

## Terms of Reference/Specifications

**Provision of planning, organizing, implementation and roll out of campaigns to raise private sector awareness and public engagement for WeEmpowerAsia Philippines with specific focus on International Women’s Day, Women’s Empowerment Principles Call for Applications and Awards Ceremony and overall promotion of women’s economic empowerment in the Philippine setting.**

### I. 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.

In 2015, on 25 September, the United Nations General Assembly adopted unanimously the Resolution 70/1 Transforming our World: the 2030 Agenda for Sustainable Development and Sustainable Development Goals (SDGs). Gender equality and women’s empowerment is at the heart of the agenda, as numerous goals and targets address structural barriers to achieve equal rights and opportunities between women and men, girls and boys.

One of the key areas of concern is the economic empowerment of women. It is expressed in targets and indicators of SDG 5 (Achieve gender equality and empower all women and girls) and SDG 8 (Promote inclusive and sustainable development, decent work and employment for all). Progress toward it depends not only on the adoption of a set of public policies by governments, but also on the existence of an enabling environment and active engagement of the corporate sector. This is also relevant to the achievement of SDG 1 (Poverty Reduction), SDG 10 (Reduced inequalities) and SDG 17 (Revitalize the global partnership for sustainable development).

About 90 per cent of jobs in the world are in the private sector. This represents a huge potential to implement transformative actions in the world of work and social responsibility in favour of women, benefiting the whole society. There is an increasing consciousness, interest and commitment of private and public sector companies on the value and benefits of gender equality and the economic empowerment of women and its role to achieve it.

UN Women - in partnership with the European Commission is working together on a regional programme “Promoting Economic Empowerment of Women at Work in Asia – WeEmpowerAsia” to contribute to the economic empowerment of women, recognizing them as beneficiaries and partners of growth and development, by increasing commitment of private companies to gender equality and women’s empowerment and strengthening companies’ capacities to implement these commitments.

The programme will ultimately contribute to the achievement of gender equality through enabling women’s labour force participation, entrepreneurship, economic empowerment and thus their full and equal participation in society.

The guiding platform will be the Women's Empowerment Principles. The WEPs are a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community. Coordinated by UN Women and the UN Global Compact, the Principles emphasize the business case for corporate action to promote gender equality and women's empowerment and are informed by real-life business practices and inputs gathered from across the globe.

Targeting women led enterprises and networks, multi-national companies, and relevant stakeholders in selected Asia countries, the project will promote business opportunities for women entrepreneurs and women-owned enterprises in Asia and their business relations with Europe, while supporting inter-regional dialogue and exchange of good practices to increase the capacity of the private sector more broadly in the implementation of gender-sensitive business culture and practices. The programme will cover seven countries: India, Indonesia, China, Philippines, Malaysia, Thailand, and Viet Nam. It will also have a regional component under the responsibility of UN Women Region Office for Asia and the Pacific (ROAP).

In the Philippines, given dynamic engagements and commitment of various women's organizations, pro-active national machinery on women's empowerment and gender equality and key government agencies - women's economic empowerment is a new thematic and programmatic area for the UN Women particularly in the space of private sector and business community engagement. Through the WeEmpowerAsia programme - it will enable meaningful interaction, active participation and harness contributions from key stakeholders to put forward women's empowerment, gender equality and ensure their full participation in society towards an inclusive and sustainable economic development.

## II. Objective

The overall objective of the **WeEmpowerAsia** programme is that ***more women lead, participate and have access to enhanced business opportunities and leadership within the private sector to advance sustainable and inclusive growth***. The programme will achieve this through three complementary areas to be implemented in seven selected middle-income countries in Asia:

- Women's networks, public institutions, and the private sector will collaborate and share expertise and knowledge to build an enabling business environment for women's economic empowerment in the workplace and in the marketplace
- The capacity of women-owned businesses and women entrepreneurs will be developed to enable them to engage with government and private sector corporations in policy development and dialogues for advancing women's economic empowerment, and
- The private sector will be supported to implement gender-sensitive practices and culture within their businesses through the take-up of the Women Empowerment Principles (the WEPs – a set of guiding principles to achieve gender equality within companies).

In line with promoting women's leadership, participation and enhancing access to work and business opportunities that enable women's access to decent work, well-being and economic empowerment, UN Women needs a service provider with expertise and experience in planning, organizing, implementing and rolling out key campaigns to promote and advocate for gender inclusive & responsive companies, raise awareness and spark meaningful engagement among private sector groups, businesses, enterprises and the general public on key issues linked to women's economic empowerment.

These would include:

1. Planning, preparing, and delivering well thought out strategic campaign to boost women's role in economic development that would:
  - a. Represent and articulate women's lived experiences and narratives
  - b. Raise awareness among private sector groups, businesses, and enterprises about the need to be more inclusive and responsive to women employees' needs and concerns
  - c. Open-up opportunities for work, livelihoods and other income generating activities for women in need
  - d. Generate positive public sentiment and support for women's decent jobs, livelihoods and other economic opportunities.
  - e. Acknowledgement of EU contributions to gender equality through WeEmpowerAsia and visibility for the EU Delegation in the Philippines and / or EU Gender Champion.
  
2. Planning, preparation and hosting of 3 key events - International Women's Day 2021/22 and Women's Empowerment Principles Call for Application and Awards Ceremony 2021 including all the needed campaign build up to ensure success and sustain its positive impact such as but not limited to:
  - a. Developing overall event design concept and programme flow, speaker management, guest registration, motion graphics, live streaming and post-event analytics
  - b. event script that ensures full and broad participation of target individuals, groups and companies, and maximum visibility for the EU Delegation to the Philippines and / or EU Gender Champion
  - c. Overall marketing and media strategy to enhance visibility and public awareness utilizing various platforms, including press material such as press releases, electronic direct messaging and seeding of articles and listicles on blogsites / social media groups
  - d. Securing (in consultation and with approval from UN Women WeEmpowerAsia Philippines team), and managing influencers, advocates and champions
  - e. Identifying and engaging media coverage opportunities, resource persons, hosts, moderators, facilitators, and other key people to ensure success of the event/s
  - f. Post-event documentation and report preparation that highlights accomplishments, lessons, challenges, key visibility achievements, media analytics as well as actions needed moving forward to further the work, after each major event, as required by the ToR.

The service provider is expected to leverage on expertise, utilize strategic networks and online / offline platforms to deliver on the above and promote women's economic empowerment and the WEPs while adding to it the resources and groups already identified and working with the UN Women. Service provider is expected to work in close consultation with UN Women WeEmpowerAsia Philippines Programme Manager and Regional Communication Analyst.

### **III. Specific Tasks, Expected Deliverables and Timeframe**

To promote and facilitate women's leadership, participation and enhance access to work, business and livelihood opportunities that enable women's access to decent work, well-being and economic empowerment, the service provider is expected to undertake the following:

- Develop and roll out campaigns to raise profile and promote women's role in economic development in the workplace, businesses and enterprises including network linkaging, organizing and convening public fora among others;

- Plan, conceptualize, organize and implement identified key events and activities for UN Women WeEmpowerAsia (International Women’s Month 2021 & 2022, WEPs Awards 2021)

Deliverables	Activities	Target Date of completion	Payment
<ul style="list-style-type: none"> <li>Approved concept note / plan for overall campaign and activity</li> <li>Indicative timeline and proposed activities</li> <li>Initial list of companies, individuals, media allies and stakeholder groups to be involved/engaged</li> </ul>	<ul style="list-style-type: none"> <li>Develop overall campaign concept / plan covering WeEmpowerAsia programme focus areas</li> <li>Full concept note for IWD Celebration event/s focused on overarching UN Women #IWD2021 theme <a href="#">“Women in leadership: Achieving an equal future in a COVID-19 world”</a> – linked to #WomenRiseAboveCovid WEA Campaign since March 2019</li> </ul>	26 February 2021	20%
<ul style="list-style-type: none"> <li>IWD Event (online/offline)</li> <li>Post-event documentation report including annexes e.g. participants list, edited video recording, photos, key visibility achievements and media analytics</li> </ul>	<p>Planning, preparation and roll out of #IWD2021 Celebration for WeEmpowerAsia Philippines including:</p> <ol style="list-style-type: none"> <li>Overall event design, concept and theme</li> <li>Curation of several activities (to be implemented by other partners)</li> <li>Programme flow, speaker management, guest registration, motion graphics, live streaming</li> <li>Hosts/moderators &amp; speakers and MC script</li> <li>Visibility, publicity and media promotion through press releases, media advisories and electronic direct messaging pieces, and post-event analytics</li> </ol> <p>Target Date: between 8-30 March 2021</p> <p>Target no. of WEPs application received: at least 60 applications</p>	30 March 2021	20%

	<p>Target No. of Participants per event: 150 minimum</p> <p>Target venue: Metro Manila and mostly virtual for this year</p> <p>Debrief with UN Women WEA Team</p>		
<ul style="list-style-type: none"> <li>• WEPs Promotion and Campaign</li> </ul>	<p>Develop communications assets to support WEPs signing campaign and promotion (at least 4 or 5 short videos that can include influencers/advocates, UN Women and members of the EU Delegation; and separately, 2-3 social media cards and accompanying tweets per week etc.)</p> <p>Launch campaign April – June 2021</p> <p>Debrief with UN Women WEA Team</p>	30 June 2021	10%
<ul style="list-style-type: none"> <li>• WEPs Call for Applications and WEPs Awards</li> <li>• Post-event documentation report including annexes e.g. participants list, edited video recording, photos, key visibility achievements and media analytics</li> </ul>	<p>Kick Off Call for Applications through virtual launch event July – November 2021</p> <p>Promotion and encouraging applications as well as development of communications assets to support the campaign (2-3 social media cards and accompanying tweets per week leading up to the Awards event, as well as electronic direct messaging templates and short promo videos featuring key stakeholders in the Philippines including the EU Delegation etc.)</p> <p>WEPs Awards Event organizing and hosting – 11 November 2021</p> <ol style="list-style-type: none"> <li>1. Overall event design, concept and theme</li> <li>2. Curation of several activities (to be implemented by other partners)</li> <li>3. Programme flow, speaker management,</li> </ol>	30 November 2021	20%

	<p>guest registration, motion graphics, live streaming</p> <ol style="list-style-type: none"> <li>4. Hosts/moderators &amp; speakers and MC script</li> <li>5. Visibility, publicity and media promotion through press releases, media advisories and electronic direct messaging pieces, and post-event analytics</li> </ol> <p>Debrief with UN Women WEA Team</p>		
<ul style="list-style-type: none"> <li>• Sustaining WEPs Campaign and Promotion</li> <li>• Post-campaign narrative report that includes key visibility achievements, media monitoring and social media analytics with corresponding annexes e.g. list of invitees/participants</li> </ul>	<p>Refresh assets to sustain/increase signatories support for WEPs and raise more public awareness</p>	<p>31 December 2021</p>	<p>10%</p>
<ul style="list-style-type: none"> <li>• IWD Event (online/offline)</li> <li>• Post-event documentation report including annexes e.g. participants list, edited video recording, photos, key visibility achievements and media analytics</li> </ul>	<p>Planning, preparation and roll out of IWD 2022 Celebration for WeEmpowerAsia Philippines to include:</p> <ol style="list-style-type: none"> <li>1. Overall event design, concept and theme</li> <li>2. Curation of several activities (to be implemented by other partners)</li> <li>3. Programme flow, speaker management, guest registration, motion graphics, live streaming</li> <li>4. Hosts/moderators &amp; speakers and MC script</li> <li>5. Visibility, publicity and media promotion through press releases, media advisories and electronic direct messaging pieces, and post-event analytics</li> </ol>	<p>31 March 2022</p>	<p>20%</p>

	<p>Target Date: between 8-30 March 2022</p> <p>Target no. of WEPs application received: at least 75 applications</p> <p>Target No. of Participants per event: 200 minimum</p> <p>Target venue: Metro Manila/NCR</p>		
Overall accomplishment and final narrative, documentation, and financial report	<p>Team debrief with UN Women and open discussion about achievements, challenges, and opportunities</p> <p>Submission of final and approved report</p>		

**Timeline and Location:**

The total duration of the engagement is for a period from **15 February 2021 – 31 March 2022**.

Location: Metro Manila, Philippines

**IV. Qualifications of the organization:**

- Registered Organization (provide copy of proof such as business registration, SEC registration, BIR Registration and any other related documents e.g. copy of invoice, official receipt etc.)
- The organization must have at least five (5) years’ experience in planning, conceptualizing, organizing and rolling out campaigns that promotes and advocates for women’s empowerment and gender equality in workplace, businesses, and enterprises or similar related advocacies. Please provide list of work/client with similar services.
- Experience in planning, organizing and hosting thru online/digital platform is a must.
- The organization must have competent personnel and team members

**V. Team Composition/Qualifications**

The team composition is expected to include at least an overall team leader and team members.

The overall **Team Leader** should have:

- Bachelor’s degree (or equivalent) in International Development Studies, Social Sciences, Politics, Law, Human Rights, Gender, Women Studies, Economics, Marketing, Business Administration or related field.

- Minimum of 7 years relevant experience in planning and organizing, coordination, and facilitation services for diverse teams & service providers as well as multi-stakeholders consultations/discussions etc.
- Knowledge on women's economic empowerment issues, concerns and programming is desirable
- Previous experience with UN Women and other UN agencies an advantage
- Excellent command of written English and Tagalog, other UN languages an asset.

The **Team Members** should have:

- At least secondary education.
- Minimum of 3 years relevant experience in coordination, event organizing, training design and facilitation, and administrative and logistical preparations
- Experience working with UN or other international development organizations and donor agencies would be an advantage

## **ROLES AND RESPONSIBILITIES OF THE PARTIES**

UN Women will provide technical guidance where possible. The Supplier is required to bear all the related costs e.g. travel related costs, logistics and administrative costs incurred for each workshop, activities, etc. and work independently to successfully achieve the end results.

The service provider will be responsible for following costs:

- Professional fee must be quoted in lumpsum amount per deliverable. The lumpsum amount must be detailed of how the professional fee of each team member is calculated.
- Indirect costs such as printing, stationeries, communications in relation to the scope of work of services must be included in the financial proposal.
- Travel costs for technical team members of service providers: all envisaged travel costs such as most direct and most economic local travel, living allowance, terminal expenses etc. must be included in the financial proposal. In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses shall be agreed upon, between UN Women and Service provider, prior to travel and will be reimbursed upon Contract Amendment.
- Logistics arrangement for workshops and meetings, selection of workshop/meeting venue, meals, accommodation for participants, list of participants, invitation, collection of attendance sheet, etc.
- All costs related to survey administration including logistics arrangements for data collection, field visits, interviews, etc.
- All costs related to quality assurance, data entry, data cleaning and data processing.

## **COMMUNICATION AND REPORTING OBLIGATIONS**

The supplier will work under the direct supervision of the Philippines Programme Manager of UN Women Philippines Office and UN Women WeEmpowerAsia Programme who will be responsible for the quality assurance of the deliverables.

## **SUBMISSION OF QUOTATION**

Submission package includes:

- Updated CV for the team leader and team member/s
- Company profile
- Company registration
- Quotation with breakdown of budget lines as per required deliverables.
- Names of three former partners for reference checks