

REQUEST FOR PROPOSAL

Development and Piloting of a Practical Manual for Educators on Media and Information Literacy and Artificial Intelligence

I. BACKGROUND

[Media and Information Literacy \(MIL\)](#) is essential to enable individuals to critically engage with information, media and digital technologies and to navigate the opportunities and challenges of an increasingly AI-driven information environment.

In 2026, UNESCO developed a new **module on MIL and Artificial Intelligence (AI)** (working title: *Teaching Media and Information Literacy in AI-Mediated Information Environments*) as part of its existing [Media and Information Literacy Curriculum for Educators and Learners](#). The new module, to be launched during Global MIL Week in October 2026, expands the Curriculum to address the profound changes brought by AI to the information and media landscape and equips educators and learners with relevant competencies to critically understand and engage with AI.

Building on this new module, UNESCO now seeks to develop a **practical manual for educators** that will translate its concepts and competencies into concrete, accessible and adaptable educational activities. The manual should help educators move from the conceptual framework provided by the Curriculum to its practical application in teaching and learning environments.

Following the development and finalization of the manual, UNESCO also intends to **pilot its use in selected teacher education institutions**. The pilot will provide educators and teacher educators with an opportunity to apply the manual in practice, while documenting experiences, lessons learned and opportunities for its broader use in different educational contexts.

II. OVERALL OBJECTIVE

The objective of this assignment is to **develop and finalize a practical manual enabling educators to apply the UNESCO MIL and AI module in their teaching practice, and subsequently pilot its use in selected teacher education institutions and schools**.

The assignment will comprise two interconnected components:

1. Development and finalization of the Practical Manual : Transform the competencies, concepts and learning objectives of the UNESCO MIL and AI module into practical, engaging and ready-to-use lesson plans, educational activities for educators, and finalize the manual in close consultation with UNESCO.

2. Piloting of the Practical Manual : Pilot the finalized manual with educators and teacher educators in **at least three teacher education institutions in different countries, as well as 3 schools members of the ASPNET network**, documenting its use, participants' experiences, lessons learned and opportunities for broader implementation.

III. SCOPE OF WORK

Component 1 – Development and Finalization of the Manual

The contractor will:

- Review the UNESCO MIL and AI module and other relevant UNESCO MIL resources provided by UNESCO.
- Develop an overall pedagogical approach and structure for the manual, for UNESCO's validation before full drafting begins.
- Translate the key competencies and learning objectives of the module into **concrete lesson plans, educational activities, exercises and teaching scenarios**.
- Develop activities that educators can readily adapt to different subjects, age groups and educational settings.
- Include clear instructions for each activity, including learning objectives, suggested duration, materials and resources required, implementation steps, discussion questions and expected learning outcomes.
- Incorporate individual and group activities, case studies, reflection exercises, classroom discussions, practical experimentation and other participatory methodologies as appropriate.
- Ensure that activities encourage critical thinking, creativity, reflection and human agency rather than focusing primarily on technical knowledge or the use of specific AI tools.
- Ensure that the manual is accessible to educators with different levels of prior knowledge of MIL and AI and can be adapted across different geographical, cultural and educational contexts.

- Incorporate feedback provided by UNESCO throughout the drafting process and finalize the manual based on UNESCO's consolidated comments.

The manual should be conceived primarily as a **practical resource rather than an additional theoretical publication**. The theoretical content of the MIL and AI module should therefore be summarized or referenced only where necessary to enable educators to conduct the proposed activities.

Component 2 – Piloting in Teacher Education Institutions

Following UNESCO's approval of the final Practical Manual, the contractor will:

- Identify, in consultation with UNESCO, at least **three teacher education institutions and 3 schools members of the ASPNET network** in different countries to participate in the pilot, ensuring geographical and contextual diversity and sufficient capacity to conduct the pilot using the English-language version of the manual.
- Develop a common methodology and supporting materials for the pilot.
- Organize and facilitate pilot activities with teacher educators and/or pre-service and in-service teachers in each participating institution.
- Enable participants to use and apply a representative selection of activities from the Practical Manual in practice.
- Document participants' experiences, feedback and lessons learned from using the manual in different educational contexts.
- Identify opportunities and recommendations for the broader use, dissemination and potential future adaptation of the manual.
- Prepare a concise report documenting the implementation of the pilot, participation, key findings, lessons learned and recommendations.

IV. DELIVERABLES

Deliverable 1 – Inception Report and Proposed Structure of the Practical Manual

A short document (up to 10 pages) presenting:

- The proposed pedagogical approach and structure of the manual;
- The proposed types and format of practical activities;
- The proposed teacher education institutions and countries for the pilot;
- A detailed workplan and timeline.

Deliverable 2 – First Draft of the Practical Manual

A complete draft of the Practical Manual, including the full set of practical activities, exercises, teaching scenarios and supporting materials, submitted to UNESCO for review and feedback.

Deliverable 3 – Final Practical Manual

A final, publication-ready manuscript incorporating UNESCO's consolidated comments and approved by UNESCO prior to the start of the piloting phase. The manual is expected to be approximately **80–100 pages**. The contractor will also be responsible for the **professional design and layout of the manual**, in accordance with UNESCO's editorial and visual standards.

Deliverable 4 – Pilot Implementation

Implementation of the finalized Practical Manual in **at least three teacher education institutions in different countries and 3 schools members of the ASPNET network**, involving teacher educators and/or pre-service and in-service teachers and allowing participants to apply a representative selection of the activities contained in the manual.

Deliverable 5 – Pilot Report

A concise report presenting:

- The institutions and countries involved;
- The profile and number of participants;
- The activities implemented;
- Participants' experiences and feedback;
- Key lessons learned from implementation in different educational contexts;
- Recommendations for the broader use, dissemination and potential future adaptation of the Practical Manual.

V. TIMELINE

The assignment is expected to be implemented over a period of approximately **11 months**, according to the following indicative schedule:

- **January 2027:** Start of the assignment;
- **February 2027:** Submission of Deliverable 1 – Inception Report and proposed structure;
- **April 2027:** Submission of Deliverable 2 – First Draft of the Practical Manual;

- **May 2027:** Submission and approval of Deliverable 3 – Final Practical Manual;
- **September-October 2027:** Implementation of pilots in teacher education institutions and schools;
- **November 2027:** Submission of Deliverable 5 – Pilot Report.

The detailed timeline will be agreed with UNESCO at the beginning of the assignment.

VI. ELIGIBILITY REQUIREMENTS

To be eligible for this assignment, organizations must meet the following requirements:

- Demonstrated experience in the **development of educational resources, practical guides, training materials or curricula for educators**, preferably at international or multi-country level.
- Demonstrated expertise in **Media and Information Literacy (MIL), Artificial Intelligence and education, digital education, or closely related fields**.
- Strong expertise in **pedagogy and instructional design**, including the development of practical, participatory and learner-centred educational activities.
- Proven experience in **piloting or implementing educational resources**, including collecting and analysing feedback and documenting lessons learned.
- Excellent drafting and editorial skills in **English**, including demonstrated experience producing clear and accessible educational materials for international audiences.
- Familiarity with UNESCO's work in MIL, education, AI or related areas, and/or previous experience working with UNESCO, United Nations entities or other international organizations, would be an asset.
- Commitment to inclusive approaches and to ensuring appropriate **gender and geographical diversity** in the implementation of the assignment and the piloting process.

VII. EVALUATION CRITERIA

The evaluation of proposals will be based on the following criteria:

1. Relevant Experience – 20%

- Demonstrated experience developing educational resources, practical guides, curricula or training materials for educators.
- Experience working with teacher education institutions and implementing international or multi-country educational projects.

2. Team Composition and Expertise – 25%

- Qualifications and experience of the proposed team.
- Appropriate combination of expertise in MIL and AI, pedagogy and instructional design, teacher education, research/evaluation and project coordination.
- Gender and geographical diversity of the proposed team.

3. Methodology and Approach – 25%

- Quality and relevance of the proposed approach for translating the UNESCO MIL and AI module into practical educational activities.
- Quality and feasibility of the proposed approach for piloting the finalized manual.

4. Financial Proposal – 30%

- Cost-effectiveness of the financial proposal relative to the proposed workplan and deliverables.

VIII. APPLICATION PROCESS

The proposal must consist of **two separate files**:

1. Technical Proposal

The technical proposal should include:

- **Experience and qualifications of the organization:** Description of relevant experience and evidence demonstrating compliance with the eligibility requirements, including examples of similar assignments.
- **Approach, methodology and implementation plan:** Description of the proposed approach for developing and finalizing the Practical Manual and subsequently conducting the pilot, including the proposed pedagogical methodology, pilot methodology, workplan and timeline.
- **Proposed teacher education institutions:** Initial proposal for the institutions and countries in which the pilot could be conducted, including an explanation of how geographical and contextual diversity will be ensured.
- **Key personnel:** List of key personnel involved in the assignment, with a short description of their roles, qualifications and relevant expertise.

2. Financial Proposal

The financial proposal should provide a detailed breakdown of all costs associated with the assignment, including:

- Development and finalization of the Practical Manual;
- Implementation of pilots in at least three teacher education institutions;
- Any travel or other operational costs required for implementation.

The financial proposal should indicate the **total lump-sum cost in USD** for the completion of all deliverables.

Full proposals shall be sent to milunit@unesco.org before 6 November 2026.