

**Note for applicants.**

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# **Call for Proposals: Youth Connect**

August 2025

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## **Call for Proposals:**

The British Council is inviting proposals from Jordanian Civil Society Organisations (CSOs) with a strong focus on youth and women's empowerment, countering online polarisation and hate speech and/or leading governance and accountability programmes to support the implementation of its Youth Connect programme across Jordan.

This initiative aims to equip young people, including women and people with disabilities, with the skills, confidence, and opportunities needed to thrive and take an active role in shaping their communities. Through enhanced well-being, resilience, and collective engagement with key stakeholders, the programme fosters youth-led change and community development.

We welcome applications from CSOs with a proven track record in youth engagement and empowerment.

## **Youth Connect Programme – Jordan**

**Youth Connect** is a flagship programme by the British Council that empowers young people in Jordan to become confident, inclusive, and strategic leaders of change in their communities. Rooted in a regional vision across the MENA region, the programme addresses critical challenges such as youth unemployment, inequality, countering hate speech and social cohesion by building young people's capabilities and leadership potential.

In Jordan, Youth Connect focuses on strengthening youth engagement at the local level by equipping young women and men — particularly those from marginalised backgrounds — with the skills, agency, and networks needed to influence decisions and lead collective action. Through inclusive and context-sensitive approaches, the programme fosters civic participation, gender equality, and collaborative problem-solving.

### **Key Objectives:**

- Equip young people with leadership skills, values, and principles that support inclusive, rights-informed engagement around community priorities.
- Enhance youth resilience and capacity to address local challenges by collaborating with diverse stakeholders, including civil society and government actors.
- Promote meaningful youth participation in civic spaces — both offline and online — and strengthen their ability to make sense of and contribute to the digital sphere.
- Support the creation of local, national, and regional youth networks that support peer learning, collective action, and long-term collaboration.
- Build strategic partnerships with decision-makers and community actors to promote inclusive leadership and sustainable development.

### **Expected Outcomes:**

1. **Leadership Development:** Strengthened leadership capacities among young people, with a focus on young women and marginalised groups, through structured skills development and personal growth opportunities.
2. **Collaborative Engagement:** Increased collaboration between youth and stakeholders to address shared priorities using inclusive and contextually sensitive methods.

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3. **Community Impact:** Co-designed and implemented youth-led action projects that respond to local needs in ways that enhance community cohesion and stability.
  4. **Promoting and enhancing radical inclusion:** Active and equitable participation of young women, marginalised communities and people with disability in civic life, ensuring their voices contribute to shaping positive change.

### Eligibility criteria

- This call for proposals is open for registered Jordanian Civil Society Organisations.
- Activity timeline: All proposed activities must begin no later than October 2025 and be completed by mid-March 2026.
- Organisational capacity: The organisation must demonstrate the ability to implement the proposed activities with a proven track record in managing similar projects and initiatives. The organisation must have a physical presence in Jordan and be officially registered with the relevant Ministry or Office.
- Legal and financial requirements: The selected partner must be able to enter into a grant agreement with the British Council and have a local bank account in the name of the organisation.
- Experience in youth empowerment: The organisation must have extensive experience in delivering youth-focused training, including women and people with disability, and must maintain access to a network of facilitators, trainers, and mentors.
- Delivery standards and quality: The organisation must have the capacity to deliver the programme to the specified standards, ensuring high-quality implementation throughout the project.
- Project team requirements: The selected partner must appoint a dedicated project team of at least two to three members, including a project manager, facilitator and mentor who will be available and committed throughout the programme's delivery. The team should demonstrate effective time management, dedication, and active participation in all activities.
- Mandatory attendance: All project team members are required to attend all project activities, discussions, and meetings to ensure effective implementation and reporting.
- Targeting marginalised communities: The organisation must have a proven ability to reach and engage young men and women in marginalised communities (e.g., individuals with disabilities, those from remote areas) through previous projects or initiatives.
- Commitment to equality and inclusion: The organisation must show a clear commitment to equality, diversity, and inclusion, with experience working with diverse groups from various social, economic, and geographic backgrounds.
- Project management experience: The organisation must have prior experience and in-house capacity to manage similar projects, including organising large-scale events, financial management, and monitoring and evaluation.
- Financial and budget management: The organisation must have experience in financial management, including preparing and reporting on budgets.

- Narrative reporting: The organisation must have experience writing narrative reports in both English and Arabic, detailing the activities, reach, activities links (social media, videos and CAPs social media links) and outcomes of the project.
- Public outreach and gender balance: The organisation must have an effective strategy for public outreach and engagement in activities and events, ensuring 50% female participation and 5% participants with disabilities.
- Induction and training: The selected partner will be required to participate in the programme induction and Trainings to local partners, organised by the British Council and facilitated by Lead Master Facilitators. Travel may be required for participation.

### **Responsibilities and activities to be implemented under the grant by the CSO partner**

1. Attend programme orientation, induction, national / regional training sessions, workshops, and weekly meetings.
2. Develop a detailed programme implementation action plan aligned with the programme's phases, detailing timelines, activities, and budget allocations, in collaboration with British Council.
3. Undertake EDI and safeguarding training provided by the British Council before starting with any of the project activities and to designate a focal point from the CSO project team.
4. Develop selection criteria for young people in Jordan that will undertake the training, in coordination and agreement with the British Council, ensuring that 50% of participants are females and the involvement of at least 5% disabled participants.
5. Ensure that equality is integrated into all programme activities.
6. Set up 'onboarding events' that engage at least 100 young people in different activities to help them decide if they want to participate in the programme.
7. The partner will lead the Youth Connect Learning Journey (Annex 1) by establishing one or two cohorts, depending on the total grant amount and the thematic focus, with each cohort comprising at least 30 young people. Participant selection must follow a transparent and equitable process agreed in advance with the British Council. Before training workshops begin, the final list of participants—containing each participant's full name, email address, contact number, region, age, gender, and the name of the organisation or institution they represent, if applicable—must be shared with and approved by the British Council. Signed Data Protection privacy statements for all participants must also be provided. The British Council reserves the right to reject proposed participants if there are concerns about the selection process. A training batch is considered complete when it includes at least 30 young people aged 18–35, with a minimum of 50% female representation and 5% participation from individuals with disabilities.
8. The workshop training will be delivered by facilitators who have undergone training of trainers by the British Council, under the supervision of potential Lead Master Facilitators validated by the British Council.
9. Engage participants in marginalised urban or rural communities, demonstrating a commitment to social equality and community development. This involves collaborating with community stakeholders and other relevant parties to facilitate change. The goal is to empower participants with skills, confidence, and broader community support, enabling them to effectively address local issues and engage with their communities.

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10. Be responsible for all logistics arrangements for the onboarding events, workshop training, collaborative decision-making events, field visits, mentoring participants, community engagement activities, collective action project (CAP) design workshop, CAPs applications, CAPs seed fund, mentorship of CAP implementation, and Look back Move Forward events, including venue hire, coordination with facilitators, catering, training support, printing, and communication of training materials.
  11. Partner will be required to adhere to guidance issued by the British Council regarding safety, security and branding for events delivered under Youth Connect programme. Partner must adhere to British Council and Youth Connect project Communication and Visibility requirements as requested.
  12. Monitoring, evaluating, quarterly and final reporting in accordance with the M&E framework for the project events, including (onboarding, trainings, field visits, community consultation, stakeholders' engagement, research, and community mapping activities, including mentoring for participants during the design and implementation of their collective action projects).
  13. Partner to work on enhancing the programme networks and to increase the profile, visibility, and sustainability of the programme. This can be achieved through reaching out to youth, members/staff of NGOs, and other decision-makers and influencers with an interest in improving the engagement of youth to positively contribute to their communities, who will have better skills, capacity, and awareness of how to influence positive change and to work collaboratively to do so.
  14. Support the national Youth Connect network and collaborate with the British Council to integrate participants from various cohorts into the national alumni network, encouraging new cohorts' participants to share their CAPs activities through the ALUMNI network social media.
  15. Ensure active and meaningful engagement of key local stakeholders and decision-makers in Youth Connect events and activities. The local partner is also encouraged to contribute to the development of a broader national network of Youth Connect stakeholders to strengthen collaboration, learning, and sustainability across regions.
  16. Work closely with Youth Connect participants to enhance the sustainability and relevance of their Community Action Projects (CAPs). This includes guiding participants to address real and pressing community issues, providing mentorship support, and ensuring effective visibility and communication efforts around their CAPs. The partner should also help maintain a manageable number of participants per CAP, drawing on lessons learned from previous programme cycles.
  17. Ensuring a proper management for Youth Thriving Measure, introduced by British Council in 2024\2025. ensure at least 80% of currently enrolled programme participants submit responses to the youth thriving measure.
  18. Activities Milestones and Timeline: The project timeline for this year, will be from October 2025 until 25 March 2026.

**Special Note:** To maximise impact, civil society organisations are strongly encouraged to focus their Youth Connect Learning Journey on one of two priority thematic areas: (1) Countering hate speech and polarisation on social media, or (2) Enhancing good governance and accountability. Experience in working on previous youth engagement and countering online hate speech projects is highly preferred.

19. with the following activity schedule:

| Project Milestone                                      | Timeline  |
|--|-----------|
| TOT  | October   |
| Onboarding activities                                  | October   |
| Workshop Training                                      | November  |
| Discovery & Research                                   | November  |
| Collective Decision-Making Event                       | December  |
| Designing the CAPs                                     | December  |
| Collective Action Projects delivery                    | Jan- Feb  |
| Look back, move forward events and graduation ceremony | March     |
| Final reporting and Narrative                          | Mid March |

#### **Monitoring and Evaluation Framework requirements:**

- ☐ The Recipient shall submit quarterly reports to the British Council outlining progress on activities, achieved reach and targets, stakeholder engagement, identified risks and challenges, and key lessons learned. Report will be due by the end of November 2025, January 2026, and 25 March 2026. In addition, the Recipient is required to provide monthly written updates on participant numbers (disaggregated by relevant criteria) and implementation cycle progress.
- ☐ Financial reporting quarterly, end of December 2025 and 25<sup>th</sup> of March 2026.
- ☐ Final narrative reports, including comprehensive data on all indicators within the M&E framework, including participants at all activities and events, in addition to the communications and visibility for project and CAPs activities including videos, reels and social media posts. By the 25th of March 2026.
- ☐ Final financial report, supported by proofs of expenditure such as quotations, invoices, receipts, payment vouchers, and proof of payments. By the 25th of March 2026.
- ☐ Additional monitoring tools as requested by the British Council.

**Monitoring and Reporting Approach** will include quantitative and qualitative data on all indicators within the M&E framework, including:

- ☐ Participant and training activity data will capture details such as trainee names, training venue, facilitator/mentor names, and participant attendance.
- ☐ Data on training batches, stakeholders, and Collective Action Projects (CAPs) will include the name and brief of the CAP, target audiences, geographic areas, and CAP aims.
- ☐ Learning outcomes of participants will be assessed.

- All data about training participants, CAP teams and stakeholders' engagement will be sex disaggregated.
- Success stories as per British Council guidance for success stories.

### **Value of available grant**

The maximum grant available for delivering one cohort will range between £15,000 and £30,000 per organisation. The Organisations which will apply only for Youth Connect Learning Journey could apply with budget £15,000, organisations which will offer integrating the digital resilience and countering online hate speech into Youth Connect learning journey could apply with budget from £20,000 to £30,000 .This can be awarded to one or two organisations to cover the implementation of project activities across Jordan. The amount will be disbursed in local currency based on the British Council's exchange rate of the call month. This seed funding will be provided for a limited number of CAPs (3–4 per training batch) and must meet British Council criteria and standards. Funding will be released upon agreement between the British Council and the selected partner organisation. The grant may be extended based on funding availability and the progress of the contracted partners.

We envisage paying the grant in instalments as follows:

1. First instalment – 80% of the total contract value, upon contract signature.
2. Second instalment – 10% upon approval from the project manager, subject to satisfactory progress of project delivery.
3. Third instalment – 10% upon implementation of the CAPs and Look Back–Move Forward events, and submission of the second quarterly narrative and financial report drafts.

### **Proposal submission timeline**

| <b>Activity</b>           | <b>Date / time</b>  |
|---------------------------|---|
| Applications open from    | 28 August 2025  |
| Deadline for inquiries    | 2 September 2025 (please submit enquiries to <a href="mailto:youthconnectprojectenquiries@britishcouncil.org">youthconnectprojectenquiries@britishcouncil.org</a> )                   |
| Deadline for applications | 10 September 2025<br><b>maximum by 23.00 Jordan time to :</b><br><a href="mailto:youthconnectprojectenquiries@britishcouncil.org">youthconnectprojectenquiries@britishcouncil.org</a> |
| Application outcome       | 15 September 2025 (Tentative)   |
| Project delivery          | October 2025- Mid March 2026 (Tentative)  |

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**Note: This opportunity is subject to cancellation depending on funding availability.**

### **Evaluation Criteria**

| <b>Criteria</b>   | <b>Weighting</b> |
|---|------------------|
| Feasibility of activities, delivery plan and budget       | 20%              |
| Knowledge, Experience, Organisation capacity and Approach | 40 %             |
| Collaboration, Community Engagement, and Mentorship       | 25%              |
| Monitoring, Documentation, and Reporting                  | 15%              |

### **Selection Criteria**

Applications will be reviewed by panels from the British Council based on the following criteria:

1. **Proposed capacity-building activities and youth engagement approach:** The evaluation will consider the clarity and effectiveness of your strategy for working with young people, particularly within programmes of a similar nature. Emphasis will be placed on how your proposed activities contribute to the personal and professional development of youth and foster their engagement with community stakeholders. Innovative, participatory, and interactive methods are strongly encouraged.
2. **Feasibility of proposal and delivery plan:** We will assess the practicality of your proposed activities in relation to the available budget and project timeframe. Proposals must include a clear, structured, and realistic plan for successful implementation.
3. **Impact and learning value:** Priority will be given to proposals demonstrating high-impact, cost-effective activities with strong learning outcomes, particularly for young women and members of the wider youth groups.
4. **Relevant experience:** The organisation's experience in delivering similar capacity-building initiatives, especially those targeting young women or focused on community development, will be a key consideration. A proven track record in project management, training, or mentoring is essential.
5. **Collaboration and community engagement:** Strong proposals will outline an approach that fosters ongoing collaboration with local stakeholders. We value strategies that promote active engagement, maintain consistent communication, and support local ownership through participatory consultations.
6. **Mentorship and long-term support:** The proposal should demonstrate a clear plan for providing consistent mentorship and follow-up throughout the learning journey of programme participants.
7. **Monitoring, documentation, and reporting:** We will evaluate your strategy for monitoring progress, documenting results, and reporting on activities. This includes



methods for gathering feedback and measuring the success and outcomes of your intervention.

## **Proposal Submission Guidelines**

Applicants are required to ensure that their proposals include the following information and documents:

- **Organisational Details:** Provide full details of your organisation, including your official registration number, registered address, contact information, and the name and title of the primary contact person for this proposal.
- **Programme Proposal and Action Plan:** Submit your proposal in alignment with the Youth Connect programme phases. This should include:
  - A detailed action plan with timelines
  - Team structure and roles
  - Description of planned activities
  - Budget breakdown and allocations
- **Geographical Reach:** Note that this call aims to select one or more local CSO partners to deliver the programme across different regions of Jordan
  - Specify the number of cohorts your organisation has the capacity to deliver simultaneously within the project timeframe (October 2025 – 30 March 2026).
  - Indicate the specific locations where you are able to implement each cohort. The final cities for implementation will be agreed in consultation with the British Council.

**If you are interested and have the required capacity and experience, please submit a proposal along with Budget framework (Annex2) by 10 September 2025 maximum by 23.00 Jordan time to : [youthconnectprojectenquiries@britishcouncil.org](mailto:youthconnectprojectenquiries@britishcouncil.org) .**

## **Annex1: Youth Connect Learning Journey**

### **Components of the journey**

Important components of the Youth Connect journey are:

- Onboarding a mixed and diverse group through arts & culture, as the basis for celebrating identity and belonging – before seeking to bridge divides. These groups aim for 50% female and at least 5% people with disabilities; as well as 20% of youth with existing youth leader profiles with whom those with a more marginalised profile are supported to connect.
- Collaborative research and identification of issues which support multi-stakeholder connections and enable youth to gain an overview of an issue/context. *It also provides the skills*

and knowhow of a process which they can subsequently apply to any issue that concerns them in the future.

- Collective decision-making between multi-stakeholders, enabling youth to understand the priorities, interests and incentives of local authorities, and the limitations which impede their ability to act. This grows collective commitment to the issues selected. *It also models 'ways of working' which youth and state actors can use in future to collaborate with one another, aligning their interests and incentives, and gaining consensus for collective action on other issues.*
- Collective action to address issues and collective (youth-state) agreements on ongoing sustainability. *This models teamwork and inclusive youth leadership.*
- Additionally, mentoring and capacity development of young people by local partners, and of the local partners by the British Council team, deepen their skills and enables them to address challenges and broker new relationships. *This consolidates the 'new ways of working' which strengthen multi-stakeholder engagement through aligning interests and incentives, collaborative team-working and inclusive youth leadership.*
- Developing youth skills and networks which support them to thrive, drawing on the concepts of resilience, wellbeing and flourishing. These skills and networks are grown and consolidated through the Youth Connect Learning journey.

**\*\*Approaches that incorporate digital resilience and countering online hate speech into Youth Connect learning journey are highly encouraged.**

