

Equinet Training Session on Persuasive Writing Call for Proposals

1. BACKGROUND & CONTEXT

Equinet is the European Network of Equality Bodies, a membership organization bringing together 47 equality bodies across Europe. Equality bodies are public bodies that raise awareness of rights, promote equality and fight discrimination. They are champions for the core European value of equality and defenders of the right to equal treatment.

Equinet's Working Group on Communication Strategies and Practices gathers communication experts from equality bodies. For our work in 2021, members of the Working Group identified the need to develop further their persuasive writing techniques, in particular writing and effectively communicating messages. This would **help equality bodies persuade their target audiences of the importance of equality in general**, as well as addressing hot and often contested topics through speeches or articles, like the Istanbul Convention, same-sex marriage, migrants etc.

On the other hand, equality bodies may be subject to trolling or hate speech linked to their external communication, especially on social media. Many of them use positive counter narratives in these situations, and **this training should help them start using different persuasive writing techniques in a more comprehensive and strategic way, to deal with online hate speech and trolls.**

2. OBJECTIVES

For reasons listed above, we are in search of a training that looks at **how equality bodies could further develop their persuasive writing techniques, so they can use them in promoting equality and dealing with hate speech they experience in their work.**

Communication staff of equality bodies will meet for two days to look at the following elements:

- 1. Persuasive writing 101:** Understand rhetoric models and elements of persuasive writing
 - **Put it into practice:** Explore examples of successful persuasive writing and practice techniques in writing messages for different audiences, including marginalized groups
- 2. Tackling online hate speech:** Learn how to recognize and respond to different debate techniques used by "trolls"

- **Put it into practice:** Based on experiences of equality bodies receiving hate speech (particularly on social media), discuss and work on model answers for reoccurring problems

3. EXPECTED OUTPUTS

- A two-day practical training for 20 communication experts from equality bodies
- A checklist of practical tips for equality bodies, based on the experience of equality bodies as shared during the training (to be developed by trainer(s) after event)
- A collection of minimum 10 examples of persuasive writing, custom made for situations faced by equality bodies (to be developed by trainer(s) after event)

4. EXPERTISE REQUIREMENT

The selected expert(s) or team to be chosen is expected to demonstrate:

- Proven knowledge and experience in persuasive writing related to equality and in dealing with online hate speech.
- An understanding of how to apply these to the fields of equality and human rights
- Knowledge of the work of national equality bodies and their diversity
- Excellent drafting skills in English

5. SELECTION PROCESS

The Equinet Secretariat and moderators of the Working Group on Communication Strategies and Practices will select the winning application. In the selection process the following criteria will be taken into account:

- Quality and content of the proposal
- Demonstrated expertise in the field
- Price

The proposal offering the best value for money will be selected.

6. INDICATIVE TIMEFRAME

- **31 August:** Call for proposals closes
- **17 September:** Result of the selection process
- **29 September:** Start of the work based on kick off meeting with Equinet & Working Group representatives
- **Week of 22 November:** Training
- **15 December:** Presentation of draft written materials

7. BUDGET

Equinet has a **maximum budget of 5000 euros** to deliver the training & written materials.

8. PROPOSALS

Your application should include:

- Brief approach, methodology and timeline proposal
- Letter of motivation explaining your interest & relevance for this training
- CV of the trainer(s)
- Proposed budget

Please send your application to the Equinet contact person by 31 August, with the subject 'Persuasive Writing – Trainer Application'

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