

Consultancy to develop a case study on Hungarian civil society's successful campaign to invalidate the recent anti-LGBTQI referendum

Consultancy Overview

IPPF EN is seeking a consultant to develop a case study on the tactics and strategies employed by Hungarian campaigners to invalidate PM Viktor Orban's recent anti-LGBTQI referendum. The case study should detail practical guidance and strategic insights from key campaigners so that these can be used by campaigners for LGBTQI rights and sexual and reproductive health and rights (SRHR) in other contexts. The case study will be uploaded to IPPF EN's e-learning platform and used for internal learning purposes. The material will be protected under strict confidentiality rules.

About IPPF

The International Planned Parenthood Federation (IPPF) is a global service provider and a leading advocate of sexual and reproductive health and rights for all. We are a worldwide movement of national organizations working with and for communities and individuals. IPPF EN is one of the International Planned Parenthood Federation's six regional networks and has 30 Member Associations across Europe and Central Asia working on sexual and reproductive health and rights through advocating, empowering actors of change and providing care.

Background to this Consultancy

Hungarian campaigners for LGBTQI rights and SRHR operate in a restrictive, semi-authoritarian contexts where the erosion of the rule of law and democracy, limited media freedom and state clampdown on civil liberties makes the advancement of human rights much harder. We are interested in understanding how civil society managed to secure a victory in the recent anti-LGBTQI referendum despite operating in this context.

We would like to understand the strategy and decision-making behind campaigners'

- Selection of target audiences
- Messaging and call to action
- Visuals
- Testing
- Means of communication (social media platforms, traditional media, community organizing etc.)
- Strategic partnerships
- Mobilization techniques
- Fundraising (local, innovative?)
- Opposition neutralization tactics
- Security and safety of staff and supporters
- Media strategy
- Political strategy, if any

- Use of international solidarity

We are interested in hearing campaigners' insights about what worked, what could have gone better and what they would have done differently. We are also interested in understanding the decisions that were made to adapt to a rapidly changing and dynamic political context.

Case study structure, methodology and style

The case study should open with a brief description of the context in which the referendum took place, including the main challenges encountered by campaigners at the outset of the campaign. It should then detail strategic insights shared by campaigners, according to the headings outlined above. It should close with recommendations from campaigners in similar contexts and in low resource contexts on how to capture the public's support and attention in semi-authoritarian environments.

The consultant should conduct in-depth interviews with key campaigners to capture their insights on the campaign. These insights should be communicated in simple language as practical tips for the reader (the consultant should avoid an academic style of writing). The consultant is free to choose a method of data analysis with consideration to the fact that the final product should not be academic in style.

Consultants should have proven research and/or communications experience, understand the context for mobilization in Hungary, and have an excellent command of Hungarian and English. Experience developing learning materials is considered an asset. Individuals who are active in civil society mobilization for LGBTQI rights and SRHR are strongly encouraged to apply.

Specification

The consultant should:

1. Conduct interviews with 8-10 key campaigners
2. Write a case study (up to 12 pages) summarizing key learnings from these interviews
3. Liaise with IPPF EN staff when necessary
4. Present key findings to IPPF EN staff upon completion of the case study

Key relationships

- The principal consultant will report to Eimear Sparks, Advisor to the Movement Accelerator Programme at IPPF EN

Duration and key milestones

This consultancy will be managed by outcome starting as soon as possible.

Interested consultants should deliver their proposal by 17 May 2022. The consultant should deliver a first draft for review by IPPF EN by 20 June. All aspects of work related to the consultancy will be completed by 27 June 2022.

Outputs

- Short proposal outlining the delivery methodology
- Copy for the case study (up to 12 pages)

Activities

- Remote meetings with the Programme Advisor
- Presentation of key findings to IPPF EN staff

Consultant specification

- Experience conducting qualitative and action-oriented research
- Proven track record developing communications or learning products, ideally for activists and NGOs
- Understanding of LGBTIQ rights, SRHR or other areas of human rights is an asset
- Understanding of the political context in Hungary
- Advanced academic degree in relevant discipline
- Outstanding command of English

Please email esparks@ippfen.org with your proposal and quote (# of days and daily rate) by May 17th, 2022.