**Terms of Reference (TOR)**

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

**BACKGROUND**

UN Women BiH 16 Days of Activism campaign falls under the UN Secretary-General’s UNiTE by 2030 to End VAW campaign (UNiTE campaign). This is a multi-year effort aimed at preventing and eliminating VAWG around the world. The 2021 campaign is influenced by the developments with the COVID-19 pandemic and the increase in VAWG globally. All governments are called to make commitments and undertake policy actions around four key action areas: **FUND, PREVENT, RESPOND and COLLECT.** Conceptually falling under the **PREVENT** theme, the UN Women BiH campaign 2021 takes into account the increased focus on issues of sexual violence and sexual harassment against women and girls in BiH.

According to the OSCE-led survey in 2019, every second woman in BiH over the age of 15, experienced some form of violence. Sexual violence was experienced by 10% of women in BiH, while 28% experienced sexual harassment[[1]](#footnote-2). Official data on violence does not include all cases of violence and it is only the tip of the iceberg – many cases remain unreported due to stigma or the fact that women do not recognize that they are victims of violence. A very high 84% of women do not report violence to the police[[2]](#footnote-3). These figures are lower than those in EU countries, and this may be due to the social norms in BiH that have manifested as an unwillingness among women to discuss issues such as sexual violence and harassment. Women in countries with a long tradition of raising awareness about gender equality are more open to talking about violence and have a lower acceptance rate for non-consensual sex and SH.

The issue of sexual violence and sexual harassment rapidly came into the public attention and discourse in mid-January 2021 with the testimony of a prominent actress regarding her experience of sexual abuse. It initiated the avalanche of reactions and testimonies of women and girls from the region on sexual harassment and sexual violence experiences. The Facebook group “Nisam trazila” was established shortly afterwards as a respond to the increased need of women to reflect on their experiences using public social platform hoping that these testimonies will eventually lead to a change of attitudes and better response system. UN Women has been leading the work around conceptualization of the joint programme aimed at addressing main challenges in four areas: legislation, protection, prosecution, and prevention. The campaign falls under the efforts contributing to the prevention of sexual violence against women in BiH.

**Synergies with other initiatives**

This year's campaign shall contribute to wider efforts in raising awareness on violence against women and girls: **Third Regional Forum** for the promotion of the Istanbul Convention as part of the regional UN Women Programme ¨Ending Violence against Women in the Western Balkans and Turkey will be held on **1st and 2nd of December 2021 and UN Women Generation Equality Campaign. The Generation Equality campaign** in BiH will work to localize three Action Coalitions for mobilizing governments, women’s, feminist and youth-led organizations, international organizations, and the private sector to catalyse collective action; spark local conversations among generations; drive increased public and private investment; and deliver concrete progress on gender equality across generations for girls and women. The Gender Based Violence Action Coalition will be localized in BiH on **3rd of December 2021.**

**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 16 Days of Activism campaign. The selected company would be responsible for development and conceptualization of the campaign concept, creative identity (updating the existing visual identity, slogan, and other elements), content (including multimedia photo and video content), activities (including two live events, with backup plan and depending on epidemiological circumstances), 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.

**CAMPAIGN OBJECTIVE**

With 16 Days of Activism campaign in 2021, UN Women aims to keep the focus on issues of sexual violence and sexual harassment against women and girls in BiH. It shall seek to give new perspectives on the issue, stemming from the recent developments. It shall focus on advocating for improvement of legislative and institutional frameworks for addressing cases of sexual violence in BiH. Furthermore, it will aim at tackling attitudes of young people around SH, consent and how this is related to prevention of SH and SV. Finally, with this campaign, UN Women will contribute to increased awareness of wider public on the issue of sexual violence and sexual harassment.

Namely, with this campaign we are seeking to:

* **Objective 1:** Influence decision-makers (entity parliaments) to support harmonization of criminal acts in parts related to sexual violence with the Istanbul Convention and push for availability of specialized services for survivors of SV and SH
* **Objective 2:** Increase awareness of young people from BiH about sexual harassment of women and understanding of consent in intimate relationships.

**OUTPUTS**

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

1. **Detailed campaign concept**

Based on the adopted creative framework the Contractor is expected to develop a detailed campaign concept, to include the following:

* 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. 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.

* + Campaign messages

The contractor shall develop one overall message with adjusted slogan **“Isključimo nasilje” (Turn Off Violence)** to include the reference to SV and SH against women and girls, and four specific campaign messages that can be communicated under each campaign objective and in line with the outlined points below.

**Objective 1**

* Legislative frameworks at entity levels are not aligned with the Istanbul Convention
* Lack of specialized services for survivors of sexual violence and sexual harassment

**Objective 2**

* What constitutes sexual harassment against women
* Why is consent central in prevention of VAWG.
  + Plan of events, including suggestion of venues
  + Social media content and plan (organic and paid); Important note: Social media plan should contain a timetable of publishing content, with appropriate copy, and note/recommendation on content that should be sponsored, with appropriate parameters.
  + PR plan (to include media outreach)

Brokering and managing media appearances (at least five media appearances throughout the campaign on reputable media outlets) and media relations, media announcements and press releases (two media announcements and press releases connected to opening and closing of the campaign) and collecting relevant press clipping in relation to the campaign.

1. **Key elements and desired approaches of the campaign**

The contractor shall work to develop a campaign to include the main elements and to apply desired approaches in line with the ToR:

1. **Main objective/focus of the campaign as per this ToR;**
2. **Relevant data on VAW** and specifically sexual violence in BiH (to be provided by UN Women)
3. **Target audience:**

* Primary target group:
  + 1. Decision makers from FBiH and RS (government officials in targeted ministries, parliamentarians)
    2. Young people aged 18-25 (University students from BiH).
* Secondary target groups:
  + 1. Professionals addressing cases of DV and VAW in BiH (police officers, social and health workers)
    2. Expert community working on gender equality and VAWG in BiH (individuals, youth and women CSOs in BiH)
    3. Parents of young people in BiH aged 18-25
    4. University professors and other staff

1. **Desired approaches for the media campaign concept:**

Communication channels to include traditional and new media: TV, radio, print, online, social media (Facebook, Twitter, Instagram and YouTube)

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).

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.

1. **Key campaign elements**

* **Social media package and plan to include**:
  + - 10 social media posts, bilingual (English and Bosnian/Serbian/Croatian) and using content produced within this ToR, adapted for different social networks (Facebook, Twitter, Instagram).
    - 2 one-minute video statements with representatives of the international community, and/or Agency for Gender Equality of BiH and/or other stakeholders with key messages of the campaign.

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.

* + **Organization and management of events**

The events shall be organized as combination of online/physical event in Sarajevo and Mostar (there should be a backup option for conducting the event completely online depending on the epidemiological measures), 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.

1. **A round table with EVAW experts and professionals in Sarajevo on 24 November 2021 to mark the opening of the campaign**

The round table shall gather prominent experts from BiH to discuss main challenges and improvements in the response system and domestic legislation. Key conclusions shall be **reflected in the advocacy brief** and shared with targeted stakeholders (relevant ministries in FBiH and RS). The event should begin with media statements from AGE director, Ambassador of Sweden and UNW Representative (TBC).

The event shall have up to 25 participants (including UN Women team and moderator) and refreshment should be served. List of participants, agenda, and all materials for the round table, including an advocacy brief, shall be developed in close collaboration with UN Women EVAW team and should be branded with the campaign logo.

The selected company will be responsible for the engagement of the moderator and selection shall be done in agreement with UN Women. A videographer and photographer shall be available to capture main highlights from the event to be used for social media and other campaign purposes. In consultation with UN Women selected company will secure an adequate venue for this event which include consultations with UN Women on the selection and arrangement of venue.

1. **The creative workshop with youth in Mostar on 10th of December to mark closure of the 16 Days campaign**

University students will gather to discuss the issues of SV and SH with experts on VAWG and GE. With the support of **local artists from BiH** they will have an opportunity to express their views in which SV and SH can be prevented in various artistic forms. The event should begin with media statements from UNW Representative and other speakers (TBC).

Agenda and all materials for the workshop shall be developed in close collaboration with UN Women EVAW team and should be branded with the campaign logo. During the workshop, a UN Women video on consent shall be streamed as an intro for the discussion.

The workshops shall have up to 25 participants each, including experts, artists, moderator, and UN Women team. At the event refreshment shall be served.

The selected company will be responsible and for engagement of the moderator, local artists and GE/VAWG experts and in agreement with UN Women. A videographer and photographer shall be available to capture main highlights from the event to be used for social media and other campaign purposes. In consultation with UN Women selected company will secure an adequate venue for this event which include consultations with UN Women on the selection and arrangement of venue.

* **Visibility and other materials**
* Design and production of high-quality visibility materials
  + - 100 masks,
    - 100 totebags,
    - 100 notepads,
    - 100 pens.
* Production of relevant visibility materials necessary for the events
  + - Design of two invitations for events (bilingual - English and Bosnian/Serbian/Croatian), to be distributed electronically and on social media.
    - 1 backdrop 2x3m,
    - 1 roll up banner as agreed with UN Women.
  + Videos and photos production
    - 2 video statements with key messages
    - 1 campaign video with main highlights from the opening and closing event
    - 60 high quality photos from two events
* The campaign knowledge products
  + - **One advocacy brief** up to 5 pages long in English and Bosnian/Serbian/Croatian, with main conclusions from the round table, including main challenges and recommendations for enhancing the legal and institutional framework for addressing SV in BiH, designed and laid out.
    - **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.
    - **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)

1. **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 of the campaign;
2. analysis of impact and reach of the campaign;
3. social media reach analysis;
4. media analysis and press clipping report;
5. any other relevant information contributing to the impact and reach of the campaign.

**DELIVERABLES AND TIMEFRAME**

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

|  |  |  |
| --- | --- | --- |
|  | **Deliverables\*\*** | **Due date** |
|  | **Development of the campaign’s detailed concept and visual identity** |  |
|  | Campaign concept proposal, including campaign visual identity and messages, activities plan and proposed venues, social media and PR plan 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) | October 4 2020 |
|  | Creative framework and design of the campaign visual identity finalized. | October 11 2020 |
|  | **Development and management of the campaign key elements** |  |
|  | **Social media content and plan** |  |
|  | Social media package (10 posts, bilingual – Bosnian/Croatia/Serbian and English) developed, adapted for different social networks (Facebook, Twitter, Instagram, YouTube). | October 26 2021 |
|  | 2 video statements finalized | October 26 2021 |
|  | **Event organization and management** |  |
|  | Design of two invitations for events (bilingual - English and Bosnian/Serbian/Croatian), to be distributed electronically and on social media. | November 15 2021  December 2 2021 |
|  | Organization of the round table with EVAW experts and professionals in Sarajevo on 24th of November 2021 to mark the opening of the campaign and deliver participants list, photos and similar like materials related to this event. | November 24 2021 |
|  | Organization of the creative workshop with youth in Mostar on 10th of December and shall mark closure of the 16 days campaign and deliver participants list, photos and similar like materials related to this event. | December 10 2021 |
|  | **PR and media relations** |  |
|  | One media appearance in relation to the campaign brokered and managed. | November 23 2021 |
|  | Media announcement and press release of opening event | November 24 2021 |
|  | Four media appearances in relation to the campaign brokered and managed | December 20 2021 |
|  | Media announcement and press release of closing event | December 10 2021 |
|  | Report on collected press clipping in relation to the campaign. | December 20 2021 |
|  | **Production of visibility materials** |  |
|  | Design and production of high-quality visibility materials 100 masks, 100 totebags, 100 notepads, 100 pens  1 backdrop 2x3m, 1 roll up banner | November 10 2021 |
|  | Development of 60 high quality photos from two events | December 20 2021 |
|  | Development of the one up to 3 minutes video with key highlights from the opening and the closing event | January 15 2022 |
|  | **Draft advocacy brief s**ubmitted for comments and approval of UN Women  **Final advocacy brief** up to 5 pages long in in English and Bosnian/Serbian/Croatian prepared, designed and laid out. | December 1 2021  December 10 2021 |
|  | **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. | January 15 202 |
|  | **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) | January 15 2022 |
|  | **Impact assessment and reporting** |  |
|  | 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. | December 15 2021 |
|  | Final campaign report (in English, up to 20 pages) developed and submitted to UN Women for review and then finalized. | December 20 2021 |

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

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

* Relevant information on VAW in BiH
* Production materials for adaptation, when available
* Other documents as necessary

**REPORTING**

Under the direct supervision of EVAW Programme 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 January 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 with the aim of reaching diverse audiences and target groups, with at least 5 similar events successfully implemented.
* 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
* 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).
* 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 work on developing and managing at least one campaign that required specific knowledge on gender equality will be considered as an asset.
* Previous experience working for international/development organizations and/or governmental programs on similar assignments with at least 3 campaigns conducted.
* Excellent oral and written communication skills in both English and Bosnian/Croatian/Serbian.

1. **Creative/art director**

* University degree in art or design, or relevant field.
* Minimum 3 years of working experience as Creative/Art Director or similar role.
* Minimum 3 years of experience in graphic design skills: 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 will be considered an asset).
* 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.
* Minimum 3 years of working experience as Social/Digital Media Specialist or similar role.
* At least 2 years of experience in social media management (Facebook, Twitter, Instagram, YouTube), strategies, trends and best practices, and good understanding of social media KPIs
* At least 2 years of experience in writing, editing (photo/video/text), presentation and communication skills, and knowledge of web site publishing.
* Excellent oral and written communication in Bosnian/Croatian/Serbian languages. 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.

1. OSCE (2019) Well Being and Safety of Women. [↑](#footnote-ref-2)
2. Ibid. [↑](#footnote-ref-3)