



**Network of Ethiopian Women's Associations (NEWA)**

**Terms of Reference (TOR)**

**To provide Media Strategies and Peacebuilder Personality Capacity building training for  
Ethiopian Women Peace Builders (EWPB)**

**August, 2025  
Addis Ababa, Ethiopia**

## **1. Background and Context**

Network of Ethiopian Women's Associations (NEWA) is one of the pioneer national civil society networks in Ethiopia working for the respect of women's political, economic, social, and legal rights. Currently, NEWA has 50 member associations/organizations operating all over the country whose primary objective is creating an enabling environment for the empowerment of Ethiopian women and girls. Its member associations aim to advance women's rights, gender equality, and women's empowerment in Ethiopia. NEWA has experience in leading women's rights issues in Ethiopia through advocacy, research, capacity building, and monitoring government compliance with Gender Equality. As a network organization, NEWA has been advocating for the development and proper implementation of gender-sensitive policies, laws, and programs at the national and regional levels.

### **1.1. Introduction**

Despite the international community's strong commitment to the Women, Peace, and Security (WPS) agenda, as enshrined in landmark resolutions like UNSCR 1325, and the tireless efforts of Ethiopian civil society organizations (CSOs) to promote the WPS agenda, including the pursuit of a National Action Plan, women remain notably absent from formal peace negotiations in Ethiopia. This exclusion, exemplified by their absence from critical peace talks, represents a significant gap, particularly given the documented impact of conflict on women and girls and the crucial role they play in peacebuilding and reconciliation. This absence highlights a critical disconnect between policy commitments to WPS and the realities on the ground.

This gap persists despite the valuable contributions of many organizations like the Network of Ethiopian Women's Associations (NEWA) to advancing the WPS agenda in Ethiopia. NEWA has implemented impactful initiatives that demonstrate the potential for women's leadership in peacebuilding. That includes empowering women peace builders through capacity building and grassroots initiatives, fostering dialogue and peacebuilding through culturally relevant projects like "Buna Le Selam" (Coffee for Peace), and advocating for women's inclusion in transitional justice processes and national dialogues. These efforts highlight the crucial role women play in fostering a more peaceful and just future for Ethiopia.

However, despite these important contributions and the clear evidence demonstrating the positive impact of women's participation in peacebuilding, women continue to be excluded from formal peace negotiations. This persistent exclusion reveals a systemic challenge that goes beyond the valuable work being done by organizations like NEWA. It suggests that deeper

structural barriers, including political will, cultural norms, and entrenched power dynamics, continue to hinder women's meaningful participation in formal peace processes.

The challenge, therefore, lies not only in supporting the work of CSOs, but in addressing the underlying systemic factors that prevent these policies and initiatives from translating into tangible improvements in women's participation at the highest levels of peace and security decision-making. NEWA, in partnership with ACCORD is implementing a project advancing the WPS agenda through a national focus, tailoring their approaches to meet the specific needs of Ethiopian women.

Therefore, in strengthening resilience and localization of women peace and security (WPS), NEWA is implementing project activities to strengthen conflict resolution and peacebuilding capacities among Ethiopian Women Peace Builders (EWPB). One of the required capacities to EWPB is the media strategy development and capacitating peacebuilder personality.

### **Overall project Objective**

To strengthen the localization and resilience of the Women's Peace and Security (WPS) agenda in Ethiopia by empowering local peace leaders and stakeholders, enhancing institutional capacities of local organizations with strategic thinking, exchange of good regional practices, and technical skills, and by contributing to fostering sustainable and inclusive peace processes that ensure the active meaningful participation and leadership of women in conflict prevention, mitigation, transformative resolution, and post-conflict recovery over the project period.

### **Objectives of the capacity building training**

- To build the capacity of Ethiopian women peacebuilders in using media effectively for peace advocacy
- To enhance participants' understanding of the personality traits and soft skills essential for effective peacebuilding
- To foster a network among EWPB committed to promoting peace and social cohesion

### **3. Scope of Work**

The selected consultant(s) will be responsible for:

- Designing and delivering a two-day interactive training workshop
- Developing training materials, handouts, and practical exercises
- Facilitating sessions on:
  - Media strategies for peacebuilding
  - Social media and mainstream media engagement
  - Peacebuilder personality traits and leadership skills
  - Conflict-sensitive communication and emotional intelligence

- Guiding participants in developing peace messages and personal action plans
- Preparing a training report including participant feedback and recommendations

#### **4. Expected Deliverables**

- Detailed training inception plan and agenda
- Training materials (PowerPoints, handouts, exercises)
- Facilitation of the two-day workshop
- Final training report including:
  - Summary of sessions
  - Participant feedback
  - Key outcomes and recommendations

#### **5. Target Participants**

- Members of Ethiopian women peacebuilders

#### **2. Trainer deliverables**

The following will be the expected deliverables of the trainer:

- Submit brief technical and financial proposal including workplan to deliver 2 days interactive training on Media Strategies and Peacebuilder Personality Capacity building training for Ethiopian Women Peace Builders (EWPB)
- Prepare outline and training material /power point presentation to better understand on Media Strategies and Peacebuilder Personality
- Prepare PPT, agenda, pre & post training test of the training in a participatory and friendly approach
- Organize and conduct two days training program for about 30-40 participant's base set schedule
- Final training report including:
  - Summary of sessions
  - Participant feedback
  - Key outcomes and recommendations

#### **3. Duration for the assignment**

- Timeframe of the assignment will be held for two days tentatively scheduled to be taking place from September 23-24,2025
- After signing of the contract, the trainer will have a total of four consultancy days, including one day for preparation, two days will be provided for the training delivery and a day for preparing a report to be submitted after the training.

#### 4. Competences, experiences and qualifications:

Education: The consultant/trainer must have a post-graduate degree in a related field;

- ✓ Proven experience in peacebuilding, media training, or communication
- ✓ Strong facilitation and adult learning skills
- ✓ Familiarity with the Ethiopian socio-political context and gender dynamics
- ✓ Excellent communication skills in English and preferably Amharic or other local languages
- ✓ Proven media strategy training facilitation skills; prior experience in peacebuilding training.
- ✓ Knowledge of local conflict dynamics
- ✓ Gender Studies/ Understanding feminist theory, gender dynamics, and intersectionality
- ✓ Knowledge of WPS agenda; UNSCR 1325 & related resolutions
- ✓ Excellent interpersonal communication and reporting skills
- ✓ Excellent communication and facilitation skills, distinct but moderate and enabling rather than imposing
- ✓ Experience in working with CSOs is an advantage

#### 5. Information needed while submitting expression of interest includes

- Letter of interest
- CV including references (Detailed profile of the applicant, indicative of previous relevant experience).
- Technical proposal (clearly showing the methodology, content, plan of action and interpretation of the TORs).
- Financial proposal (including unit price per day).
- Certificate related with the assignment
- Recommendation letters from previous other similar engagements
- Renewed license, TIN

#### 11. Deadline and submission of expression of interest:

Application; Interested consultants (individuals and firms) with experience in executing similar assignments are invited to submit their expression of interest/bids by **COB September 4,2025** with the subject field **“Expression of Interest:‘ To provide Media Strategies and Peacebuilder Personality Capacity building training for Ethiopian Women Peace Builders (EWPB)** addressed to; Organizational Email:[newarecruitments@gmail.com](mailto:newarecruitments@gmail.com).

Only complete bids (**stamped and scanned technical and financial proposal**) submitted by email will be considered.