



## MENTAL HEALTH EUROPE STRATEGY

### Terms of reference

**Mental Health Europe is currently seeking a consultant to support and facilitate the design of the next multiannual strategy for the organisation.**

The following terms of reference set out the framework for this work. Candidates are invited to respond to this call by **30 November 2020**.

#### I. Background

Mental Health Europe (MHE) is a European non-governmental network organisation committed to the promotion of positive mental health, the prevention of mental distress, the improvement of care, advocacy for social inclusion and the protection of the rights of (ex)users of mental health services, persons with psychosocial disabilities, their families and carers.

MHE works closely with the European Institutions and international bodies to mainstream mental health in all policies and end mental health stigma. We represent associations and individuals in the field of mental health including users of mental health services, mental health professionals, service providers and volunteers. Together with its members, MHE formulates recommendations for policy and decision makers to develop comprehensive and rights based mental health policies and practices. MHE places people who experience mental ill health at the centre of its work to ensure the voice of people who have experienced mental ill health is heard across Europe.

#### II. Objectives

MHE's current strategic plan will end in 2021 and the organisation is in the process of starting the design of its next multiannual strategy for the 2022-2025 period. **The purpose of the new strategy is to redefine MHE's vision and strategic priority areas for the years to come, as well as set key strategic goals and objectives.** The strategy will also identify opportunities, risks, weaknesses and threats for MHE and determine the performance and indicators for the organisation accordingly. The strategy will showcase the unique added value of the organisation as well as guide the work and decisions of the Board, Director and staff.

The new strategy should take into consideration MHE's core principles:

- Respecting of the human rights of persons with psychosocial disabilities (mental ill health) in line with the United Nations Convention on the Rights of Persons with Disabilities (UN CRPD);
- Mainstreaming (the psychosocial approach) of mental health and psychosocial disability;
- Combating stigma and discrimination, and raising awareness around mental health;
- Empowering of persons with psychosocial disabilities;
- Ensuring a strong network, where the voice of the mental health sector is heard and respected;
- Ensuring financial sustainability and independence for the organisation.

#### III. Consultancy terms

The consultant(s) will be tasked with:

- Proposing methodology, tools and engagement process for the development of the strategy;
- Reviewing the vision and mission of MHE to ensure adequate and timely priorities that are in line with contemporary thinking on mental health;
- Identifying focus areas, developing strategic objectives and indicators through a consultative process;
- Proposing a strategic approach and methods to achieve the vision and identified key objectives;
- Drafting a strategic plan, including logframe with milestones.

MHE staff will:

- Provide guidance to the consultant(s) on the direction of work;
- Support and consult the development of the desired outputs;
- Provide existing strategic documentation and additional necessary explanations;
- Provide any required clarification and support needed to achieve the results;
- Provide access to members for any focus groups or online consultations.

#### **IV. Deliverable**

A four-year (2022-2025) strategic plan including:

- Revised vision, mission & values of the organisation;
- Strategic goals and key objectives;
- Strategic approach (a theory of change) to achieve the vision and objectives; and
- Identification of risks and a plan to mitigate and manage these.

The foreseen timeframe of this assignment is the first half of 2021, with an initial draft ready to be discussed at MHE General Assembly in May 2021.

#### **V. Selection process**

To respond to this call, the candidate must submit a CV, a brief outline of their approach for the development of the strategy, a timeline and an estimate of the costs linked to the activities to be carried out.

In order to perform this task according to the highest standards the external consultant should have:

- Proven record and extensive experience in supporting and designing multiannual organisational strategies and providing tailored organisational development solutions;
- Experience in working with non-governmental network organisations at European level;
- Skills in facilitation of group processes and meetings;
- In-depth knowledge of specific intervention and participatory planning methodologies;
- Excellent writing and analytical skills;
- Fluent in English (native speaker level). Knowledge of other European languages is an asset;
- Understanding of European landscape, EU strategies, policy and practices, ideally linked to human rights and/or health and well-being.

The documents must be submitted by **30 November 2020** to MHE's Policy Coordinator Laura Marchetti at [laura.marchetti@mhe-sme.org](mailto:laura.marchetti@mhe-sme.org).