

Terms of Reference for Countdown2030Europe narratives project: Language Analysis & Research Interviews

Summary:

Countdown2030 Europe is beginning a project to test which messages best gain support for sexual and reproductive health & rights (SRHR) in overseas development assistance (ODA) in comparison to opposition attacks. Before we choose which messages to test we are commissioning external help for:

- 1) A language analysis which will gather examples from the Netherlands of both the opposition and our allies' public messaging on a specific topic: the attack that SRHR is 'colonialism'. This will analyse the language features in them that make them work (or not), and suggest ingredients from them that we should use when crafting the messages that will be tested in the next phase.
- 2) 15 interviews with representatives of priority audiences (political decision makers, allied NGOs, etc) to get their perspective on the overall challenge, on the specific language used by the opposition and our allies, see if they have ideas for messaging to test, and understanding what evidence would convince them of more effective messaging.

We are combining both tasks in one ToR because we think there is value in doing them together and they require a similar skill set but we are open to suggestions of doing them separately or with other methods.

Who we are:

Countdown 2030 Europe is a consortium seeking to increase European sexual and reproductive health and rights (SRHR) funding in international cooperation and strengthen political support for sexual and reproductive freedom worldwide. The Consortium is made up of 15 leading European non-governmental organisations and is coordinated by IPPF European Network. <https://www.countdown2030europe.org/>

This project is being piloted in two countries: Spain and the Netherlands. [Rutgers](#) is the IPPF EN partner who is the implementing project partner in the Netherlands. The international team at Countdown2030 Europe will be involved in technical assistance on the methodology, but your direct client contact will be Rutgers.

Requirements of the consultant/s:

What kind of person we are looking for:

Maybe you specialise in advocacy around this topic (SRHR or ODA) and you have some familiarity with the importance of strategic communications and messaging for that advocacy. Maybe you are an expert observer of Dutch politics and policy and have some

familiarity in the discipline of narrative research and/or the topic. Or maybe you have experience of the methodology of language/framing analysis from a media/academic background and are interested in applying it for a specific cause. We appreciate you may not have the same level of experience in all three of our 'desirable' characteristics (below) so if you are strong in one or two areas and can show an understanding of the others that is fine.

Essential:

- Native-level fluency in Dutch and working-level fluency in English (because you will need to spot metaphors, cultural references, etc, and explain them to the international team coordinating this project)
- Ability to condense research analysis into concise and direct recommendations (because this is not an academic essay, this needs to be an actionable document)
- *[For language analysis in particular]* Familiarity with the media, political, and online debate in the Netherlands (because you will need to be able to find the articles/posts/etc used by a variety of actors and analyse within context)
- *[For the interviews in particular]* Ability to set up a robust research framework for elicitation interviews and conduct interviews with busy professionals remotely and transcribe or take detailed notes to evidence any recommendations.

Desirable:

- Understanding of the topic of SRHR and/or ODA.
- Understanding of communications and/or campaigning
- Experience of linguistic/narrative analysis (either through academia or through understanding of communications messaging & framing)

It is not necessary to have done a language analysis before as we will provide templates, previous examples, and a strong steer of how we would like the work formatted. It is necessary to have experience of conducting research interviews but we will collaborate with you on an interview plan.

Language Analysis Deliverables:

- Collection of 50+ examples of opposition and allied messaging (in articles, social media posts, speeches, etc) in a tracking sheet. We will provide the template and 3-5 initial examples to give you a steer.
- Analysis document summarising the language features (metaphors, cultural references, passive/active language, etc) within the messaging and your judgement on which are effective and why.
- Recommendations for language ingredients based on your analysis that we can use when crafting our messages to test. The three types of recommendations we want:
 - A synthesis of the most significant features of the opposition messages, to use in testing as our 'typical opposition message'.
 - A synthesis of the most questionable features of allies' messages, to use in testing as our 'status quo movement message'
 - A selection of promising messaging ingredients from the analysis, to use in testing as our new messages.

We expect these to be documented in a short report and it is likely that we will want a short debrief call with the international team to ask questions.

Research Interview Deliverables:

- Review a list of target interviewees and suggested interview questions (provided by us) and give feedback. Examples of suggested interview questions:
 - What, if any, opposition to SRHR ODA have you experienced and what form do the arguments take?
 - Looking at these examples of messages about SRHR ODA, what do you think are the most persuasive elements of them?
 - If we were to test different messages in support of SRHR ODA on various audiences, what evidence would persuade you to use a particular message yourself?
- Suggest a technical plan for the interviews (method of interview, length/structure, transcription/recording solution, informed consent, etc).
- Provide windows of availability for interviews (we will put you in touch with interviewees in the first place but will leave logistics follow up to you) which are enough to conduct 15 interviews over a period of three weeks. (see timeline below)
- Document which summarises the most significant trends from the interviews and makes recommendations based on them for the testing messages and format. It is likely we will want a short debrief call with the international team to ask questions.

Timeline & Budget:

- **Monday 29th January:** Deadline for your proposal (recommended format: maximum 2 pages with your motivation, how you meet the requirements, examples of relevant previous work and any extra ideas or notes on the deliverables and timeline).
- **31st January/2nd February:** Interviews/Kick-off call with successful applicant.
- **14th/17th February:** Check-in call on language analysis (for example, to discuss how collection of messaging examples is going, any initial ideas for analysis or recommendations you want to run by us, any questions that have come up that we can help with) and finalising interview plan.
- **25th March:** Final deadline for report (if you would prefer to send the language analysis or an interim report earlier to get feedback that is fine - but this is the final deadline for the project as a whole.
- **10/12th April:** Debrief call with the international team (depending on your preferred way of working the debrief call could come before the final report, but we would need something provisional to read beforehand in that case)

The total budget is €8,000 (including tax) based on an assumption of approximately €3,000 for the language analysis and €5,000 for the interviews.

Please send your proposal (as explained above) to e.deneer@rutgers.nl and konnosho@gmail.com by Monday 29th January