbon and the Youth Advisory Council	January 28th, 2021
Final: Digital Activities and Features Final versions of the digital activities and features are submitted to White Ribbon	February 25th, 2022

Consultant requirements:

- Demonstrated experience in the development of interactive digital activities and tools for educational purposes such as games, apps, filters and gamified learning
- Strong background in the application of participatory research methods

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- Solid understanding of online youth culture and current digital trends across gaming and popular social media apps
- Demonstrated understanding and experience working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, and prevention and healthy masculinities
- Strong partnering approach with a commitment to meeting the unique needs and expectations of the organization

Consultancy 2: Social media, marketing and communications

The consultant will work with White Ribbon staff and the *Youth-centred Program to Protect Vulnerable Disenfranchised Youth* (Full project description in Annex 1) project’s Youth Advisors Council to enhance White Ribbon’s online presence.

This consultant will:

- Develop a social media outreach strategy that targets a wide range of vulnerable youth (i.e., LGBTQ+, Black Indigenous and People of Colour) to influence them to access White Ribbon’s webinars, engage with new social media and access our modernized website.
- Modernize/upgrade White Ribbon’s website to ensure it is appealing to youth (elementary, secondary, post secondary), that is interacting and enlmpgaging, and inclusive of technological features that appeal to youth (i.e., multimedia, story telling, videos, podcasts, text posts) (Note recommendations for upgrades to our website will shared from Whtie Ribbon, as an initiative is underway to mark our 30th anniversary which will have some implications for our website)
- Where appropriate integrate the new digital activities and features created under consultancy 1 (above) and new content to engage youth
- Monitor the social media platforms and track results and opportunities for improvements to engage with users
- Access White Ribbon’s Youth Advisors Council to conduct and manage the participatory research pertaining to the social media platforms.

Deliverable	Final draft due dates*
<p>Improve White Ribbon’s Social Media Platforms: After digital activities and features and content has been finalized, the consultant will improve the reach and appeal of the content on White Ribbon’s social media platforms including Instagram, Twitter, Facebook and others. White Ribbon’s website will be updated with all approved digital activities and content and make it more appealing and accessible to youth</p>	<p>February 25, 2022</p>

<p>Finalize Digital Content for White Ribbon’s Use: new digital content that appeals to youth and audience will be developed so White Ribbon can integrate them into webinars. This includes games, interactive apps and approved content.</p>	<p>February 25, 2022</p>
<p>Maintain, Monitor and Optimise Social Media Platforms: The consultant will consistently monitor social media platforms, including our website after the new digital activities and features run consistently and optimise digital features to ensure digital activities and features work well and effectively operating</p>	<p>February 28, 2022</p>

*1st draft versions are expected at least 2 weeks in advance to all deliverable final draft versions

Consultant requirements:

- Demonstrated experience in the application of social media campaigns and website development with a strong focus on youth-centered design
- Expertise in graphics design, including adobe suite, digital and social content creating, photography, video and podcast development and editing
- Strong understanding of online youth culture and current digital trends across gaming and popular social media apps
- Experience with managing social media and website development as well as leading and executing social media strategies and reporting results
- Experience in the development of digital activities and features, including gamified educational content, applications, and learning modules
- Demonstrated understanding and experience working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, and prevention and healthy masculinities

Consultancy 3: Project Evaluation

This consultant will work closely with White Ribbon staff to develop an evaluation plan, and accessible evaluation tools for three distinct projects utilizing the project indicators and expected results for the following White Ribbon projects:

- A. *Youth-centred Program to Protect Vulnerable Disenfranchised Youth (Annex 1)*
- B. *Promoting Healthy Masculinities with Youth from Coast to Coast project (Annex 2)*
- C. *Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male Dominated, and Hospitality and Tourism Industries (Annex 3)*

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The consultant will:

- Develop project evaluation frameworks for the three distinct projects
- Conduct an overall project evaluation for each project to demonstrate their effectiveness and impact
- Write a draft and final report that analyses and summarizes the results, lessons learned, social media outcomes and the participatory research contributed by the Youth Advisory Council.

Deliverables

Project A: Program to Protect Vulnerable Disenfranchised Youth

Deliverable	Final draft due dates*
Project Evaluation Framework Develop a project evaluation framework with clear methodology, timeframe, inputs, and risk mitigation components based on project objectives and expected outcomes	September 7th, 2021
Project Evaluation Tools These tools will be used to assess the experiences of youth with White Ribbon’s new digital tools, website adaptation, and other deliverables	September 21st, 2021
Execution of project evaluation Conduct an overall project evaluation to demonstrate the effectiveness and impact of this youth-centered program	September 2021 - March 2022
Final Project Evaluation Report The Consultant will lead the development of a final project evaluation report and liaise with White Ribbon and the Youth Advisory Council for feedback	March 11, 2022

*1st draft versions are expected at least 2 weeks in advance to all deliverable final draft versions

Project B: Promoting Healthy Masculinities with Youth from Coast to Coast

Deliverable	Final draft due dates*
Project Evaluation Framework Develop a project evaluation framework with clear methodology, timeframe, inputs, and risk	September 7th, 2021

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mitigation components based on project objectives and expected outcomes. This project evaluation framework will be piloted in two sites (Toronto and Montreal)	
Project Evaluation Tools for White Ribbon use with various key stakeholder groups (ie. youth, advisory committee, partner organizations) and for all project deliverables.	September 21st, 2021
Execution of project evaluation Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to execute the project evaluation to assess impact. This may include facilitating interviews, leading online focus groups, etc.	September 2021 - October 2023
Final Project Evaluation Report Consultant will lead the development of a final project evaluation report and liaise with White Ribbon and other key stakeholders for feedback.	October 2023

*1st draft versions are expected at least 2 weeks in advance to all deliverable final draft versions

Project C: Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male Dominated, and Hospitality and Tourism Industries

Deliverable	Final Draft due dates*
Project Evaluation Plan Develop a project evaluation framework with clear methodology, timeframe, inputs, and risk mitigation components based on project objectives and expected outcomes.	September 21st, 2021
Project Evaluation Tools for White Ribbon use with various key stakeholder groups (ie. private sector, advisory committee, partner organizations, social media campaign public) and for all project deliverables.	October 15th, 2021

<p>Project Evaluation report with preliminary findings 1</p> <p>Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to draft a report with preliminary findings based on the piloting of the project's new resources</p>	<p>December 15th, 2022</p>
<p>Project Evaluation report with preliminary findings 2</p> <p>Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to draft a report with preliminary findings based on the first 3 months of the program's rollout</p>	<p>April 15th, 2023</p>
<p>Final Project Evaluation Report</p> <p>Consultant will lead the development of a final project evaluation report and liaise with White Ribbon and other key stakeholders for feedback.</p>	<p>February 29th, 2024</p>

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RFP Timeframe

Decisions on the submissions to the RFPs will be made in August 2021, with the consultancy periods to begin in August 2021.

1. Digital Learning Technology Development (August 2021-February 2022)
2. Social media, marketing and communications (August 2021-February 2022)
3. Project Evaluation
 - a. Youth-centred Program to protect vulnerable disenfranchised youth (August 2021-March 2022)
 - b. Promoting Healthy Masculinities with Youth from Coast to Coast (August 2021-October 2023)
 - c. Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male Dominated, and Hospitality and Tourism Industries (August 2021 - March 2024)

Consultant Requirements:

- Demonstrated experience planning and evaluating multi-year community and/or youth initiatives

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- Strong understanding of digital evaluation tools and youth-friendly methodologies
- The ideal consultant will be able to demonstrate an understanding and experience of working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, sexual harassment and prevention would be beneficial
- Demonstrated understanding and experience working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, sexual harassment and prevention and healthy masculinities

Submission of Proposal:

Please submit a proposal (either for one or more components) and budget along with a CV demonstrating relevant experience (PDF or Word) by 5pm on Friday July 30th, 2021.

Proposals can be sent to David Garzon, Community Engagement Team Lead, White Ribbon at dgarzon@whiteribbon.ca

Code of Conduct

White Ribbon's mission is to engage men and boys, and those that identify as males in the prevention of gender-based violence by promoting equity and transforming social norms. Our services fall under the police designated "Vulnerable Sector", which requires a higher standard of behaviour. As such we require any partners, or secondary partners contributing to this project to adhere to the same high standard of behaviour as is the case with White Ribbon. This means that all contributing consultants must not have criminal convictions, outstanding charges, warrants, judicial orders, peace bonds, probation and prohibition orders, or absolute and conditional discharges.

Should the consultants be awarded this RFP, they will be asked to further certify, in signing a Fee for Service Contract, that they have not previously engaged in or been accused of violence of any kind, including domestic, family or relationship violence, sexual harassment and assault, workplace bullying, discrimination of any kind, exploitation, human rights violations, or participated in or been accused of fraud.

About White Ribbon:

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White Ribbon is the world's largest movement of men and boys working to end violence against women and girls, promote gender equity, healthy relationships and a new vision of masculinity. Since its inception in Toronto in 1991, The White Ribbon Campaign has spread to over 60 countries around the world. White Ribbon asks men to wear white ribbons as a sign of their pledge to never commit, condone or remain silent about violence against women and girls. To learn more about White Ribbon, visit our [website](#).

Mission:

We engage men and boys in the prevention of gender-based violence by promoting equity and transforming social norms. We challenge and support men and boys to realize their potential to be part of the solution in ending all forms of gender-based violence.

Vision:

A future free from gender-based violence.

“Annex 1”: Youth-centred Program to protect vulnerable disenfranchised youth

Background

White Ribbon has received a short term grant to develop a modern, engaging and interactive Youth-centred Program to protect vulnerable disenfranchised youth and prevent online gender-based violence. The entire project, the Youth-centred program, consists of four main parts: 1) a new youth led Advisory Council to advise and to be accessed for participatory research; 2) a wide range of interactive, digital features and activities for use in our webinars; 3) upgraded social media platforms (i.e., multimedia, videos, podcasts, games, apps, new social media); and 4) a project evaluation. **All project components need to be wrapped up no later than by February 25, 2022.**

Three consultants will be hired under this project (parts 2, 3 and 4 listed above) to support the reimagined Youth-centred Program, based on the RFP results.

Why is this new Youth-Centred Program Needed?

Youth are accustomed to digitally advanced experiences while they are online. White Ribbon’s webinars are not interactive and multi-dimensional: we need to update them with new content supported with technology features.

Further our website was built on an outdated platform that can’t utilize interactive digital features, as with our other social media platforms. They aren’t holding the youth's attention.

An urgency exists today for us to reimagine our youth program as youth are experiencing dramatic increases in gender-based violence.

Details of the Youth-Centred Program:

The Youth-centred Program is to be modern, interactive, innovative, transformative and appealing to engage disenfranchised youth in the prevention of online forms of gender-based violence and the promotion of healthy masculinities. It will appeal to a wide range of youth audiences (elementary, secondary and post-secondary students) through innovative digital experiences.

The new Youth-centred Program will be managed by young people, both a staff person and student volunteers, and supported by a Youth Advisors Council with diverse membership. This ‘by and for’ youth program will be built by youth from disenfranchised communities who can speak to their online realities and lived experiences. Every aspect of the prevention program will be shaped by youth to ensure it is inclusive, intersectional, appealing, and appropriate to meet the needs of Ontario’s youth. Youth will contribute to:

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- An outreach strategy to target a wide range of vulnerable youth (i.e., LGBTQ+, Black Indigenous and People of Colour) and influence them to access White Ribbon’s webinars, engage with new social media and access our modernized website.
- Participatory research to verify the interactive/digital learning objectives, story development, game mechanics for the technological solutions proposed by the technology consultants to be hired under this project.
- The program pilot will test various online solutions and formats (i.e., multimedia, videos, games) and provide advice on the modifications needed to improve the quality and logistics.
- The final decisions regarding which interactive/digital features, apps, mini games will be embedded in our revised webinars and social media applications, including the White Ribbon website.
- The project evaluation framework to gauge the success of the project, including outreach to youth, use of technology and program content in webinars and social media platforms.

“Annex 2”: Promoting Healthy Masculinities with Youth from Coast to Coast

Project Description;

Together with key community partners and engagement with youth, White Ribbon will lead the development and delivery of a national youth engagement program in up to a total of ten sites within five provinces, to create transformative changes in male youth. The bilingual 10-hour intensive program will be tested in two provinces (in three cities), virtually and then rolled out broadly across the nation to five additional provinces promoting gender equitable attitudes and behaviours. This flexible program will be offered online through organized webinars, and in person depending upon COVID-19 pandemic health restrictions. Topics of the program will include: gender equality; healthy masculinities; healthy relationships; gender-based violence prevention; bystander intervention, and ally-ship. The program will also focus on the rise of cyber-violence, online hate and misogyny, while offering concrete solutions to foster safe and equitable spaces. Male youth, ages 13-17 will be the primary beneficiaries of the program.

Project Objectives:

- To strengthen the organization’s capacity to build relationships and inspire youth, with a focus on male youth (13-17), to embrace their roles as aspiring allies in promoting gender equality and preventing gender-based violence in all facets of their lives;
- To create compelling and evidence-based tools which can be used by diverse stakeholder groups and organizations to engage youth to promote gender equality and prevent GBV; and
- To amplify the organization’s national reach by developing and implementing a compelling social marketing and communications strategy, which compliments the national youth program.

Expected Project Outcomes

- Increased awareness amongst male youth (13-17) regarding the root causes of gender-based violence, its root forms and impacts
- Increased understanding amongst male youth of the positive roles they can play to end gender-based violence, and promote equality more broadly
- Reported behavioural change amongst participating male youth as aspiring allies;
- Increased capacity of participating partners to conduct meaningful male engagement programming
- Enhanced collaboration with national partners to prevent gender-based violence, and engage male youth to promote healthy masculinities and gender equality

“Annex 3”: Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male Dominated, and Hospitality and Tourism Industries

Project Description

White Ribbon will develop and lead a two-targeted sexual harassment response and prevention project, together with two private sector and community partners. To reach these two sectors, White Ribbon will build on effective partnerships with Canada Steamship Lines Group (CSG) and Sunwing Travel Group (STG) who request a more concentrated focus to respond and prevent sexual harassment. STG is in the hospitality/tourism sector, with an employee sub-group (airline) being male dominated, while CSG (shipping) is fully male dominated. Barbra Schlifer Commemorative Clinic (BSCC) will be the other critical partner, sharing its in-depth knowledge of sexual harassment/assault intervention and legal education.

Project Objectives

- To adapt/develop and disseminate high quality accessible PLEI bilingual resources that are unique to the realities of the targeted sectors/industries, up-to-date regarding the laws surrounding sexual harassment in the workplace and clear on the avenues of resolution;
- To create bilingual PLEI training materials for employees and employers on addressing workplace sexual harassment in both hospitality/tourism (including airlines) and the shipping industries;
- To develop and deliver bilingual training on workplace sexual harassment for a wide range of audiences including employers, human resources professionals, sector specialists, unions, front line workers, etc;
- To ensure culturally relevant, trauma-informed and appropriate responses to complainants;
- To promote workplace cultures that are aware of sexual harassment, responsive to the issue, equity-focused and accountable;
- To create sustainable sexual harassment response and prevention initiatives in the private sector; and
- To enhance multi-sectoral collaboration to address workplace sexual harassment in the target sectors/industries.