**Terms of Reference (TOR)**

**Provision of Services Related to Organization of the Advocacy Campaign for the “Women in Election in BiH” Project**

**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.

Bosnia and Herzegovina (BiH) has made progress in creating preconditions for achieving gender equality by adopting relevant legislative and policy framework. However, women remain seriously under-represented in the country’s political institutions. In order to create a genuinely encouraging environment, work on several fronts is required, including a sharper focus on implementation of all policy instruments and a corresponding shift of paradigm from equality of rights to equality of results, promotion of institutional processes that ensure women’s equal participation in political parties and parliament and consistent efforts to capacitate and include women in BiH in decision-making processes across board.

Women in Elections project is funded by Sweden and implemented by UNDP BiH in partnership with UN Women BiH, in partnership with BiH Agency for Gender Equality, BiH Central Election Commission, BiH Parliamentary Assembly - Committee on Gender Equality, RS Gender Center, FBiH Gender Center and selected local governments. The overall objective of this project is to strengthen women’s leadership and participation in political life, vertically by making structural adjustments to accommodate greater numbers of women in politics, as well as horizontally by nourishing the next generation of women leaders in communities through tailored networking and capacity building initiatives and increased democratic participation and accountability.

One of the crucial elements of this project is to campaign for positive public perception around the role of women as effective leaders and decision-makers, and to highlight positive contributions of women leaders in civic engagement and policymaking, especially in the COVID-19 times, in order to increase public perception of their role as effective leaders and decision-makers. The first phase (pilot) of the campaign was implemented in April and May 2021, and the UN Women is now seeking to engage a consulting company to conceptualize the second and final phase of the public awareness media campaign, planned to take place from 1 September 2021 to 5 November 2021. The contracted company is expected to conceptualize and develop the creative identity framework, all creative content, deploy and facilitate the campaign in the period of two months, and report on the impacts as per agreed indicators.

**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 Governance and Leadership Coordinator develop and implement of a joint UN Women and UNDP media and advocacy campaign to build positive public perception around the role of women as effective leaders and decision-makers, and to highlight positive contributions of women leaders in civic engagement and policymaking, especially in the COVID-19 times, in order to increase public perception of their role as effective leaders and decision-makers.

The aim of the media and advocacy campaign is to reach out to no less than 200,000 people within targeted audiences over the course of two months, measure that outreach accurately, and motivate the public to take action. A call for action will be defined jointly with the selected contractor.

**OUTPUTS**

Under direct supervision of UN Women Governance and Leadership Coordinator, the Contractor is expected to deliver the 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 UNDP. The creative concept should include the key messages and the campaign slogan, key visuals, story boards and scenarios.

1. **Campaign launch plan and content**

Based on the adopted creative concept and visual identity, and taking into account and incorporating any UN significant dates and anniversaries, the Contractor is expected to develop a campaign launch plan and content, to include the following:

* + Content plan, to include video production plan, concept and scenarios
  + Social media plan
  + PR plan, to include brokering media appearances (media buying will not be considered)
  + User generated activities
  + Detailed calendar of social media posts
  + Key messages which should be verified using appropriate focus groups

In addition to detailing the activities, the Contractor should develop the campaign content to include social media posts adapted for different social networks (Facebook, Twitter, Instagram), visual content and branding to accompany the campaign launch plan, as well as video materials as per this TOR and in agreement with the Project 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 stereotypes, women’s political participation and leadership
3. Principles of the global He for She Campaign
4. Target audiences:

* Women abstainers, 18-30 years old, from BiH
* Men, focusing on potential male allies who are open to publicly support the campaign
* General public: abstainers, looking for changes, open-minded, sensitive to human rights issues in general

1. Stakeholders: Women in Elections project partners (BiH Agency for Gender Equality, BiH Central Election Commission, BiH Parliamentary Assembly, RS Gender Center, FBiH Gender Center, partner local governments); relevant NGOs working on human rights, gender equality, women’s empowerment, voter education, elections related mandates; gender equality activists and supporters
2. Desired approaches for the media and advocacy campaign creative concept:

* Communication channels to include social media (Facebook, Twitter, Instagram) and traditional and new media (TV, radio, print, online – renowned and/or regional socially aware media). Brokering media appearances is expected but media buying will not be considered.
* The messaging should be developed and/or adapted for each of the specified targeted audiences. Campaign messages should be clear, accessible and should avoid using complex wording – all messages need to be approved by UN Women.
* Prepared messages should be tested on a segment of the targeted population through focus groups prior to campaign launch. Women abstainers, 18-30 years old, from BiH, should be prioritized in this process, other target groups are optional.
* Video production should include at least 2 appropriately provocative, creative, even satirical 1-minute videos challenging the status quo in regard to women’s leadership. Videos are expected to inspire audience engagement on social media and become viral.
* 10 effective and engaging social media posts should be produced within this TOR, featuring the produced videos, key visuals, and messages, adapted for different social networks (Facebook, Twitter, Instagram). Twitter posts should be prepared in English, Facebook and Instagram posts should be prepared in BCS.
* All content 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, if possible). All videos should have subtitles in both BCS and English.

1. Desired cumulative reach – 200,000 people from targeted audiences through all channels
2. Duration of the media campaign – 1 September 2021 – 5 November 2021
3. **Campaign pilot deployment and management**

The Contractor is expected to launch and manage the campaign based on the campaign launch plan, to include two press release for campaign kick-off and completion and generate the support to campaign by reaching out to target groups outlined in this TOR. Two related events will be organized separately by UN Women and UNDP under the project at the beginning and end of the campaign, and those should be integrated in the campaign implementation plan.

1. **Impact assessment and reporting**

Final report on the campaign is to include report on the defined metrics and KPIs and impact assessment. The report 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:

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|  | **Deliverables** | **Due date** |
| **1.** | **Development of the campaign’s creative concept and visual identity** | **31 August 2021** |
| 1.1. | Creative concept proposal with campaign visual identity submitted to UN Women for review and approval |  |
| 1.2. | Creative framework and design of the campaign visual identity finalized, to include story board and scenario |  |
| **2.** | **Development of the campaign launch plan and content** | **31 August 2021** |
| 2.1. | Campaign launch plan developed based on the adopted creative concept and visual identity, to include:   * + 1. Content plan, to include video production plan, concept and scenarios     2. Social media plan (organic)     3. PR plan, to include brokering media appearances (media buying will not be considered)     4. User generated activities     5. Detailed calendar of social media posts     6. Key messages which should be verified using appropriate focus groups   taking into account and incorporating any UN significant dates and anniversaries |  |
| 2.2. | 10 effective and engaging social media posts produced, featuring the produced videos, key visuals and messages, adapted for Facebook, Twitter, Instagram. Twitter posts prepared in English, Facebook and Instagram posts prepared in BCS. All posts submitted to UN Women for review and approval. |  |
| 2.3. | At least 2 appropriately provocative, creative, even satirical 1-minute videos challenging the status quo in regard to women’s leadership produced and submitted to UN Women for review and approval. Videos are expected to inspire reaction and instantly become viral. |  |
| **3.** | **Campaign deployment** | **1 September 2021 – 5 November 2021** |
| 3.1. | Campaign launched with a press release previously reviewed and approved by UN Women. Campaign managed based on the campaign launch plan previously reviewed and approved by UN Women, with brief bi-weekly email reports submitted to UN Women for approval. Campaign completed with a press release previously reviewed and approved by UN Women. |  |
| 3.2. | Up to 5 pages report in English on implementation of social media and PR plan submitted to UN Women for review and approval. |  |
| 3.3. | List of brokered media appearances in traditional and new media (TV, radio, print, online – renowned and/or regional socially aware media) submitted to UN Women for approval. Media buying will not be considered. |  |
| **4.** | **Impact assessment and reporting** | **5 November 2021 – 20 November 2021** |
| 4.1. | Final report on the campaign is to include report on the defined metrics and KPIs and impact assessment developed in English and submitted to UN Women for final review. |  |

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

**\*\* Vendors should submit their financial offers based on the deliverables outlined above OR working days (1 working day is considered 8 hours of effective and dedicated work)**

**REPORTING**

Under the direct supervision of UN Women Governance and Leadership Coordinator, 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 20 November 2021.

**REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

**General requirements to the company:**

* Relevant experience in planning and implementation of campaigns as described within this TOR, with at least 5 similar campaigns successfully implemented
* Demonstrated capacity and expertise to execute the activities, including contacts and experience in undertaking at least 2 similar assignments
* Established organizational structure with clear division of roles within the team
* Selected company’s team should include at least the Account Manager, and the company should demonstrate other human resource capacities with creative expertise, social media expertise and video production expertise
* Previous experience working with UN Agencies in BiH will be considered as an advantage

**Requirements to the 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 at least 2 campaigns that required specific knowledge of human rights in BiH, preferably gender equality and specifically women’s political participation and leadership
* 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 local languages (BHS); **Please provide a writing sample from previous work or campaigns in English in a form of one short paragraph (up to 200 characters)**

**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.