**Terms of Reference (TOR)**

**Provision of Services Related to Organization of the Media Campaign “Generation Equality”**

**BACKGROUND**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination and violence 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 supports UN Member States as they set global standards for achieving gender equality and works with governments and civil society to design laws, policies, programs and services needed to implement these standards.

The Beijing Declaration and Platform for Action of 1995 is the most visionary agenda for the empowerment of women and girls, everywhere. Developed at the Fourth World Conference on Women in Beijing, China—known as the largest-ever gathering of gender equality advocates—the Beijing Platform for Action was adopted by 189 governments committed to taking strategic, bold action in 12 critical areas of concern. 2020 marked the 25th anniversary of the Beijing Platform for Action. Despite some progress, systemic barriers that hold women from equal participation in all areas of life, whether in public or in private, are still present. Today, not a single country can claim to have achieved gender equality. Through the campaign “Generation Equality: Realizing women’s rights for an equal future”, UN Women is bringing together the next generations of women’s rights activists with the gender equality advocates and visionaries who were instrumental in creating the Beijing Platform for Action more than two decades ago. Collectively, these change makers of all ages and genders can tackle the unfinished business of empowering women. This campaign demands equal pay, equal sharing of unpaid care and domestic work, an end to sexual harassment and all forms of violence against women and girls, health-care services that respond to their needs, and their equal participation in political life and decision-making in all areas of life.

Due to the COVID-19 pandemic, the Generation Equality campaign main events, two Generation Equality Forums, were moved to 2021. The Generation Equality Forum is a civil society centered, global gathering for gender equality advocates convened by UN Women and co-hosted by the governments of Mexico and France. The Forum kicked off in Mexico City from 29 to 31 March 2021 and will culminate in Paris from 30 June to 2 July 2021, launching a series of concrete, ambitious and transformative actions to achieve immediate and irreversible progress towards gender equality. As a part of Generation Equality, six Action Coalitions, global, innovative, multi-stakeholder partnerships that are mobilizing governments, civil society, international organizations, and the private sector, have been established to catalyze collective action; spark global and local conversations among generations; drive increased public & private investment; and deliver concrete, game-changing results for girls and women. The Action Coalitions focus on six areas: Gender-based violence; Economic justice and rights; Bodily autonomy and sexual and reproductive health and rights (SRHR); Feminist action for climate justice; Technology and innovation for gender equality; and Feminist movements and leadership. In Bosnia and Herzegovina, a dedicated Generation Equality campaign will build upon social mobilization and localization of Action Coalitions focused on three areas: 1. Bodily autonomy and sexual and reproductive health; 2. Ending gender-based violence; and 3. Economic empowerment and security.

UN Women BiH is now looking for a company to implement a localized Generation Equality campaign, to mobilize cross-generational actions in support to gender equality. The campaign should include innovative and creative multimedia solutions celebrating intergenerational feminists and activists, and advocate for achieving gender equality in all areas of public life. The campaign should build positive public perception around gender equality as the common denominator of social progress, and highlight and celebrate the history of feminist activism, as well as many of the contributions that activists, both male and female, younger and older, have made to gender equality in Bosnia and Herzegovina. The campaign is envisaged as a public awareness campaign, planned to take place from June to December 2021. The selected company would be responsible for development and conceptualization of the campaign concept, creative identity (including visual identity, slogans, and other elements), content (including multimedia photo and video content), activities (including three online/physical combination events, depending on epidemiological circumstances, localizing the Action Coalitions in BiH), media relations and production of social media content, as well as carrying out the campaign activities and event management as per agreed workplan and timeline.

**OBJECTIVE**

The overall objective of this Request for Proposal (RfP) is to contract a company/organization/entity that will, in close collaboration with UN Women BiH, support the implementation of a media campaign “Generation Equality” to mobilize cross-generational actions in support to gender equality; build positive public perception around gender equality as the common denominator of social progress; and highlight and celebrate the history of feminist activism, as well as many of the contributions activists, both male and female, younger and older, have made to gender equality in Bosnia and Herzegovina.

**OUTPUTS**

Under direct supervision of UN Women Communications Associate, and overall supervision of UN Women Programme Specialist, and in close collaboration with designated UN Women team, the Contractor is expected to deliver following outputs:

1. **Creative concept and visual identity of the campaign**

The Contractor is expected to develop a creative concept and visual identity of the campaign in line with abovementioned objectives of the campaign and in close collaboration with UN Women and selected key stakeholders. The creative concept should include a proposal of the creative concept, including several visual identity solutions, slogans and hashtags, and review of multimedia formats to be used during the campaign.

1. **Campaign launch plan and content**

Based on the adopted creative framework, taking into account and incorporating Generation Equality Forum in Paris to be held June 30 – July 2 2021, the Contractor is expected to develop a campaign launch plan, to include the following:

* + Content plan, to include multimedia (photo and video) production plan, concept and scenarios;
  + Social media plan (organic and paid);
  + PR plan (to include outreach and engagement of credible influencers and celebrities);
  + User generated content and/or activities;
  + Plan and calendar of events/activities.

In addition to detailing the activities, the selected company is expected to develop the campaign content to include social media posts adapted for different social networks (Facebook, Twitter, Instagram, YouTube), visual content, sticker pack and branding to accompany the campaign launch plan, as well as video materials as per this ToR and in agreement with the UN Women team. The said is to be developed by taking into consideration the following elements:

1. Main objective/focus of the campaign as per this ToR;
2. Relevant data on gender equality (to be provided by UN Women)
3. Target audience:

* General public;
* Youth, focusing on Millennials and Gen Z (1981-2004);
* Men, focusing on potential male allies who are open to publicly supporting the campaign;
* Media and journalists, editors-in-chief, local media;
* Celebrities who are likely to support the campaign, including but not limited to respectable and credible influencers;
* (Male and female) Gender equality activists and supporters; preferably public personalities.
* Main stakeholders: BiH gender institutional mechanisms (BiH Agency for Gender Equality, RS Gender Center, FBiH Gender Center); UN Women donors (Sweden and EU); UN agencies (UNFPA, UNICEF, UNDP) and UN RCO; other stakeholders as identified.
* Relevant NGOs working on women’s rights and gender equality.

1. Desired approaches for the media campaign creative concept:

* Communication channels to include traditional and new media: TV, radio, print, online, social media (Facebook, Twitter, Instagram and YouTube).
* The messaging should be adopted and categorized by the specified targeted audience sub-groups, and in a form of storytelling. Campaign messages should be clear and accessible and should avoid using complex wording. All messages need to be approved by UN Women. Note on accessibility: All materials should be produced in a way to be accessible to persons with visual and hearing impairments (video materials should have subtitles/closed captions, digital visual materials should be suitable for use with assistive technology, such as text-to-speech software).
* Video production should include:
  + 1. 5 video stories (up to 2 minutes) to feature younger and older, male and female, feminist activists and gender equality champions, in conversation about a particular gender equality issue, capturing reflections on “before” and “after” when it comes to women’s rights (in order to draw a parallel in the sense of “how it started/how it’s going”), and a call to action in mobilizing for women’s rights.
    2. 1 video comprising of highlights from the 5 video stories (up to 2.5 minutes).
    3. 3 videos (each video up to 3 minutes) featuring the highlights and themes of dedicated events (physical/online combination, depending on epidemiological circumstances) to be held within the campaign (focusing on 1. Bodily autonomy and sexual and reproductive health; 2. Ending gender-based violence; and 3. Economic empowerment and security.)
* Protagonists should be identified in agreement with UN Women.
* All videos should include subtitles in Bosnian/Serbian/Croatian and English.
* All videos should be adapted to appropriate formats for different social media channels (Facebook, Twitter, Instagram, YouTube).
* Social media content and plan, to include:

1. Social media package of 20 social media posts, consisting of bilingual posts (English and Bosnian/Serbian/Croatian) and using content produced within this ToR, adapted for different social networks (Facebook, Twitter, Instagram).
2. One illustrated Viber sticker pack (7-10 pcs.).

* Creativity and innovation in conceptualizing social media content is encouraged, including creative use of illustration and/or animation.
* Social media package should be adapted for use for a variety of stakeholders, including UN agencies and other international community actors.
* Social media package should include a call to action aimed at youth to create user-generated content and use the hashtags of the campaign.
* Event production should include:

1. Event management and production of three events (combination of online/physical event, with maximum 50 participants physically present (depending on epidemiological restrictions), in Sarajevo, to include renting of space, the equipment and PR support, and support to online production and web streaming, as well as managing online registration for events) to highlight the localization of Action Coalitions; to include UN Women partners and stakeholders, and desired audiences (gender equality champions, youth, etc.). Innovative concepts in event planning are encouraged.

* Tentative dates for events are end of June 2021, September 2021 and November/December 2021.

1. Design of three invitations for events (bilingual - English and Bosnian/Serbian/Croatian), to be distributed electronically and on social media.
2. Production of relevant visibility materials necessary for the events (1 backdrop 2x3m, 2 roll up banners, as agreed with UN Women).
3. Design and production of relevant informational material to be distributed at the events (designed and printed briefs on Generation Equality and Action Coalitions, up to 5 pages, bilingual – Bosnian/Serbian/Croatian and English).
4. Design and production of high-quality visibility materials related to the campaign (300 Generation Equality masks, 200 totebags, 200 notepads and 200 sheets of stickers)
5. Summary of the campaign in the form of a short publication (up to 15 pages), prepared in English and Bosnian/Serbian/Croatian, designed and laid out. The publication would be distributed to partners and stakeholders after the campaign, and be available online, to provide more information about the campaign and its results.
6. Summary of the results of the campaign in the form of a one-page infographic (English and Bosnian/Serbian/Croatian), designed and laid out, and three social media visuals from the infographic (for Facebook, Twitter and Instagram, in English and Bosnian/Serbian/Croatian)
7. Desired cumulative reach – 500,000 people from targeted audiences through all channels.
8. Duration of the media campaign: end of June 2021 – end of December 2021.
9. **Campaign deployment and management**

The Contractor is expected to launch and manage the campaign based on the campaign launch plan, to include:

1. Main campaign activities (physical/online combination, in line with the epidemiological situation and to be agreed)
2. Generating and maintaining support to campaign by reaching and managing celebrities, influencers, and other target groups as outlined in this ToR; as well as encouraging and managing the production of user-generated content (with at least six influencers and/or celebrities throughout the campaign producing user-generated content in relation to the campaign).
3. Organizing campaign event(s) in accordance with the concept and current epidemiological situation (online/physical combination).
4. Book and manage media appearances (at least ten media appearances throughout the campaign on reputable media outlets, including PBS) and media relations, media announcements and press releases (three media announcements and press releases connected to Action Coalition events), and collect relevant press clipping in relation to the campaign.
5. **Impact assessment and reporting**

The Contractor is expected to produce a comprehensive campaign report on the implementation of the campaign reflecting the following:

1. events and activities of the campaign;
2. analysis of impact and reach of the campaign;
3. analysis of user-generated content;
4. social media reach analysis;
5. media analysis and press clipping report;
6. any other relevant information contributing to the impact and reach of the campaign.

Final report on the campaign is to be developed in English and submitted to UN Women for final review.

**DELIVERABLES AND TIMEFRAME**

The selected Contractor will be expected to produce the following deliverables within the indicative timeframe:

|  |  |  |
| --- | --- | --- |
|  | **Deliverables** | **Due date** |
| **1.** | **Development of the campaign’s creative concept and visual identity** |  |
| 1.1. | Creative concept proposal, including campaign visual identity, submitted to UN Women for review and approval (including proposal of the creative concept, several visual identity solutions, slogans and hashtags, and review of multimedia formats to be used during the campaign) | 10 June |
| 1.2. | Creative framework and design of the campaign visual identity finalized. | 15 June |
| **2.** | **Development of the campaign launch plan and content** |  |
| 2.1. | Campaign launch plan developed based on the adopted creative framework, to include:   * 1. Content plan, to include multimedia (photo and video) production plan, concept and scenarios;   2. Social media plan (organic and paid),   3. PR plan (to include outreach and engagement of credible influencers and celebrities),   4. Plan of user generated content and/or activities,   5. Plan and calendar of events/activities,   taking into account and incorporating Generation Equality Forum in Paris (June 30 to 2 July 2021). | 18 June |
| **3.** | **Social media content and plan** |  |
| 3.1 | First half of social media package (10 posts, bilingual – Bosnian/Croatia/Serbian and English) developed, adapted for different social networks (Facebook, Twitter, Instagram, YouTube). | 30 June 2021 |
| 3.2 | Second half of social media package (10 posts, bilingual – Bosnian/Croatia/Serbian and English) developed, adapted for different social networks (Facebook, Twitter, Instagram, YouTube). | 10 September 2021 |
| 3.3. | One illustrated Viber sticker pack (7-10 pcs.) | 1 September 2021 |
| **4.** | **Video production** |  |
| 4.1. | Two video stories produced, submitted to UN Women for review and then finalized. | 30 June 2021 |
| 4.2. | Video of 1st Action Coalition event produced, submitted to UN Women for review and then finalized. | 5 July 2021 |
| 4.3. | Three video stories produced, submitted to UN Women for review and then finalized. | 10 September 2021 |
| 4.4. | Video of 2nd Action Coalition event produced, submitted to UN Women for review and then finalized | September 2021 |
| 4.5. | One video consisting of highlights from video stories produced, submitted to UN Women for review and finalized | 17 September 2021 |
| 4.6. | Video of 3rd Action Coalition event produced, submitted to UN Women for review and then finalized | December 2021 |
|  | **Campaign deployment and management** |  |
| 5.1. | Campaign launched and managed based on the campaign launch plan, to include media appearances announcing the campaign start. | 30 June 2021 |
| 5.2. | Social media and PR plan created and implemented throughout the campaign. | 30 June 2021 - 20 December 2021 |
| **6.** | **PR and media relations** |  |
| 6.1. | Three media appearances in relation to the campaign brokered and managed. | 5 July 2021 |
| 6.2. | Three media appearances in relation to the campaign brokered and managed. | September 2021 |
| 6.3. | Four media appearances in relation to the campaign brokered and managed. | December 2021 |
| 6.4. | Media announcement and press release of 1st Action Coalition event | June 30 |
| 6.5 | Media announcement and press release of 2nd Action Coalition event | September 2021 |
| 6.6. | Media announcement and press release of 3rd Action Coalition event | December 2021 |
| 6.7. | Weekly short report on managed media relations and media requests in relation to the campaign, throughout the duration of the campaign. | June 2021 - December 2021 |
| 6.8. | Report on collected press clipping in relation to the campaign. | 20 December 2021 |
| **7.** | **Event management and production** |  |
| 7.1. | Production of three campaign Action Coalition events, organized in accordance with the event concept (combination of online/physical event, with maximum 50 participants physically present (depending on epidemiological restrictions), in Sarajevo, to include renting of space, the equipment and PR support, and support to online production and web streaming, as well as managing online registration for events) | 30 June 2021  September 2021  December 2021 |
| 7.2. | Design of three invitations for Action Coalition events (bilingual – English and Bosnian/Serbian/Croatian), to be distributed electronically and on social media. | 30 June 2021  September 2021  December 2021 |
| 7.3. | Production of relevant visibility materials necessary for the events (1 backdrop 2x3m, 2 roll up banners, as agreed with UN Women). | 30 June 2021 |
| 7.4. | Production and delivery to UN Women of high-quality visibility materials related to the campaign (300 Generation Equality masks, 200 totebags, 200 notepads and 200 sheets of stickers) | August 2021 |
| 7.5. | Monthly short report on management of user-generated content by celebrities, influencers, and other target groups as outlined in this ToR, with at least six influencers and/or celebrities throughout the campaign producing user-generated content in relation to the campaign. | June 30 2021 - December 2021 |
| 7.6. | Summary of the campaign in the form of a short publication (up to 15 pages), prepared in English and Bosnian/Serbian/Croatian, designed and laid out. | 17 December 2021 |
| 7.6. | Summary of the campaign in the form of a one-page infographic (English and Bosnian/Serbian/Croatian), designed and laid out, and three social media visuals from the infographic (for Facebook, Twitter and Instagram, in English and Bosnian/Serbian/Croatian) | 17 December 2021 |
| **8.** | **Impact assessment and reporting** |  |
| 8.1. | Draft campaign report (in English, up to 20 pages) on the implementation of the campaign reflecting the events and activities of the campaign; analysis of impact and reach of the campaign; analysis of user-generated content; social media reach analysis; media analysis and press clipping report; any other relevant information contributing to the impact and reach of the campaign. | 29 November 2021 |
| 8.2. | Final campaign report (in English, up to 20 pages) developed and submitted to UN Women for review and then finalized. | 6 December 2021 |

**\*\* All deliverables from this ToR need to be submitted and approved by UN Women.**

To facilitate delivery of the above outputs, UN Women will provide the following:

* Relevant information on Generation Equality campaign
* Visibility guidelines related to the Generation Equality campaign
* Production materials for adaptation, when available
* Substantive brief on gender equality and relevant data
* Other documents as necessary

**REPORTING**

Under the direct supervision of UN Women Communications Associate, selected Contractor will develop and deliver the above listed outputs in accordance with the above outlined timeframe. Final report no longer than 20 pages should be provided in English by 6 December 2021.

**REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

**General requirements to the company:**

* Minimum 5 years of relevant experience in planning and implementation of campaigns as described within this ToR, with at least 5 similar campaigns successfully implemented.
* Experience in managing and organizing events for general public, UN organizations/development organizations with the aim of reaching diverse audiences and target groups, with at least 5 similar events successfully implemented.
* Previous experience and collaboration with UN organizations/development organizations will be considered an asset.
* Capacity and expertise to execute the activities, including contacts and experience of undertaking similar assignments.
* Established organizational structure with clear division of roles within the team.
* Selected company’s team should include at least the following:
* Account manager
* Creative/art director
* Social media expert
* Video producer
* Previous experience working with UN Agencies in BiH will be considered an advantage.

**Requirements for team members:**

1. **Account manager**

* University degree in communications, marketing, business, public relations, human rights, gender studies or similar field (Advanced degree in the similar area will be considered an asset).
* Previous work on developing and managing campaigns that required specific knowledge of human rights preferably in BiH, preferably of gender equality and women’s empowerment.
* Minimum 5 years of relevant experience in providing substantive support required for successful implementation of human rights/social awareness campaigns, with at least 2 successfully implemented campaigns.
* Previous experience working for international/development organizations and/or governmental programs on similar assignments.
* Excellent oral and written communication skills in both English and Bosnian/Croatian/Serbian.

1. **Creative/art director**

* University degree in art or design, or equivalent training and working experience of minimum 5 years.
* Minimum 3 years of working experience as Creative/Art Director or similar role.
* Hands on experience with logo design, typography, color, web layout design, social media content design, print production, image selection and package design.
* Proficient use of InDesign, Photoshop, Illustrator or other visual design and wire-framing tools.
* Demonstrable graphic design skills with a strong portfolio. (Please provide portfolio sample)
* Excellent oral and written communication in Bosnian/Serbian/Croatian. Proficiency in English will be considered an advantage.

1. **Social media specialist**

* University degree in communications, marketing, business, new media, public relations or relevant field, or equivalent training and working experience of minimum 3 years.
* Minimum 3 years of working experience as Social/Digital Media Specialist or similar role.
* Excellent knowledge of social media management (Facebook, Twitter, Instagram, YouTube), strategies, trends and best practices, and good understanding of social media KPIs (please provide social media management examples).
* Excellent writing, editing (photo/video/text), presentation and communication skills, and knowledge of web site publishing (please provide writing example).
* Excellent oral and written communication in Bosnian/Croatian/Serbian languages. Proficiency in English will be considered an advantage.

1. **Video producer**

* University degree in film, media or relevant field, or equivalent training and working experience of minimum 3 years.
* Minimum 3 years of working experience as Video/Film Producer or similar role, working on production sets or as part of production teams (please provide portfolio sample).
* Extensive experience of minimum 3 years in operating video production equipment and various post-production applications such as Adobe Photoshop, After Effects, Premiere or other digital production tool.
* Excellent oral and written communication in Bosnian/Croatian/Serbian. Proficiency in English will be considered an advantage.

**Core Values:**

* + Respect for Diversity
  + Integrity
  + Professionalism

**Core Competencies:**

• Creative Problem Solving

• Effective Communication

• Inclusive Collaboration

• Stakeholder Engagement

• Leading by Example

Please visit this link for more information on UN Women’s Core Values and Competencies: <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-values-and-competencies-framework-en.pdf?la=en&vs=637>

**Functional Competencies:**

* + Proven research, analytical and drafting skills
  + Demonstrated ability to interact effectively with various public and non-public stakeholders including in the areas of gender equality
  + Excellent writing skills in English and BHS
  + Strong interpersonal skills
  + Strong initiative-taker
  + Focuses on impact and results for the partner
  + Consistently approaches work with energy and a positive, constructive attitude
  + Demonstrates professional competence and is conscientious and efficient in meeting commitments, observing deadlines and achieving results
  + Displays cultural, gender, nationality, religion and age sensitivity and adaptability
  + Demonstrates integrity and fairness by modelling UN values and ethical standards
  + Excellent interpersonal, presentation and communication skills
  + Great organizational skills
  + Ability to conceptualize information into written reports
  + Delivers oral/written information in a timely, effective and easily understood manner

• Initiative, sound judgment and demonstrated ability to work harmoniously with people of different ethnic backgrounds

# APPLICATION PROCESS

Interested local research/consultancy/marketing companies should submit a proposal outlining the methodology, tools and workplan. The proposal should be divided into two parts i.e. technical and financial.

The technical submission will contain the following information:

1. Summary of proposed methodology
2. Suggested workplan and timeframe (including dates for submission of first draft and final report).
3. Detailed CV of the principal staff member/s and the profile of the organization.

The financial submission will describe the estimated cost for the consultancy in detail, including the daily rate of each consultant and enumerators, and the proposed number of days for each key task.