



**ProPeace**

Academy for  
Conflict Transformation

# Call for Tenders

## Social Media and AI in Peace and Conflict

**Application Deadline: 22.10.2025**

The Academy for Conflict Transformation, part of Pro Peace, is looking for a trainer to develop and deliver a seven-week online thematic training on the topic of **“Social Media and AI in Peace and Conflict”**, scheduled for **April/May 2026**.

### 1. Background information

The **Academy for Conflict Transformation** has been a learning place for peace and conflict work since 1997. Our training program is aimed both at professionals in this field who want to deepen their skills, as well as experts in related fields who want to make their work more conflict-sensitive. To date, around 4,000 people have participated in our courses and trainings. Through their contributions to the non-violent transformation of conflicts, our participants reaffirm our belief that constructive conflict transformation can be taught and learned.

In our courses and trainings, we combine theory and practice. Through exchanges between people from diverse backgrounds and perspectives, our participants explore how fundamental concepts can be put into practice. Here, current discourses and methods in the fields of peace research and conflict transformation meet the practical experiences of the participants. We pursue a participatory and holistic training approach. Self-reflection, an examination of one's inner attitude and one's own understanding of one's role are also an essential part of this.

Participants are accompanied by our trainers, who, in addition to their pedagogical skills, have in-depth practical experience and theoretical expertise in conflict transformation.

The Academy is part of the international non-profit organisation **Pro Peace**. Founded in 1996, Pro Peace fosters nonviolent conflict transformation and paves paths towards a more just and peaceful future. Pro Peace is today active in 13 countries and is a government-recognized member of the Civil Peace Service (CPS) and a signatory of the Transparent Civil Society Initiative.

The Academy's portfolio consists of longer, comprehensive training courses in peace and conflict work as well as shorter trainings focused on specific topics – both as in-person and online. Furthermore, we offer specific exchange platforms for alumni and orientation trainings for people interested in the Civil Peace Service (CPS). The Academy also offers tailor-made trainings in the field of peace and conflict transformation.

### 2. Training description

With the thematic online trainings, the Academy aims to reach peacebuilders who want to expand and deepen their existing knowledge through specialized topics in the field of peace and conflict work. These trainings are designed to allow participation alongside a regular job and from a variety of locations around the world. The majority of the participants are active in peacebuilding and already have knowledge on basic theories around peace and conflict.

This training is supposed to answer to the need of peace workers to constructively engage with social media and AI. It should on the one hand side expand participants' expertise in linking social media and AI with conflict dynamics and peace processes. On the other hand side, it should enable peace workers to make constructive use of social media and AI.

After the training, participants should at least have accomplished the following **learning objectives**.

Participants...

- ...have improved their own social media literacy, most importantly evaluating content and identifying disinformation, AI generated material.
- ...know about the role and influence of social media and AI on the escalation and de-escalation in conflicts.
- ...have developed ideas for peace workers to expand spaces for peace and peace narratives on social media and against polarization and online disinformation.
- ...have identified entry points for the use of digital tools for peace work (e.g. social media analysis, early warning systems, fact checking, messaging on social media...) and feel confident engaging with these tools.

The planned schedule is **seven weeks of training with weekly two-hour live sessions**.

Between the live sessions, the participants will work independently and together with others on provided material (literature, podcasts, videos or similar). The training aims to be as hands-on-oriented as possible and to be embedded in the context of the participants. Larger project-related tasks can create that link over those seven weeks. However, the weekly workload for the participants in addition to the live sessions should be about 4-6 hours.

The *Academy for Conflict Transformation* promotes an interactive, varied and playful learning environment and exchange-oriented communication of content in the digital space. In addition to input from the trainer, the exchange of ideas among the participants, for example in group work and discussions, is also crucial and a valuable resource. We emphasize a warm, encouraging, trusting and appreciating atmosphere in this online setting. The facilitator's and the participants' expertise constitute key components of our trainings. The Academy is aware of different power structures and considers it in the designing of the content and the training. Together with the trainers, we are striving to create a room when needed, where related thoughts and concerns are discussable.

To ensure a productive exchange on both a professional and personal level, the target number of participants is 16 people. If there are any changes in this regard, the trainer will be notified in a timely manner.

Our online thematic trainings are conducted on the learning platform ILIAS. For the live sessions we use BigBlueButton. This virtual learning space is only open to participants and the facilitator.

### **3. Deliverables**

The trainer shall perform an online thematic training (preparing, holding and follow-up) and is responsible for designing and accompanying both the synchronous and asynchronous

parts of the learning process, supported by and in agreement with the Academy's team. This includes the following tasks:

<b>Conceptualization and preparation of the training</b>	Providing information on the training for the acquisition of participants
	Depending on the needs at least one consultation with the Academy's educational advisor on the tools used during the training. After a detailed briefing we expect the facilitator to be able to use these platforms independently.
	Providing the content for the different modules on the learning platform and designing the tasks and deliverables for participants to invest 4-6 hours weekly in the training in regular consultation with the educational advisor
	The detailed and updated training outline shall be sent to the educational advisor four weeks before the start
<b>Implementation of the training</b>	Independent facilitation of the live sessions and preparation thereof
	Feedback to participants' deliverables and contributions
	Creating a safe space in the online environment
	Adapting the training to participants' needs and the learning process
	Friendly and responsive communication with the participants
<b>Evaluation of the training</b>	One last evaluative meeting with the educational advisor or a written report

The *Academy for Conflict Transformation* supports the methodical and content-related organization and is responsible for the advertising of the training, done in cooperation with the facilitator. It also provides the technical infrastructure for the training (e.g. access to the learning platform ILIAS and the video conferencing tool BigBlueButton). Additional software and platforms, such as interactive whiteboards or brainstorming tools, can be used and offered by the Academy if agreed to in advance. Furthermore, we provide the trainer with information on participants' experience and expectations before the start of the training. The educational advisor is always available for consultation.

#### **4. Requirements to apply and assessment procedure**

The following seven criteria have to be fulfilled:

- 1) Substantial knowledge of the theory of the training subject
- 2) Relevant hands-on experience in areas related to the training subject

- 3) Substantial experience as a trainer and/or in adult education in transcultural contexts
- 4) Strong communication skills, ability to recognize and respond to participants' needs, willingness to implement constructive feedback
- 5) Previous experience with online learning processes, dynamic and interactive online tools and the creation of safe spaces in the virtual environment.
- 6) Excellent skills of the training language (English)
- 7) Being aware of various power relations and one's own role as well as taking an anti-racist stance

Rating criteria	Weighting
Qualification and Experience	40%
Quality of the Concept	60%

## 5. Fees

The Academy offers a daily rate of 650 € (excl. VAT).<sup>1</sup> This training implies seven daily rates (preparation, implementation, evaluation).<sup>2</sup>

## 6. Submission of proposals

The proposals should include:

- A CV
- A cover letter explaining your motivation and working approaches, including information on availability
- A training concept and outline (see annex 1)

Please submit all documents in English.

Please send your proposal to Vi Pundt ([tender@propeace.de](mailto:tender@propeace.de)) Please make sure to clearly state in the **email subject [Surname, Name, Online Training "Social Media and AI in Peace and Conflict"]**.

We look forward to receiving your expression of interest **by 22.10.2025**.

In case of questions, do not hesitate to contact Hannah Würbel ([hannah.wuerbel@propeace.de](mailto:hannah.wuerbel@propeace.de)) or Selena Gould ([selena.gould@propeace.de](mailto:selena.gould@propeace.de)).

Further information about our organization can be found on our website [www.propeace.de/en](http://www.propeace.de/en). English information about our academy is provided under [www.akademie.propeace.de/en](http://www.akademie.propeace.de/en).

<sup>1</sup> If you wish to apply as a trainer tandem, the daily rate needs to be shared.

<sup>2</sup> Remark: The Academy receives public funding and is therefore bound to an economic allocation of resources.