



FOC Communications Consultancy - Call for Proposals

The FOC:

The Freedom Online Coalition (FOC) is a group of governments who work together to support Internet freedom and protect fundamental human rights – free expression, association, assembly, and privacy online – worldwide. Since its formation in 2011, the Coalition has proved to be a successful and growing international grouping of states concerned with promoting human rights and democracy online, and defending those exercising their rights in the Internet environment.

Coalition members coordinate their diplomatic efforts, share information on violations of human rights online and work together to voice concern over measures that curtail human rights online. The Coalition collaborates by issuing joint statements, by sharing policy approaches to complex issues, exchanging views on strategy, and planning participation in relevant forums.

A key priority of the Coalition is shaping global norms through developing and promoting FOC language and joint statements in relevant international forums and resolutions.

You can read more of the Coalition's priority issue areas and working methods in the [Program of Action 2019-2020](#).

Consultancy problem statement:

The global internet governance policy landscape comprises of a plethora of forums and processes that demand state engagement. The FOC provides an important platform for like-minded governments to coordinate their diplomatic efforts and amplify their voices in support of internet freedom and human rights online, worldwide.

The effectiveness of the FOC's work depends on impactful communication with internal and external stakeholders alike. In the context of its new program of work, the FOC is looking to hire a short term consultant with extensive knowledge of multilateral diplomacy and strategic communications to develop an advocacy strategy for its internal and external work going forward.

Consultancy objectives:

1. To research and identify how to effectively communicate the activities of the FOC among relevant internal and external stakeholders:
 - a. Identify who needs to be aware of the FOC and how to effectively communicate its existence and work
2. To strengthen the effectiveness of FOC advocacy efforts, in particular the traction of its joint statements:
 - a. Clarify the objective of FOC joint statements and advocacy efforts.
 - b. Identify target audience for the joint statements.



3. Develop a practical advocacy strategy the FOC can use to support their advocacy efforts going forward.

Consultancy timeframe: November 2019-January 2020

Contact point: If you are interested in finding out more about this position, please contact minna@gp-digital.org.