



**TERMS OF REFERENCE –
DEVELOPMENT OF IDEA STRATEGIC PLAN 2019-2023**

October 2018 - April 2019

About IDEA: IDEA, the Irish Development Education Association, is the national network for Development Education in Ireland and a leading voice for the sector. We represent over 70 members involved in the practice, promotion and advancement of Development Education (DE) in formal, non-formal and informal settings. Together we work to strengthen Development Education in Ireland and to raise awareness of the crucial role of Development Education in achieving an equal, just and sustainable future. You can read IDEA's vision [here](#).

About Development Education: Development Education uses interactive approaches to engage and educate people on global justice issues, such as climate change, migration, homelessness. It gives participants the skills to:

- explore these issues
- examine and think about them critically, and
- take action to create change.

Development Education takes people on an exploration of different perspectives, making connections between their own lives and global justice issues at home and around the world. It encourages and empowers people to make a positive difference in their lives and the lives of others.

IDEA Members: These include Development NGOs, community and voluntary organisations, educational institutions and networks, trade unions, educators, researchers and activists. They deliver Development Education in formal, non-formal and informal settings, engaging hundreds of thousands of people across all ages and communities throughout the island of Ireland each year. You can find out more about Development Education in Ireland and the work our members do [here](#).

The IDEA Strategy: [IDEA's current Strategy](#) runs from 2016 until the end of 2018. We are therefore developing a new strategy during 2018 and early 2019.

Background: The IDEA Strategy 2016 – 2018 built on the previous IDEA strategy (2011-14). Both were based on consultation with IDEA members and strategy development work by the IDEA National Council and staff.

IDEA has successfully completed our first Strategic Partnership with Irish Aid, from 2013-2017, and have entered a successor Strategic Partnership with Irish Aid from 2018-2021. The Bridge 47 project, funded by the European Commission, runs from October 2017 – October 2020.



IDEA is currently successfully delivering our current strategy and donor programmes overall. Therefore, this is a good moment to focus on the future and on ways that we can improve our current approach. The process for developing the strategic plan will be led by IDEA National Council and staff and will involve a focused consultation with members and other stakeholders. An external consultant will support the process.

Aims of the Process

- To develop an effective and forward looking strategy for IDEA for the next 5 years including measurable strategic aims and a strategic development plan
- To identify key successes, failures and learning to inform the new strategy
- To identify key trends that will impact on the work of IDEA during the next decade

To support the strategic planning process, IDEA will engage the services of an External Consultant to work with us to:

- Carry out a contextual analysis, focussing on both current and future context
- Design and deliver a focussed consultation with members and other relevant stakeholders
- Review IDEA's vision, mission and values
- Frame our strategic aims for the future of IDEA
- Articulate an ambitious 5 year strategic plan with measurable targets.

It is expected that the process will be completed between November 2018 and April 2019. Throughout the process, the consultant will liaise with the IDEA Strategy Task Group and IDEA staff.

Nov:

Consultant's proposed work plan agreed with Strategy Task Group

Desk research undertaken by consultant, identification of key stakeholders

Consultations with National Council, staff team, stakeholders and members - it is expected the consultant will use a number of approaches including focus groups, interviews and survey.



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December – January:

Analysis & Drafting - Strategy Task Group with Consultant.

Interim report to National Council outlining progress to date and key strategic questions

Feb - March:

Focused consultation with National Council and members on draft Strategy

Analysis & Drafting - Strategy Task Group with Consultant.

April:

Presentation of draft strategic plan with measurable targets

Budget

It is anticipated that the work will take place over approximately 6-9 days. Fees quoted should be inclusive of VAT where relevant.

IDEA will cover the costs of face-to-face consultations with the NC, staff and members. IDEA will also cover costs associated with design and printing of the strategic plan.

How to apply

Please submit your CV, and a letter of interest outlining a proposed methodology for the work to be carried out including number of days to frank@ideaonline.ie by 5PM on Thursday 1st November. Please contact us if you would like further information.

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The Irish Development Education Association (IDEA) is a Company Limited by Guarantee not having a share capital. It is registered in Dublin Ireland as Company Number: 435218.