

## TERMS OF REFERENCE

### **Provision of Coordinating media airtime and placements on English, Sinhala and Tamil Newspapers, Television and Radio Networks to raise awareness on the gendered impacts of COVID-19**

#### **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. Placing women's rights at the center of all its efforts, UN Women leads and coordinates the United Nations system's efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts towards building effective partnerships with civil society and other relevant actors.

The 30-year armed ethnic conflict in Sri Lanka brought about a significant transformation in women's roles in society and the vitality of inclusion of women in peacebuilding efforts. With the large loss or disappearance of spouses – on both the Tamil and Sinhalese communities – over 1.2 million women became heads of households, moving into public arenas without the support of male family members. These female heads of households, including military and war widows, must now sustain a livelihood for their families and take on roles not traditionally held by women in their communities. Regarded as the traditional core of the family in Sri Lanka, women are now, more than ever, at the heart of the phenomenon of social cohesion. Gender-sensitive policies must be in place to adequately rebuild the affected communities.

However, the global pandemic – COVID 19 that affected the world and Sri Lanka alike at a time of such transitioning of women's role, provided a magnifying glass for some of the burning issues related to advancing women's rights. The policy brief by UN General Secretary on "The impact of COVID-19 on Women" highlights that Instead, with the spread of the COVID-19 pandemic even the limited gains made in the past decades are at risk of being rolled back. The pandemic deepening pre-existing inequalities, exposing vulnerabilities in social, political and economic systems which are in turn amplifying the impacts of the pandemic.<sup>1</sup> This holds true for Sri Lankan context as well.

Women and girls who are generally earning less, saving less, and holding insecure jobs or living close to poverty, particularly women in the informal economy lost employment opportunities, were restricted to access their workplaces due to the travel and mobility restrictions, lockdowns and curfews imposed to avoid the further spread of the virus. Even though, these measures were taken as an immediate step to address the pandemic, it showed that these measures had a huge social-economic impact, particularly on women and girls. Unpaid care work increased, with children out-of-school, heightened care needs of older persons and overwhelmed health services. As schools have gradually transitioned to online teaching, women spend a considerable amount of time supporting,

---

<sup>1</sup> <https://www.unwomen.org/en/digital-library/publications/2020/04/policy-brief-the-impact-of-covid-19-on-women>

mentoring and preparing their children for virtual classes and lessons whilst grappling with daily household chores and their respective careers.

The mobility restrictions further raised concerns over the rising number of SGBV cases such as domestic violence, child abuse and sexual abuse perpetrated particularly against women who were confined to domestic work. Women migrant workers were one such community that bore the brunt of both loss of employment opportunities and increased incidences of sexual abuse and exploitation. The Secretary General highlights that “as the COVID-19 pandemic deepens economic and social stress coupled with restricted movement and social isolation measures, gender-based violence is increasing exponentially. Many women are being forced to ‘lockdown’ at home with their abusers at the same time that services to support survivors are being disrupted or made inaccessible. COVID-19, being the new reality, it is important to generate a discussion on how we advance women’s rights at a time like this ensure women’s protection and safety at all fronts.

It is increasingly important to understand the challenges posed by COVID-19 within the larger debate of Women, Peace and Security, hence UN Women, Sri Lanka plans to launch a national media campaign to create a discourse around these issues and raise awareness amongst women and men alike to have a better understanding of the COVID-19 related Women, Peace and Security issues. The objectives of the campaign would be as follows:

1. To create a national discourse on Women, Peace and Security and the Rights of Women during COVID-19
2. To raise awareness amongst policy makers, service providers on introducing new laws, policies and amending existing laws and policies to advance women’s rights to accommodate the changing dynamics
3. To raise awareness amongst women, girls, men and boys on the rights of women and access to services pertaining to COVID-19 response

#### SPECIFIC TASKS:

UN Women is seeking a service provider to coordinate media placements and airtime on English, Sinhala and Tamil Newspapers, Television and Radio Networks to raise awareness on the gendered impacts of COVID-19. Content of the programmes / newspaper articles and speakers will be provided / suggested by UN Women.

No.	Tasks	Specification
1.	Identify appropriate channels for media placements and air-time suitable for a discussion on the challenges faced by women during COVID-19.	<b>8 TV programmes (Sinhala &amp; Tamil)</b> Duration: 30 minutes - 1 hour, 4 segments highlighting 4 thematic areas – per language (4 hours* 4 thematic areas* 2 languages) – Prime time <b>8 Radio Slots (Sinhala &amp; Tamil)</b> Duration: 30 minutes - 1 hour 4 segments highlighting 4 thematic areas – per language (4 hours* 4 thematic areas* 2 languages) – Prime time <b>3 Sunday Newspapers (English, Sinhala &amp; Tamil)</b> 3 newspaper placements. 1 full page article per language

2.	<p>Coordinate with media networks to confirm placements / airtime</p> <p><b>8 TV programmes (Sinhala &amp; Tamil)</b></p> <p><b>8 Radio Slots (Sinhala &amp; Tamil)</b></p> <p><b>3 Sunday Newspapers (English, Sinhala &amp; Tamil)</b></p> <p><u>Note: Media channels are to be decided in consultation with UN Women</u></p>	<p>Duration: 30 minutes - 1 hour, 4 segments highlighting 4 thematic areas – per language – Prime time</p> <p>Duration: 30 minutes - 1 hour 4 segments highlighting 4 thematic areas – per language – Prime time</p> <p>3 newspaper placements. 1 full page article per language</p>
3.	Media monitoring	<ul style="list-style-type: none"> <li>• provide recordings / links to placements / airtime.</li> <li>• Ensure TV programmes are uploaded on the media channel social media platforms (Facebook &amp; YouTube).</li> <li>• Provide data on the reach of each of the programmes</li> </ul>

#### DELIVERABLES AND TIMELINE:

No.	Deliverable	Expected Delivery Date	Payment (%)
1	List of media channels identified for the above tasks with the pricing	17 Feb 2021	10%
2	Telecasting 8 TV programmes Duration: 30 minutes - 1 hour, 4 segments highlighting 4 thematic areas – per language (Sinhala, Tamil) – Prime time	01 – 08 March 2021	30%
3	Airing 8 Radio programmes Duration: 30 minutes - 1 hour, 4 segments highlighting 4 thematic areas – per language (Sinhala, Tamil) – Prime time	01 – 08 March 2021	30%
4	Publishing 3 newspaper placements 1 full page article per language (English, Sinhala, Tamil)	01 – 08 March 2021	20%
	<p>Submit</p> <ol style="list-style-type: none"> <li>1. provide recordings / links to placements / airtime</li> <li>2. Links to TV programmes uploaded on the media channel social media platforms</li> <li>3. Data on the reach of each programme</li> </ol>	12 March 2021 (3-4 days)	10%

#### **TIMELINE AND LOCATION:**

The total duration of the engagement is for a period from February to March 2021.

#### **QUALIFICATIONS OF THE ORGANIZATION:**

- A legally constituted company with a valid registration
- A company with a minimum of 5 years of experience in advertising and coordinating media placements
- Experience working with mainstream national media
- Previous experience working with UN agencies

#### **TEAM COMPOSITION/QUALIFICATIONS**

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

The overall **Team Leader** should have:

- Bachelor's degree (or equivalent) in Communication and Media Studies/Marketing or a related field.
- Minimum 5 years of experience in advertising and coordinating media placements
- Working experience with UN and other international agencies, NGOs
- Strong communication and coordination skills

#### **INTELLECTUAL PROPERTY:**

All information pertaining to this project (documentary, digital, cyber, project documents etc.) belonging to UN Women, which the registered organization may come into contact with in the performance of company's duties under this assignment shall remain the property of UN Women who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UN Women in line with the national and International Copyright Laws applicable.

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

UN Women will provide technical guidance where possible. The service provider shall be required to bear all the related costs and work independently to successfully achieve the end results.

The service provider will be responsible for following costs:

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 service provider will report to the Programme Analyst UN Women Sri Lanka.

#### **SUBMISSION OF APPLICATION:**

Submission package includes:

- Company profile
- Company registration
- Financial proposal: Quotation with a breakdown of budget lines as per required deliverables. The quotation must specify a lump sum amount breaking down the professional fee for each deliverable and travel related costs.
- Names of three former partners for reference checks
- 03 references of previous (similar or relevant) work undertaken