**Terms of Reference**

**for provision of services aimed at sensitizing and capacity building of local media on PFM and GRB in BiH**

1. **BACKGROUND AND JUSTIFICATION**

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 centre of all its efforts, UN Women leads and coordinates United Nations system 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, building effective partnerships with civil society and other relevant actors.

Over the past years, UN Women in Bosnia and Herzegovina has provided support to national and local stakeholders in strengthening democratic governance and advancing women’s rights through initiatives aimed at mainstreaming gender in policy planning and budgeting. Gender Responsive Budgeting (GRB) has been identified as an important tool for advancing gender equality in key national documents, in accordance with the existing BiH national policy documents on social inclusion and gender equality. In accordance with government priorities stated in the national and local plans and strategies, UN Women has been supporting government efforts in using GRB as a tool to advance gender equality and ensure that women’s needs are incorporated in policies and related budgets. In order to strengthen the work hitherto done and ensure sustainability of the interventions on GRB, UN Women has initiated a regional programme with participation of Albania, Bosnia and Herzegovina, Kosovo\*, Serbia and North Macedonia on “Transformative Financing for Gender Equality towards more Transparent, Inclusive and Accountable Governance in the Western Balkans” (2020-2024) funded by the Swedish International Development Cooperation. The main programme approach is transformative financing as an enabling factor for policy and financing actions to accelerate implementation of existing national and international commitments on gender equality and women’s empowerment.

The program is highly relevant for Bosnia and Herzegovina particularly during current and post COVID-19 pandemic. COVID-19 has been disproportionately affecting women, particularly vulnerable women, compared to men, and risks deepening gender inequalities. According to UN Women research, governments in BiH have not engendered their response to COVID-19. Available data from FBiH and RS Tax Administrations for 2020 show that 60% of jobs lost in the FBiH and 70% of jobs lost in the RS belonged to women. At the same time, policy response to the job losses failed to recognize this fact.

UN Women in BiH continues to work with relevant institutions in guiding and supporting them to apply GRB in future planning cycles and to ensure that women and men, girls and boys in BiH benefit equally from all social, health, financial and non-financial support schemes, in line with the Agenda 2030 principle ‘No One Is Left Behind’ from the support provided at all levels in facing the actual emergency situation, as well as in long-term recovery plans.

Nonetheless, the concept and the impact of GRB has on the life of people remain difficult to be understood. In most of the cases it is hard for women and men to link their daily life as tax payers with government budget and see how the government is spending the money and who benefits from it.

While the global initiatives supported by UN Women produced significant number of publications and manuals to facilitate the application of GRB among governmental institutions and CSOs, very few have been targeting media and their role in this subject. Media can be a strong partner to tackle this issue, given their importance not only in shaping the public discourse but also in informing and educating the general public. As such, media play a crucial role in the promotion of gender equality, for example through ensuring transparency and accountability by reporting about budget decisions from a gender perspective.

1. **OBJECTIVE OF THE CONSULTANCY**

With the aim of enhancing media reporting on GRB, UN Women Bosnia and Herzegovina will work with the media community in strengthening the capacities of media professionals on informed reporting on GRB and on strengthening the role of media in promotion of gender equality and women’s empowerment.

UN Women seeks to engage a consultancy company in the period from 2nd August 2021 to 1st August 2022 to conduct a research on media reporting about GRB in BiH, provide capacity building to media professionals in order to improve budget/GRB literacy and understanding of local decision-making processes by media professionals. The consultancy company should support the media with technical expertise on how to use GRB as a tool to assess the impact of government budget on women’s lives. Additionally, in order to increase the project’s visibility and raise awareness about the importance of gender responsive budgeting, the consultancy company will be required to identify human stories which can show the impact of the work done through GRB implementation.

The overall approach of this consultancy should aim to question budgets as gender neutral, include gender equality considerations during the trainings and generate knowledge and tools on gender issues and GRB practices, that will be used by media professionals (as detailed below).

1. **OUTPUTS**

In particular, the consultancy company should:

**(i) Conduct a baseline study on how traditional and new media report on GRB on a sample of articles, reports, interviews**

The study should aim to review the existing reporting practices on GRB in BiH media and serve as a preliminary needs assessment of training needs for media professionals.

In line with the above, the consultancy company should :

* Draft the research sample, to be discussed and defined in cooperation with UN Women, taking into account:

1. occasions in which it was written about public finance management (PFM) and/or GRB (for example: adoption of a budget, adoption of a new law noting its financial implications on the budget, launch of a GRB analysis/report, etc.) and whether a reference to the overarching principle of the Agenda 2030 of ‘Leave No One Behind’ has ever been made in any of the articles;
2. type of content, focused on the nature of information about the budget/gender equality/GRB, and - in particular - why engendered budget matters and what are its implications for gender equality, transparency, inclusivity, accountability;
3. content visibility within the media outlet (for example, length of content, placement within the newspaper, etc.);
4. field of specialization of the journalist who wrote about public finance management and/or GRB (to understand how the journalists understand PFM and GRB, and identify gaps/misconceptions to be addressed during the trainings);
5. sex-disaggregated data on journalist who wrote about PFM and GRB (important to keep gender record for internal purposes and to facilitate gender balance during the envisaged trainings);

* Finalize the baseline study that should serve as an assessment of training needs of media professionals to be incorporated in the training methodology and addressed during the sessions. The baseline study should be submitted in the form of a written report with introduction, methodology, key findings and recommendations for future actions aimed at media professionals. The report should be comprised of at least 20 pages and should be in English and BHS languages.

**(ii) Identify 5** **human-interest stories which can show the impact of the work done through GRB implementation**

The objective of this activity is to increase project’s visibility and raise awareness about the importance of gender responsive budgeting by “making the unfamiliar familiar”, namely by showing positive examples of how GRB is put into practice and what are the concrete effects of GRB on women’s lives, with a focus on the women from the most excluded groups in line with the Agenda 2030 overarching principle of ‘Leave No One Behind’. Showcasing women’s voices and the impact of GRB on the improvement of quality of women’s lives can raise awareness about GRB as an empowering tool for gender equality and further inspire every person to actively participate and voice their needs.

Based on the above, the engaged company should:

* develop a work plan that will detail the production of 5 stories. In particular:
  1. identify specific topics under gender-responsive budgeting and agree with women to be interviewed, in close consultation with UN Women team;
  2. contact the women identified and undertake interviews;
  3. present the most interesting/impactful human stories to the UN Women. Two of the stories should be used in the training sessions with media professionals. The final selection of the stories both for training and awareness raising/visibility purposes, as decided by UN Women.
* Write 5 articles/texts about selected stories in an innovative and creative way taking into consideration the current situation on the ground and focusing on the work of UN Women in the area of GRB and how it impacts the lives of women;
* Undertake a substantive editing of the first drafts, after receiving feedback from the UN Women, to ensure internal consistency, both intellectual and stylistic; general readability and accessibility to a broad readership worldwide;
* Use understandable, attractive language and identify catchy titles;
* Deliver 5 final approved articles for publishing;
* Capture high quality digital photographs to portray women-beneficiaries and document best practices;
* Prepare an individual report on the assignment.

**(iii) Develop and conduct trainings to sensitize media professionals on how GRB can impact on women’s lives and promote gender equality and women empowerment and improve budget/gender equality/GRB literacy and understanding of decision-making processes by media professionals** GRB has proven to be an important tool that can be used to demystify the budget and provide evidence to understand the figures and explain in simple terms the impact budgets have on the lives of women and men. GRB initiatives refer to a range of actions that ultimately seek to make the budgeting process more responsive to the inequalities between women/girls and men/boys. These initiatives include, for example, carrying out gender budget analysis, increasing economic literacy and understanding the budgeting process, raising awareness, building knowledge and capacity on gender issues, improving transparency of the effects the budgeting process has on women and men, increasing government accountability, etc. This activity will take into consideration all the above to sensitize media professionals and to develop a better understanding of budget/gender equality/GRB within the media community.

The engaged company should:

* provide a detailed timeline and training methodology for 6 training sessions, taking into account:
  1. the capacity needs of media professionals based on the baseline study findings;
  2. define target groups and number of participants, ensuring gender balance and ensuring that participating journalists are coming from different fields of specialization relevant for GRB (finance, politics, social issues, etc.);
  3. draft the objectives of the training and identify relevant topics to be covered during 6 sessions/workshops, to be discussed and finalised with UN Women. The content of the training should focus on providing clarity and understanding of the conceptual, technical and socio-political elements of gender responsive budgeting, basis of public finance management and include two of the human-interest stories as detailed in point (ii). The sessions should focus on sensitizing and awareness raising on GRB, public budgets, and how they impact on women’s lives;
  4. prepare background materials (handouts/PPTs, two articles of women’s stories, etc.), and include a pre and post questionnaire to measure the result of the training;
* deliver 6 training sessions;
* provide a final report on trainings in English (containing training methodology, description of target groups and list of participants, training objectives, topics addressed, results of the questionnaire).

*Note: In case of an outbreak of another wave of COVID-19 pandemic and epidemiological measures, the selected company will work with UN Women to revise and adjust the workplan and budget of the consultancy in line with the circumstances.*

**DELIVERABLES AND TIMEFRAME**

The consultancy company will be expected to complete the tasks within the indicative timeframe:

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| --- | --- | --- |
| **No.** | **Task/Deliverable** | **Delivery date** |
| **(i)** | **Baseline study** |  |
|  | Draft research sample, as defined above, to be submitted to and approved by UN Women | **01 September 2021** |
|  | Finalized baseline study, to be approved by UN Women | **13 September 2021** |
| **(ii)** | **Human-Interest Stories** |  |
|  | Workplan and timeline for production of stories, as defined above, submitted to and approved by UN Women | **30 August 2021** |
|  | Two human-interest stories to be used during the training sessions including relevant digital photographs, to be submitted to and approved by UN Women | **20 September 2021** |
|  | Three human-interest stories finalized including digital photographs, to be submitted and approved by UN Women | **01 July 2022** |
|  | Final report on the assignment, submitted to and approved by UN Women | **1 August 2022** |
| **(iii)** | **Training** |  |
|  | Workplan and timeline, as described above, submitted to and approved by UN Women | **13 September 2021** |
|  | Report on 6 training sessions implemented, submitted to UN Women | **15 December 2021** |
|  | Final report on trainings in English with agenda, signed list of participants and materials and presentations shared submitted to UN Women | **27 December 2021** |

**REPORTING**

Under the direct supervision of UN Women GRB Coordinator and overall supervision of UN Women Programme Specialist, the selected Contractor will develop and deliver the above listed outputs in accordance with the above outlined timeframe. All the outputs should be provided in English.

The contractor is expected to report regularly to UN Women BiH CO the progress of the completion of the deliverables. The contractor is also expected to inform UN Women of any unforeseen challenge or risk that might occur during the duration of the assignment.

**REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

The selected Contractor is required to ensure a team oflocal expertswho meet the general profile and required competencies necessary for the delivery of required tasks:

**General Requirements for the Company**

Experience:

• 5 years in working with media in Bosnia and Herzegovina, preferably with a focus on human rights. Work on gender equality and/or budgets/institutions will be considered as an asset

• 2 years of experience in conducting work on enhancing capacities of media professionals for responsible reporting on issues related to human rights.

* Experience in conducting research on media reporting, preferably on gender issues, with at least 3 researches conducted

• Previous experience working with UN Women and other UN Agencies will be considered as an advantage.

• Track record of similar assignments (at least 3 training sessions and/or workshops for media, and similar activities).

Requirements for the team members:

***Team Leader:***

Academic background and experience:

• Bachelor’s degree in journalism, economics, gender studies, human rights or related humanities and social studies. MA degree in the same field will be considered as an advantage.

• Minimum 5 years of experience in managing projects related to working with media professionals, or 7 years of relevant experience in combination with Bachelor’s degree

• Track record in technical expertise of studies related to media (at least 3 researches)

• Previous similar work experience working for international organizations and/or governmental programs concerning related field will be consider as an advantage

* Excellent skills in BHS and English language

***Team members***

***Researcher***

* Bachelor’s degree in finance, economics, business, public policy, or related areas. MA degree in will be considered as an advantage.
* At least 5 years of demonstrated research experience in media and/or human rights issues.
* Track record of similar assignments (at least 2 applied research studies/PCM/ evaluations).
* 2 years of experience in applied research with data collection, analytical and presentation skills and demonstrated ability to structure information .
* Experience working with projects related to gender equality will be considered an asset
* Excellent both written and oral skills in BHS languages

**Trainer(s)**

* Bachelor degree in finance, economics, business, public policy or related areas.
* At least 5 years of experience in public finance management
* At least 2 years experience in delivering trainings
* Excellent both written and oral skills in BHS languages

II Values:

• Demonstrates professional competence and is conscientious and efficient in meeting commitments, observing deadlines and achieving results.

• Display cultural, gender, nationality, religion and age sensitivity and adaptability.

• Demonstrates integrity and fairness by modelling UN values and ethical standards.

III Competencies:

• 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