

TERMS OF REFERENCE

BE INTERNET CITIZENS – TEACHER TRAINER

- **Organisation:** Institute for Strategic Dialogue (ISD)
- **Contract type:** Consultancy
- **Reporting to:** Project Manager, *Be Internet Citizens*
- **Location:** Remote (with possibility of meetings in Central London office)
- **Preferred Start Date:** w/c 18 October 2021, with limited scope for negotiation
- **Remuneration:** tbc (please submit an indicative budget with application)

About ISD

The Institute for Strategic Dialogue (ISD) is an independent, non-profit organisation dedicated to safeguarding human rights and reversing the rising tide of polarisation, extremism and disinformation worldwide. For over 10 years we have responded to the rising challenge of extremist movements and the ideologies that underpin them, delivering cutting-edge programmes built from world-leading expertise in communications and technology, grassroots networks, frontline research, and policy advice. ISD partners with governments, cities, businesses and communities, working to deliver solutions at all levels of society and empower those who can really impact change. We are headquartered in London with a [global footprint](#) that includes teams in Washington DC, Berlin, Beirut, Amman, Nairobi and Paris.

About Be Internet Citizens

[Be Internet Citizens \(BIC\)](#) is a digital citizenship education programme, delivered by ISD in partnership with Google and YouTube. It was launched in 2017 with the objective of empowering young people to build resilience to online harms, including hate and disinformation. In doing so, the programme seeks to foster an understanding of how to participate positively in the online world as accountable and conscientious digital citizens.

Since its inception, BIC has reached an estimated 70,000 young people across the UK, while over 750 teachers and youth workers have been trained to deliver the curriculum independently. The programme has been recognised by experts at the Department for Education (DfE) and the [Department for Culture, Media and Sport](#) (DCMS), and received direct engagement from MPs across government including Education Secretary Gavin Williamson, former DCMS Parliamentary Chair Damian Collins, and Home Secretary Priti Patel. Over 20 cross-party MPs have attended workshops in person, and even [highlighted Be Internet Citizens](#) in the House of Commons.

In November 2020, ISD and YouTube launched the brand-new BIC curriculum via two educational resources: the Unit of Work for secondary school teachers, and Community Toolkit for non-formal education and youth sector practitioners. These resources reflect the lived experiences and challenges young people face online in 2021, with a series of action-oriented sessions to unpack topics such as:

- **How to identify mis-/disinformation** (e.g. conspiracy theories, clickbait, manipulated media);
- **Exploring fact versus opinion**, including how sensational content can drive user engagement;
- **The benefits and pitfalls of a 'personalised web'**, including algorithms and filter bubbles;
- **Understanding unconscious bias** and how it influences our worldview;
- **Analysing 'us vs them' narratives**, and how online echo chambers may widen social divides;
- **Responding effectively to hate speech** and forging more inclusive digital communities;
- **Creating inspiring digital content** to champion causes, promote positivity and support peers.

The BIC 2021 teaching resources can be downloaded from: <https://internetcitizens.withyoutube.com>

Scope of work

As part of BIC activity in the Autumn and Winter Terms 2021/22, ISD will organise **a series of teacher training sessions** that give educators the core knowledge and confidence to deliver the curriculum independently in their classrooms. The programme has been running teacher trainings for over three years, including digitally during the pandemic. While this is an essential goal for scaled provision, it has also proven labour intensive for ISD's in-house team who need to focus on developing new activity strands, updating curricula in line with latest evidence and piloting gold-standard Monitoring and Evaluation tools.

As such, our new strategy centres on engaging 'force multipliers' who can draw on their existing networks, either with specific teacher communities or school clusters – these third parties would not only lead trainings (having been quality assured from our side), but also take responsibility for ensuring strong outreach, promotion and turnout at the events themselves. We hope to decentralise the training element both through third-party providers, local councils, Initial Teacher Trainers (ITTs) or even Multi-Academy Trusts – those who can leverage access to large groups of schools or teachers, as well as a wellspring of trust within the sector. This is not only to streamline the process, but expand our engagement to whole new pockets of the UK teaching community who may be unaware of the programme to date.

Deliverables:

The consultant will provide the following services by the end of January 2022:

- Immersion in the *Be Internet Citizens* resources, with support from ISD team;
- Design of an appropriate training format to cover the full Unit of Work, drawing on ISD's past experience and materials (remote or face-to-face, as appropriate);
- Promotion and outreach for training events, as well as ongoing communication with participants;
- Collaboration with ISD to arrange event logistics as needed (e.g. physical venues);
- Delivery of *Be Internet Citizens* training to **min. 350 secondary school teachers** across the UK;
- Reporting on success of training events and any lessons learned;
- Overseeing basic M&E for participating teachers (e.g. pre- and post-surveys).

The consultant will report into ISD's *Be Internet Citizens* Project Manager, with oversight from a Senior Policy Manager. They will be supported by the Project Associate in executing their deliverables.

Timing

It is anticipated that the consultant will complete all deliverables outlined within a timeframe of **15-20 days' work** over the period **October 2021 – January 2022** (where one day = 8 hours). Immediate start dates are preferred, dependent on availability.

Consultant specifications

We welcome applications from consultants who meet the following criteria:

Essential

- Strong experience designing and/or delivering front-line training for teachers;
- Demonstrable networks within the UK education sector;
- An understanding of and commitment to the core mission of ISD and *Be Internet Citizens*;
- Intercultural and interpersonal awareness.
- Familiar with Digital Citizenship Education topics (e.g. mis-/disinformation; hate speech);
- Highly organised with the ability to multi-task and respond proactively to changing needs;
- Excellent written and verbal communication skills.

Application process

To apply, please submit:

- A CV and a brief proposed methodology (500 words max) for meeting the deliverables outlined above, including an indicative budget.

Proposals must be submitted via email to Jennie King jk@isdglobal.org and Hugo Besancon hbe@isdglobal.org by **17:00 BST on Friday 15 October 2021**. Please use the email subject line '**Be Internet Citizens Teacher Trainer Role**'.

ISD reserves the right to interview and appoint applicants prior to the closing date of this vacancy.