

## OPEN CALL FOR PROPOSALS

### *Contribution to A Family Guide for the Digital World*

You are invited to submit your proposal offering your best prices and delivery conditions to CLEMI (Centre pour l'éducation aux médias et à l'information) and UNESCO for the provision of:

#### **I. BACKGROUND**

UNESCO, specifically its Media and Information Literacy and Digital Competencies Unit and CLEMI (*Centre pour l'éducation aux médias et à l'information*) are jointly developing a global Family Guide for the Digital World for parents and families to navigate the complex challenges of the digital world. This comprehensive Guide will target parents, families, educators, to provide scientifically grounded knowledge, data-driven evidence, examples and practical strategies on parenting children and supporting them in the ethical and safe use of social media, digital platforms and new technologies.

The aim of the Guide is to offer a new and research-based tool that acts as a compass for educators, families and policy makers to navigate the challenges of digital parenting. It will empower the parents by providing them with reliable information and ideas, designed to accompany them and to be a reference book grounded in media and information literacy.

The direct beneficiaries of the Guide will be of three kinds: (1) parents; (2) educators and teachers, and (3) policymakers. The indirect and final beneficiaries are children and youth.

It seeks to notably address the following broad themes :

1. **Managing screen time:** Promoting a balance between digital life and quality family time.
2. **Enhancing media and information literacy:** Developing a critical approach to information, understanding the mechanisms of misinformation, and increasing knowledge about the media ecosystem.
3. **Using social media:** Guiding children, parents, and educators towards healthy and conscious use of digital platforms.
4. **Cyberviolence and digital safety:** Raising awareness of the dangers of inappropriate content and problematic behavior, including cyberbullying, gender-based discrimination, and exposure to pornography.

5. **Addressing digital content creation and ‘sharenting’:** Guiding parents on protecting children's privacy and promoting ethical content creation.
6. **Engaging parents and families:** Encouraging active participation in the digital education of children through open and two-way dialogue.

The Guide is intended to be an invaluable resource to empower families and parents, globally and regionally, through knowledge and good practices in an area where they often lack guidance and evidence-based tools to address the impact of social media and new technologies on children. The Guide will also serve as a powerful advocacy tool for policymakers, civil society organizations (CSOs) active in media and information literacy, and an important source of information and knowledge on strengthening fundamental rights include freedom of expression, children’s rights including the right to privacy.

The Guide (approximately 100 pages in total) will be editorially developed and designed by CLEMI, in coordination with UNESCO, and will compile a series of 5-6 articles developed by expert authors from around the world – ensuring the inclusion of regional and local perspectives on parenting and children’s well-being (online and offline), using a gender-sensitive and multidisciplinary lens.

Following the submission of articles by expert authors to UNESCO and CLEMI, CLEMI will define the structure of the guide, and organize the content ensuring overall editorial coherence and quality of the Guide.

The Guide will be ready in 2026 and disseminated widely in French and English.

## **II. WORK ASSIGNMENT**

In this context, and with a view to achieving the aforementioned objectives, UNESCO and CLEMI are seeking organizations or individuals to contribute to this Guide from a regional perspective, particularly from the following global regions:

- Africa
- Asia and the Pacific
- Arab states
- Europe and North America
- Latin America and the Caribbean

See here the UNESCO Regional Groups via the following link: [Member States | UNESCO](#)

In their contribution, the author may choose to address one theme or more of the Guide, based on their area of expertise and specialty, and in close coordination with the project coordinators at CLEMI and UNESCO.

The organization or individual will develop a high-quality, well-researched, and data-driven article aligned with the Guide's objectives. The author is expected to work collaboratively with CLEMI and UNESCO to ensure thematic alignment, region-specific relevance and evidence-based recommendations. Each article will provide critical insights into key concerns and trends in a region, corresponding to the overall theme of the Guide and highlighting specific challenges faced by families, parents and children, through relevant data, case studies, and academic references.

### **Scope of Work and Responsibilities:**

#### *1) Research and Writing*

a) Article development: Develop a comprehensive and well-structured article providing a regional perspective on one or more thematic areas of the Guide. A finalized outline of the Guide and the list of thematics addressed will be shared in advance. The article should be between 1,500 and 2,000 words.

b) Article structure: The article may be structured flexibly, aligned with the work assignment described above, insofar as it includes -

- A story/narrative which explains the overall trend in the region.
- Region-specific data and concrete examples (with relevant sources and academic references) that correspond to the theme.
- Sets of recommendations for parents, educators and children, where relevant and applicable.

#### *2) Collaboration and Coordination*

a) Engagement with CLEMI and UNESCO Project Coordinators: Regularly communicate with the Project Coordinators to receive guidance, share drafts, and incorporate feedback (two rounds maximum). Authors are expected to make revisions based on feedback from CLEMI and UNESCO.

b) Incorporation of Feedback: Revise drafts to integrate comments from the Project Coordinators and peer reviewers. Authors are expected to participate in periodic review meetings to discuss feedback and ensure the article meets editorial standards.

#### *3) Quality and Accuracy*

a) Data Verification: Ensure that all data, statistics, and references are accurate, reliable, and properly sourced. Authors are responsible for providing original, plagiarism-free and recent content.

b) Clarity and Coherence: Write in clear, accessible language suitable for families and parents.

c) Fact-Checking: Authors are expected to fact-check all claims made in the article to maintain the credibility of the Guide.

### **III. EXPECTED DELIVERABLE**

1. **Final article:** A well-structured, formatted, and error-free final article, including charts and graphs, as necessary – incorporating CLEMI and UNESCO inputs should be sent.

Editorial plan and timeline: A detailed timeline outlining key milestones, methodology, deadlines for article submission, and review stages will be provided to the authors by the Project Coordinators.

All written deliverables should be produced in English or French, at mother-tongue level, and tailored to the target audience of the Guide. CLEMI will coordinate with a team of illustrators to produce simplified illustrations to enhance accessibility of the Guide's content and ensure visual alignment with content.

All written deliverables should consider gender and social perspectives.

### **IV. TIMELINE**

The call for proposals will be launched on **20 June 2025** and closes on **22 August 2025 23.59PM CEST (Central European Summer Time)**.

The work assignment is expected to commence in September and to end in November 2025.

### **V. SELECTION PROCESS**

The selection of applications will be conducted by an editorial committee on the basis of selection criteria specific to UNESCO and CLEMI.

### **VI. ELIGIBILITY REQUIREMENTS**

To be eligible for this work assignment, the individual/organization must meet the following requirements:

1. Applicants must demonstrate expertise in at least one of the following relevant disciplines:
  - Behavioural Psychology – with a focus on child development, digital behavior, or family dynamics.
  - Sociology or Anthropology – particularly in media use, digital parenting, and youth culture.
  - Political Science or Public Policy – especially digital rights, internet governance, and policy advocacy related to children and technology.
  - Media and Communication Studies – with an emphasis on media literacy, misinformation, and digital content creation.
  - Education or Pedagogy – focusing on digital education, parental engagement in learning, or edtech.
  - Technology and Cybersecurity – experts well versed in online safety, data privacy, and digital platforms.
  - Sociology, Gender and Intersectionality Studies – with demonstrated experience in applying an inclusive lens to digital practices and use of social media.

Applicants with multidisciplinary experience (e.g. a behavioural psychologist working in digital policy, or a technologist with expertise in media education) are strongly encouraged to apply.

2. Must have demonstrated knowledge or lived experience in one or more of the following regions:
  - a. Africa
  - b. Asia and the Pacific
  - c. Arab States
  - d. Europe and North America
  - e. Latin America and the Caribbean

Applicants should be familiar with region-specific digital trends, policy challenges, cultural dynamics, and family structures. Priority will be given to individuals or institutions based in the region they seek to represent or write about.

Contributions must reflect local voices, cultural contexts, and regional realities—beyond purely theoretical analysis.

3. Familiarity with the global and regional dynamics of Media and Information Literacy, freedom of expression, and child and youth empowerment.
4. Adherence to ethical standards, including inclusivity, non-discrimination, and respect for diversity, in all activities and outputs.
5. Applicants must be fluent in either English or French, with the ability to write at a mother-tongue or near-native level.
6. A proven track record of publications or project outputs related to media and information literacy, digital parenting, education, or children's rights. Contributions to regional or international initiatives, such as UN or civil society campaigns focused on digital wellbeing, are advantageous. Preference will be given to those who have demonstrated a commitment to inclusive, child-sensitive, and evidence-based work.

## VII. APPLICATION PROCESS

Your proposal should consist of the following mandatory elements:

1. Summary (10-20 lines) of your proposed theme and the regional focus
2. Curriculum Vitae (CVs) of the author/Profile of the organization (max. 5 pages).
3. 1-2 examples of previous publications or projects on the topic of digital parents, education and children's rights online, with an emphasis on media and information literacy perspective.
4. Financial quotation (up to a maximum of 600 Euros, all taxes included).

The vendor shall bear all costs associated with the preparation and submission of the Proposal and neither CLEMI nor UNESCO will in any case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

The process will be the following:

1. **22 August 2025 at 23:59 CEST:** End of the applications. Each applicant shall send, as specified in this call, a CV, a few examples of previously authored articles, the financial proposal and a brief summary (10-20 lines) of the proposed article.
2. **5 September 2025:** UNESCO and CLEMI will indicate to all applicants the results of the selection process, so we can start the work assignment, and the selected experts can begin the drafting process. This period of work will include the dialogue with project coordinators team on the articles, as specified in this call.
3. **31 October 2025:** The articles will be finalized for integration in the Guide.

**We are looking forward to receiving your quotation comprising of a technical proposal and financial proposal before 22 August 2025 23.59PM at**

**[milunit@unesco.org](mailto:milunit@unesco.org)**

***Subject: Ref. Contribution to A Family Guide for the Digital World***

Quotes shall be in written English or French.