**Terms of Reference\_WADW00878**

**Creation of Wikidata and Wikipedia page for CaLP**

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| **Responsible** | Jo-Anne Witcombe, CaLP Communications Manager |
| **Dates** | Signed off draft submitted to Wikidata – Two weeks after contract signed  Signed off draft submitted to Wikipedia – Three weeks after contract signed |
| **Subject** | Creation of Wikipedia and Wikidata page for CaLP Network |
| **Duration** | 3-4 days work at daily rate |
| **Budget code** | WAN2AC - 1CFGC |

**Background**

**About CaLP**

CaLP is a dynamic global network of over 90 organisations engaged in the critical areas of policy, practice and research in humanitarian cash and voucher assistance (CVA) and financial assistance more broadly.[[1]](#footnote-2) Collectively, operational CaLP members deliver the vast majority of humanitarian CVA worldwide.

What makes CaLP unique is its diversity. Members currently include local and international non-governmental organisations, United Nations agencies, the Red Cross/Crescent Movement, donors, specialist social innovation, technology and financial services companies, researchers and academics, and individual practitioners.

Together, and alongside our strategic partners, we seek to better meet the needs and improve the outcomes for women and men affected by crisis. We do this by ensuring that CVA is a central, scalable component of quality, timely and appropriate humanitarian assistance, and that it takes into account the need to sustain positive outcomes for people over the longer term.

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| **Written language:** | English |
| **Delivery of the final output(s) by:** | May 31 (flexible) |

**Expectations for the final output(s)**

1. **Final products**

1 approved wikidata page about CaLP

1 approved wikipedia page about CaLP (800-1000 words)

1. **Audience**

CaLP members, donors and wider audience.

1. **Objectives**

We aim to create Wikipedia and Wikidata pages in order to:

* Improve Search Engine Optimisation for www.calpnetwork.org
* Work towards having a knowledge panel for CaLP on google
* Build our domain authority and online profile

1. **Stages of work**

* At all stages we would expect the writer to follow Wikipedia’s guidelines around paid contributors: <https://en.wikipedia.org/wiki/Wikipedia:Paid-contribution_disclosure>
* Benchmark other similar organisations’ Wikidata pages and create CaLP’s own Wikidata page. By creating the Wikidata page first, this is likely to give our Wikipedia page more credibility
* Benchmark competitors' pages in order to determine structure of article. Review the themes, sections and information that similar organisations to CaLP write about in order to understand: a) what information is useful to users, and b) what is likely to be approved c) how to structure the article. Here are a list of relevant Wikipedia pages to review:

Give Directly: <https://en.wikipedia.org/wiki/GiveDirectly>

ALNAP: <https://en.wikipedia.org/wiki/ALNAP>

ACAPS: <https://en.wikipedia.org/wiki/ACAPS>

Sphere: <https://en.wikipedia.org/wiki/Sphere_(organization)>

ICVA Network: <https://en.everybodywiki.com/International_Council_of_Voluntary_Agencies>

* Review links to CaLP across the web and select links from the most authoritative sources to be used as references in Wikipedia article. Select a main page from CaLP’s website to include as a reference.
* Draft impartial, factually based article including relevant references (which follow Wikipedia’s proper format), adhering to Wikipedia’s Manual of Style. The writer will determine what to include, but we expect the content is likely to include sections on CaLP’s history, inception date, founders / CEO, an overview of CaLP’s activities and a list of organisations that belong to CaLP’s network.
* Please note at this stage having the article approved is more important than the length of the article
* Receive sign off from CaLP for the article
* Submit the article to Wikipedia whilst also declaring their conflict of interest
* Edit article according to any feedback coming from Wikipedia.
* On publication link Wikidata and Wikipedia pages together.

We welcome the writer to use their professional expertise in determining their approach to a successful outcome. However we have outlined the stages listed above mainly based on this article: <https://contentmarketinginstitute.com/2020/05/tips-wikipedia-page-published/>

1. **Payment schedule**

The work will be considered completed once:

* The Wikidata article is approved
* The Wikipedia article has been submitted for approval and two rounds of suggested edits made by Wikipedia have been actioned.

1. **Consultant profile**

The consultant should have:

**Essential**

* Proven experience in writing and/or editing Wiki pages for organisations demonstrated through writer’s Wikipedia user profile
* Own established and active Wikipedia account with recent activity.
* High proficiency in the use of Word and Wiki platforms
* Strong research and excellent writing skills in English
* Excellent interpersonal skills and flexible attitude
* Ability to meet deadlines
* Excellent organizational skills

**Desirable**

* Experience of writing humanitarian related content
* A basic understanding of cash and voucher assistance used in a humanitarian context

1. **Application Procedure**

Applications are invited from appropriately qualified consultants with the ability to undertake the above activities. Applicants should submit:

* A brief (max one page) expression of interest that outlines the consultant’s reflections on the TORs (not simply repeating the TORs), including initial thoughts on process and potential challenges.
* Submission of writer’s Wikipedia account user page, highlighting at least two relevant pages successfully published by the writer.
* Budget including proposed number of days, daily rate and availability.
* A CV (max three sides)
* Expressions of Interest must be sent to [lmbodj@wa.acfspain.org](mailto:lmbodj@wa.acfspain.org) and cc [consult@calpnetwork.org](mailto:consult@calpnetwork.org) by end of day 13 May 2021.
* If you have any questions about your application, please contact jo-anne.witcombe@calpnetwork.org

1. [↑](#footnote-ref-2)