

TERMS OF REFERENCE (TOR)

*UN Women office in Kosovo is seeking a **Local Company** Local Company to provide PR and Production services, including Media and Design for the Phase IV Project with Swedish Government*

STATEMENT OF NEED:

Security in the Western Balkans continues to be threatened by weak democratic institutions and rule of law, low economic growth, ethnic division and distrust, and the non-resolution of the conflictual relations between Serbia and Kosovo. The COVID-19 pandemic is deepening pre-existing inequalities, exposing vulnerabilities in social, political and economic systems thus posing new challenges to gender equality and WPS agenda. The fragile peace coupled with challenges posed by pandemics are having even more disproportionately negative effect on the most marginalized including minorities, women, disabled and migrants.

Women continue to be discriminated against in many fields and are unable to play leading roles in ongoing dialogue efforts between Kosovo and Serbia, and in decision making on security issues in much of the region. The impacts of COVID-19 have shown to be more exacerbated for women and girls across every sphere, from health to the economy, security to social protection. And it becomes even more complicated and dis-favorable for gender equality the fact of unresolved normalization of relations between Kosovo and Serbia that keeps the region unstable and the risks required level of peace and stability. As discussed by women in previous conferences, Balkans is still in danger of becoming geopolitical battlefield of big players, although it has taken the road of Euro Atlantic integration and maps or borders in the region should not be tackled. This position was clearly articulated by RWLSEE and by participants in previous events held. This complex political and security situation aggravated further with Pandemic, present a big concern and challenges for peace and women empowerment; hence women of the region will be able to discuss and provide recommendations to respond to current situation and recommend way out which would include advancing gender equality and sustainable peace in the region.

The conflict in the Western Balkans (WB) left the region politically and economically fragile with divisions along ethnic, religious and political lines. Post-conflict, the potential European Union (EU) membership is a goal shared by all WB nations and has represented a powerful incentive towards sub-regional peace and stability despite constant polarization around the support for the union. Not only the future prospects of the WB region for EU membership, but also the political, social and economic development of the region overall are in fact strongly dependent on this regional stability, security and cooperation.

UN Women has been a key actor in working on Women, Peace and Security concerns as well as for the promotion of the role of women in peace-making, peacekeeping and peace-building efforts in the Western Balkan region. Successive UN Women programmes and projects, since the adoption of UNSCR 1325 in 2000, have focused on supporting interethnic dialogues, bringing together women across ethnic divides; supporting different peace and security efforts; strengthening the protection of women affected by conflict; amplifying calls for accountability; and advancing the status of women in post-conflict settings.

UN Women is recognized as a leader on supporting the implementation of UNSCR 1325 on Women Peace and Security (WPS) and the subsequent Security Council Resolutions on WPS, throughout the

Western Balkans countries, and particularly in Kosovo through providing technical expertise and financial support, by using an inclusive approach, responsiveness to societal changes, and advocating for a constructive dialogue between divided communities. With pandemic COVID-19 crisis, UN Women and RWLSEE has been fully engaged to put women and girls at the center of efforts to respond and recover from COVID-19, while highlighting that women make up majority of doctors and nurses and yet lacking from decision making levels.

In line with the above, by the end of the project implementation in December 2020, it is expected that the efforts of UN Women, RWLSEE and other gender equality advocates will have contributed to increasing the role of women and its capacities in politics at national and local levels and in more gender-responsive peace-building, COVID-19 recovery and EU integration processes in Kosovo and the Western Balkans. Additionally, it is expected to increase understanding on the role of local women in promoting peacebuilding, EU reforms and coping with pandemics at local level as an important contribution to speeding up the process of EU integration in Kosovo.

In this regard, UN Women Kosovo will engage a local company to provide the following services included, but not limited to, for RWLSEE for the Phase IV Project with Swedish Government:

1. PR and Media Production including Design Services

The delivery date for the above- mentioned services shall be **December 30, 2020**.

1. Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

UN Women maintains a large presence throughout Europe and Central Asia region, covering 14 countries, with programme presence in Kosovo (under UN Security Council Resolution 1244), Serbia, the Republic of North Macedonia, Turkey and Ukraine; country offices in Albania, Bosnia and Herzegovina, Georgia, Kyrgyzstan and Moldova; and remaining countries are covered through a multi-country office in Almaty that covers Kazakhstan, Tajikistan, Turkmenistan, and Uzbekistan.

Under the framework of strengthening strategic partnership component, UN Women provides technical assistance and capacity building support to national partners (government, non-governmental institutions) and international partners in the implementation of existing international and national commitments to women's rights and gender equality; it facilitates networking and exchange of good practices and advocates for women's rights and gender equality in all areas of life.

The world faces an unprecedented human crisis accompanied by the COVID-19 pandemic, and Kosovo is no exception. After the World Health Organization designated the outbreak a global pandemic on 11 March, the first cases in Kosovo were diagnosed on 13 March, followed by the declaration of a state of Public Health Emergency on 15 March and an array of increasing restrictions to curtail the spread of the disease, including the closure of schools and many private businesses, of borders and boundaries, and broad restrictions on movement and the isolation of severely affected municipalities. The phased re-opening of public life as of June could not distract from the continuous threat posed by the virus,

evidenced by a concerning spike in numbers since June, nor its long-lasting socio-economic effects. A *safe* return to normality must take into account the possibility of future waves of COVID-19 and allow for commensurate preparations. A *fair* return to normality will have to be inclusive, ensuring that groups that were already marginalized prior to the pandemic are not left behind even further. A lack of confidence in government institutions, coupled with a pre-existing deficit of inter-ethnic trust, has been exacerbated by the pandemic and ongoing political instability, and will need to be addressed.

Phase IV of the regional project "Women's political empowerment, participation in and contribution to peace and security processes in the Western Balkans" will be contextualized with pandemic situation. It will include a new pillar that is the 'COVID-19 Response and Recovery' to ensure women's leadership and contribution on gender inclusive socio-economic recovery processes. It is a 5-months long project, starting on August 1st, 2020 and ending on December 31st 2020. It is a continuation of the 2019 phase III, regional project "Women's political empowerment, participation in and contribution to peace and security processes in the Western Balkans" 2017 phase II, regional project "Women's political empowerment, participation in and contribution to peace and security processes in the Western Balkans" and 2013 phase I, regional project "Advancing the Leadership of Women in Promoting the Implementation of the Pristina-Belgrade Agreement: Women's Leadership in Reconciliation, Peace and Security (Western Balkans)" funded by Ministry for Foreign Affairs, Sweden and supported by UN Women.

The proposed project, by building on results achieved through previous interventions, is developed against the background of the EU integration process and overcoming pandemic situation of COVID-19, key areas of interest for Kosovo and of common interest for all countries in the Western Balkans (WB), and corresponding to the need to assure political, economic and social stability and the progress towards de facto gender-equality.

This project aims to: continue to promote gender equality and peacebuilding in the new context of the COVID-19 crisis response and recovery, continue regional mediation platform in support of Brussels Dialogue through discussions between politicians and Members of Parliament (MPs) from Kosovo and Serbia in order to contribute to resuming the Brussels Dialogue, gender inclusive peace processes, implementation of the Brussels Agreement and EU Integration processes; ease tensions and improve neighbourly relations between Kosovo and Serbia and entire region including promoting local interethnic dialogue; and starting with capacity building activities for young women in leadership, mediation and COVID-19 response and recovery.

The Regional Women's Lobby for Peace, Justice and Security in Southeast Europe (RWLSEE) will support the implementation of the Agreement through dialogues between women Members of Parliament (MPs) from Kosovo and Serbia with the aim of developing joint actions - particularly in the northern part of Kosovo and in collaboration with local Serbian minority communities throughout Kosovo. It will also contribute to the political empowerment of women in decision-making, democratic governance, peacebuilding and COVID-19 management, while strengthening more gender inclusive peacebuilding and state building processes in Kosovo and across the region.

Target groups for the proposed project are: Women Members of the Parliament (MPs) and Government representatives of Kosovo and Serbia, women politicians and policy makers from Western Balkans; women mayors from WB region, Albanian and Serbian women leaders and local politicians, women and men from Serbian minority communities from Kosovo municipalities, civil society, international community and media.

UN Women has a history of supporting national partners, including women's organizations and their networks, in the Western Balkans in order to strengthen women's voices and participation in post-conflict processes, as well as supporting networking and interethnic dialogues between women's organizations in the Western Balkans.

In this direction and in order to accomplish above, UN Women Project Office in Kosovo is seeking to hire a top-notch quality services Company which is required to provide PR and Media Production including Design Services for the event of the Phase IV Project with Government of Sweden.

2.Objectives of the assignment

Under the direct supervision of the UN Women Project Manager and supervision of UN Women Head of Office, and in direct collaboration with partners and collaborators, the Company perform the following:

The local company will support activity below:

1. International Conference: Advancing WPS agenda in Western Balkans in the light of historic anniversaries and pandemics

Company is to provide PR and Media Production including Design Services for the Phase IV Project with Government of Sweden / **(14 working days)**

- **Production of Documentary on RWL and WPS;** detailed scenario of the documentary 7-10 min's including 7 focus countries of RWLSEE, to be provided in local languages with subtitles in eng/srb/alb. **(10 working days)**
- Digital Design and branding materials and broadcasting on an online prominent media that will have outreach throughout Kosovo and the region **(6 working days)**
- Launching of Documentary **(1 working day)**
- Design, branding materials and broadcasting **(6 working days)**
- Communication, Public relations and Media advocacy including writing an O-pad, three TV debate on WPS theme; being flexible and having proper knowledge **(5 working days)**

3. Scope of Work, Timeline and Budget

Under the overall guidance of UN Women Office in Kosovo, and in full accordance with applicable safety measures and protocols on COVID-19 prevention and control, issued by the Ministry of Health, WHO and the Kosovo Public Health Institute, the local Company will conduct the following activities and submit respective deliverables within the stipulated timeframes:

Scope of Work	Planned Timeline
Production of Documentary on RWL and WPS	December 25 th 2020
Design, branding materials and broadcasting	December 20 th 2020
Communication, Public relations and Media advocacy (broadcast of the documentary and three TV debates)	December 28 th , 2020

- *Background information on the project;*
- *Objectives of the assignment;*
- *Scope of work, consistent with the budget;*
- *List of Deliverables (see sample in table below);*
- *Period of performance and the review/approval time required;*

- *Selection criteria (see sample “minimum requirements” in table below)]*