

## **CAPACITY BUILDING IN THE RUSSIAN MEDIA**

### Introduction

1. The Foreign and Commonwealth Office is looking for an implementer or consortia to scope, design, deliver and evaluate a programme of themed tours to the UK by Russian journalists and on-line influencers.

### Objective

2. To use British expertise to support and develop quality journalism in Russia by enabling Russian journalists and on-line influencers to develop their skills and capacity whilst contributing to a greater understanding of UK journalistic standards and ethics.

### Background

3. The ability of HMG to respond and to promote our message across Russia is limited by Russian journalists' lack of exposure to the UK and to established journalistic ethical standards. In addition, reporting on the UK and wider foreign policy issues can be unbalanced and subject to bias.
4. While there is an increasing number of Russian's consuming news from the internet, the majority continue to rely on the traditional print and broadcast media. This project is not an attempt to change how Russian's access news, but will work to influence the culture of journalism across Russia with a focus on taking an ethical and facts based approach to reporting.
5. We envisage the project as a series of tours to the UK by journalists and on-line influencers. The British Embassy in Moscow has run a number of successful tours to the UK by Russian journalists. This has shown positive results with increased positive reporting on the UK. For instance a press tour for Russian bloggers in support of the UK-Russia Year of Language and Literature 2016, generated video content generating over 1.1million views reaching Next Generation target audiences. Through this project we want to significantly expand this area of work.
6. We envisage the successful implementer organising regular, week-long tours (5 working days not including travel to/from the UK) to the UK by groups of 6 – 8 Russian journalists and online influencers. The Global Britain programme for the second half of 2017/18 has yet to be finalised, however we expect the following to be among the themes:
  - Defence and Security;
  - UN General Assembly;
  - Economics;
  - FIFA World Cup 2018 (2017 December);
  - Human rights (September or October).

7. The themes and timing of each press tour should ideally be co-ordinated with the FCO Global Campaigns including Global Britain and GREAT, but also identify communications opportunities around the tours that resonate with Russian audiences. The journalists taking part should, where possible, specialise in these areas: for example economics specialists should be part of the economics themed tour and international relations specialists should be part of the UNGA themed tour. Journalists and on-line influencers should be from across as wide a range of media organisations as is possible and from across as many of Russia's major cities (including World Cup cities) as is possible.
8. Each tour should have a varied programme of events and should, where possible, allow the participants to experience different regions of the UK. The tour will also include a tutorial/educational/mentoring element where participants are introduced to the best of UK journalism via either training or meeting influential journalists.
9. The project implementer will identify a wide range of media organisations across Russia, in consultation with the British Embassy in Moscow and will then draw up a media tour programme. The above descriptions are intended to give potential implementation partners an indication of the outcomes we envisage. However they are not meant to be prescriptive and bidders should aim to be as innovative as possible. The implementer will also provide comprehensive evaluation of the project showing evidence of attitudinal change in the participants and improved content quality.

### Deliverables

10. Expected deliverables and outputs:
  - Selection of journalists and on-line influencers;
  - Programme preparation;
  - Programme implementation and monitoring.

### Assessment criteria

11. Bids will be assessed from the following perspectives:
  - a) Potential impact skills and attitude of programme participants;
  - b) The level of innovation in the bid;
  - c) Ease of implementation;
  - d) Risks from the bid including political and financial;
  - e) Assessed value for money from the bid.

Bidders will also complete the attached Project Proposal Form including a project plan and full activity based budget.

## Scope

12. The FCO are asking for the supplier to suggest an intervention or intervention(s) that will make a positive impact on the journalistic skills and perception of the UK of target individuals. The main target for the project is journalists and on-line influencers at the beginning or middle of their careers. The supplier is asked not to engage target individuals directly out of the scope of this contract. The scope for this project is confined to Russia. Number of tours is subject to budget availability and will depend on offered price for one tour.

## Dependencies

13. The supplier is asked to assume that they will deliver an entirely independent intervention should they win the competition. Items such as office space, translation costs, security, legal fees, insurance, transport, visa and accommodation costs should be priced into the contract.

14. The supplier is responsible for due diligence of potential partners and for assessing, reporting on and mitigating all risks at a project level.

## Reporting and M and E

15. The supplier will meet at least monthly (via video conferences) with the FCO during the implementation phase. The project team will report to a board consisting of a representative from the supplier and representatives from different FCO stakeholders. The supplier will need to report on progress against their project plan, risks and impact.

16. The supplier will be asked to formally submit financial reporting and monitoring and evaluation reports on the project on a quarterly basis. Format to be agreed with the implementer at a later date.

## Financial Management and Payments

17. Payments will depend on project implementation stages and will be linked to each tour.

## Break Points

18. The FCO will reserve the right to break any contract if the implementer is in breach of any obligation under the Agreement and/or Terms of Reference.

## Timeframe

19. This project will run during Financial Year 2017 – 18 which should be running before the end of August 2017.

## Duty of Care

20. The FCO has no specific knowledge of any direct threat to the implementers of this project. The implementer will hold the duty of care responsibility for its staff and the security of the project; it is to ensure that all reasonable security measures (physical, information and communication) are taken to reduce the threat to as low as is reasonably possible, and to expose any risks that are identified. The project, as with the rest of the FCO's Russian Language Strategic Communication Programme is overt and no attempt should be made to disguise activity. The project board will approve an outline engagement/communication plan for the project.