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Social Innovation in Central Asia Central Asia Youth Leadership Academy Regional Activities Facilitator Terms of Reference

ANNEX 1 – ACTIVITY DESCRIPTIONS AND EXPECTED OUTCOMES

Proposals must reference the outcomes they anticipate achieving and how they plan to do so through proposed activities and delivery.

Recruitment

CAYLA will commence recruitment for the third cohort of members from Kazakhstan, Turkmenistan and Uzbekistan in Fall 2022. The CAYLA Regional Activities Facilitator will coordinate with EF to revise existing recruiting criteria and application forms. Prior to the competition going live, the consultant will help publish a “countdown announcement,” promote the announcement widely via a social media campaign, actively include current CAYLA members and alumni in promotion by supporting them to highlight their successes and the impact of CAYLA on diverse platforms, in different languages and focusing on different priorities most relevant for youth of the region. The goal of the recruitment is to select 120 participants (40 from each country) for the third cohort from Kazakhstan, Turkmenistan and Uzbekistan. The participants must be between 18 and 30 years of age (at time of deadline) and citizen residents of Kazakhstan, Turkmenistan or Uzbekistan.

CAYLA members should demonstrate the following competencies:

- Demonstrated leadership potential
- Demonstrated interest in civil society
- Record of volunteering or other community service
- Clear and precise future career plans in the civil society sector

E-learning Content Review and Update

Following selection of participants, the CAYLA Regional Activities Facilitator must review and propose to EF recommended modifications to the e-learning curriculum to ensure it aligns with proposed activities and the real needs of the selected cohort. Based upon these recommendations, EF may recruit additional instructors and/or update existing courses. The e-learning activities will begin after the Kickoff Events (see below) and last approximately ten months, concurrent with other interventions. Upon completion of learning interventions, CAYLA participants should be able to apply new knowledge and skills to their personal and professional growth in key areas for emerging professionals in the civil society sector.

Kickoff and Orientation Sessions

Once the third CAYLA cohort has been selected and announced, the CAYLA Regional Activities Facilitator must organize kickoff events in each country (preferably in-person and near the capital or a major city) to convene participating young civic leaders. Over the course of these five-day events, CAYLA youth will engage in teambuilding to foster personal connections within the cohort and learn about the challenges facing their respective communities and design their social project ideas. The event agenda must feature interactive presentations from social media specialists, youth advocates, and community mobilizers to expand participant understanding of models for engaging with constituents and the broader public.

EF will cover costs of participant travel, lodging, meals and other logistical costs related to CAYLA member participation. The CAYLA Regional Activities Facilitator must budget for venue rental, speaker fees and travel and other logistical costs related to the facilitation of these events.

Upon completion of the kickoff activities, CAYLA participants should demonstrate several of the below core competencies:

- Develop competencies in strategic analysis and needs assessment to design and implement solutions for the challenges in their communities, particularly to have a systematic approach to decision making and problem analysis
- Understand and apply social innovations and methods for ethical decision-making to situations within a variety of fields and settings through knowledge of different methods of generating ideas and evaluating alternative solutions
- Practice networking tools and problem-solving methods to develop tailored solutions to local community development problems based upon ethical decision-making
- Employ adaptive problem-solving and failure analysis to improve future performance; in turn, develop an understanding of how to identify and avoid the most common prejudices and pitfalls that negatively affect decision-making processes
- Contribute confidently to group decision-making through the ability to identify stakeholder needs and develop tactics of influence
- Develop an innovative social project idea for their community

Mentorship Program

The CAYLA Youth Mentors Program is designed to foster sustained professional connections between emerging youth leaders and seasoned CSO professionals. Fifteen mentors, successful non-profit leaders in the non-profit sector from SICA target countries, will “give away their secrets” to the emerging generation about civil society sector and CSO organizations and implementation of youth-led community projects. The CAYLA Regional Activities Facilitator will arrange the recruitment and training of mentors, equip the mentor cohort with tools and knowledge of effective mentorship models from the private sector and explore best practices with them.

Following the training, mentors will prepare brief profiles, and the CAYLA Regional Activities Facilitator will match 45 current or alumni CAYLA members as mentees. After the collection of mentee applications, the facilitator will arrange a webinar for the selected finalists on how to work efficiently with mentors.

Upon completion of the mentorship program, CAYLA participants should demonstrate several of the below core competencies:

- Understand civil society sector and CSO organizations
- Design of social ideas proposal and identify potential collaboration opportunities with peers
- Identify types of indicators, technical supervision and oversight and efficiency of project activities
- Learn how to author an effective M&E report to see the real situation of the project, identify ways to consolidate successes and correct deficiencies by systematically collecting information to draw conclusions about the quality of processes and results
- Apply their M&E findings toward action and accountability by knowing the critical points that have a decisive impact on the quality and performance of the work
- Have the skills to interpret standard M&E frameworks and design and implement a basic M&E system
- Demonstrate an understanding of how to develop a budget

Social Innovation in Central Asia Incubator

Building on the success of the first [Social Innovation in Central Asia Incubator](#), the CAYLA Regional Activities Coordinator must organize an event for each target country (three total) for 75 CAYLA

Alumni (average 25 from each country) to foster the exchange of ideas, experiences and best practices on new social practices for civil society across Central Asia to better meet social needs.

The SICA Youth Incubators should showcase the work of well-known regional and international representatives of “innovation hubs,” leading organizations in the region in designing and deploying innovative strategies, and other social innovators. In addition to receiving consultations, coaching and group work, participants will present innovative project ideas on topics such as development of local self-government, protection of the rights and interests of vulnerable groups at the local and national levels, citizen engagement in solving community problems and decision making, changing adverse gender stereotypes and effective cross-sectoral partnerships. Participants will conduct initial design of these initiatives and identify potential collaboration opportunities with peers at workshops organized during the Incubator. These will form the basis of new project proposals for SICA grant opportunities. The CAYLA Regional Activities Facilitator should propose methods for engaging these alumni and the current cohort within the other activities under this consultancy in their proposed design.

EF will cover costs of participant travel, lodging, meals and other logistical costs related to CAYLA member participation. The CAYLA Regional Activities Facilitator must budget for venue rental, speaker fees and travel and other logistical costs related to the facilitation of these events.

CAYLA Talks

Upon completing the Public Speaking course, participants will be expected to present speeches they have prepared throughout the course in front of a live audience (CAYLA Talks), employing the debate and discussion techniques they have mastered. EF will arrange to have these speeches professionally recorded, and then EF and the CAYLA Regional Activities Facilitator will develop and implement a communications campaign to promote these recordings through CAYLA and other social media pages. EF and the CAYLA Regional Activities Coordinator will review and select the best presentations that highlight the range of youth opinion leaders, influencers, journalists and positive role models in CAYLA from each target country to prioritize in this promotion.

Networking Camp and Graduation Ceremony

To enhance networking opportunities among young civil leaders in the target countries, the facilitator will arrange networking camps that include a graduation ceremony for this cohort. This may be arranged as either one large regional event or multiple national events held simultaneously.

EF, supported by the CAYLA Regional Activities Coordinator, will host graduates from the third cohort who actively participated in CAYLA (approximately 70) for one or more simultaneous six-day CAYLA Networking Camps in Central Asia. The Networking Camp(s) will bring together the young leaders for networking, sharing experiences, team-building activities (e.g., sports competitions, cultural and social events, role plays, debates) public speaking and presentations of projects and success stories (including CAYLA Talks presenters) and tech events such as hackathons.

A graduation ceremony will serve as a reflection event that caps the series of CAYLA activities and should be an integral component of this camp. The design must be forward looking and include interactive sessions with guest speakers and experts on positive youth development topics and recommendations. The goal of the graduation ceremony is to highlight the impact of participation in CAYLA and offer inspirational messaging and guidance to CAYLA members about how they can continue to put everything they have learned into practice.

EF will cover costs of participant travel, lodging, meals and other logistical costs related to CAYLA member participation. The CAYLA Regional Activities Facilitator must budget for venue rental, speaker fees and travel and other logistical costs related to the facilitation of these events.

Expected Results

Upon completion of these activities, the following outputs and outcomes should be achieved:

- 120 young leaders from Kazakhstan, Turkmenistan and Uzbekistan recruited and enrolled in CAYLA
- E-Learning curriculum reviewed and recommendations on updates or other modifications submitted to EF
- Approximately 80 CAYLA members successfully complete at least one module of the CAYLA learning curriculum
- Approximately 70 CAYLA members participate in at least four other major CAYLA activities (e.g., mentorship program, project design and management course, networking camp, CAYLA Talks)
- Kick-off event held for all participants
- Project Design and Management Course for all participants
- 45 successful mentorships completed
- 10 CAYLA Talks presentations produced and promoted
- Three SICA Youth Incubators held for CAYLA alumni
- Networking camp(s) held for graduates
- 10 “collaborations” among CAYLA alumni. Collaborations may include joint youth-led community events and projects; speaker, trainer and expert engagements; organizations of forums and events; and support with NGO registration.
- 20 success stories about CAYLA participants and alumni from all three cohorts and how they have benefited from CAYLA participation