

## **TERMS OF REFERENCE**

### **FOR PROFESSIONAL SERVICE TO BROADCAST A SHORT VIDEO CLIP ON PREVENTION OF AND RESPONSE TO VIOLENCE AGAINST WOMEN ON THE LED SCREENS IN SHOPPING CENTERS AND INTERSECTIONS**

#### **1. BACKGROUND**

The violence against women is a manifestation of a pervasive human rights violation and happens in all countries, including Viet Nam. The common forms of gender-based violence (GBV) are physical violence, sexual violence, emotional abuse, economic abuse, and human trafficking. Other types of GBV outside of family settings have been overlooked. Adolescent girls and young women are especially at risk of various forms of GBV including sexual violence and abuse, rape, incest, harmful practices such as child marriage, and cyber violence. They are at risk at home, at work, in school, or on the street.

According to the 2019 Nation Study on Violence Against Women (VAW) in Viet Nam which was conducted by the Ministry of Labour, Invalids and Social Affairs (MOLISA) and the General Statistics Office (GSO) with support from the Government of Australia and UNFPA, about 62.9% of ever-married women aged 15-64 reported that they had experienced some forms of violence at least once in their lifetime by their husbands or intimate partners, while 90.4% of them never sought help from formal service providers or the authorities.<sup>1</sup> VAW affects not only individual victims and their families but also Vietnam's economic development. The overall productivity loss caused by violence against women was estimated at 1.81% of GDP in 2018. The results of the study bring out the serious situation of VAW in association with the slight change in public awareness about this issue.

Particularly, in the Covid-19 context, all types of VAW seem to be increased. With Covid-19, people go through uncertainties and insecurities; a lot of people are in economic difficulties, and stress levels can be high. Additionally, in lockdown/quarantines, victims of violence are not able to seek services or travel to protection centers for help. They are often in proximity with perpetrators, and the problem can repeatedly be done. Moreover, with social distancing, internet usage has increased for about 50-70% globally, and more people are at risk of cyber violence as well. In the past two months, the UNFPA-supported One Stop Service Center for GBV survivors has been receiving more than 1000 calls per month which is twice as many calls as in the same period in 2019.

In general, the fundamental cause of VAW is gender inequality which translates into unequal power and control over resources between men and women. Traditional culture and gender stereotypes are major barriers to gender equality and ending GBV. Subordination of women, which fosters negative attitudes towards women and stereotypes, is deeply entrenched. However, communication on changing attitudes and behaviours about GBV, targeting young people to promote gender equality and elimination of GBV, is still limited.

In this context, UNFPA has been working in partnership with CSAGA to develop a 30s video clip on GBV with key findings of the 2019 VAW study and GBV hotline numbers. The video clip was screened on the LCD and digital frame screens of building/apartment's elevators and public spaces in Ha Noi, Quang Ninh and HCM and received very positive feedback. In order to keep up with these good communication impacts as well as continue to raise public awareness and change behaviour towards VAW, the UNFPA Country Office wishes to engage an entity on a professional service contract to widely broadcast the GBV's short video clip on the LED screens in the shopping centres and intersections in Ha Noi.

---

<sup>1</sup> Results from the National Study on Violence against Women in Viet Nam: Journey for Change, 2019.

## **2. PURPOSE/OBJECTIVES**

The main objective of the professional service is to widely broadcast the available 30s video clip on GBV on indoor/outdoor LED screens in shopping centers and intersection areas in Ha Noi to raise public awareness and change behaviours toward GBV, and provide information about available supporting services for GBV survivors.

## **3. SCOPE AND FOCUS**

- This activity is implemented in Ha Noi
- Implementing time: 3 weeks, during November 2021 - December 2021

## **4. FINAL PRODUCTS**

- The video clip will be broadcast on more than 10 indoor LED screens in main/center areas of at least 05 largest shopping malls close to prominent attractions of Hanoi's main town, with the frequency of 120 times/day, 30s/time during 3 weeks, from 8.30 am – 10.00 pm
- The video clip will be visibly broadcast on at least 06 outdoor LED screens at heavy-traffic intersections in the main districts of Hanoi, with the frequency of 120 times/day, 30s/time during 3 weeks, from 7.00 am – 10.00 pm.
- The video clip will be visibly broadcast on at least 02 outdoor LED screens at heavy-traffic intersections in suburban districts of Hanoi, with 120 times/day, 30s/time during 3 weeks, from 9.00 am – 10.00pm.
- Mid-term and final report on the list of shopping malls and LED locations to broadcast the video clip with the number of LEDs, locations, viewers/week posted together with photos serving as evidence for satisfactory performance and payment

## **5. INTENDED USES & USERS**

### ***5.1 Intended uses:***

- To raise public awareness and behaviour change towards GBV
- To provide information about available support services for GBV survivors

### ***5.2 Intended users:***

- *Primary users:* GBV survivors in Ha Noi
- *Secondary user:* MOLISA, VFU, MOCST, UNFPA, donors, policy-makers, professionals, managers, and others from relevant ministries, government agencies, and CSOs.

## **6. APPROACH AND METHODOLOGY**

- The assignment will be conducted in a gender and human rights responsive, inclusive, victim-centred approach.
- Interested service providers will submit a technical and financial proposal that includes (i) details on the selection of locations, LED screen sizes, potential traffic volumes, frequency of broadcast, corresponding price quotation, and illustrative photos, and (ii) a concrete implementation plan with detailed key deliverables, reporting format, timeline, and approach to risk management.

## 7. ACCOUNTABILITIES

### 7.1. *The selected service provider will:*

- Be technically and contractually accountable to UNFPA Country Office for all aspects of the assignment;
- Be responsible to complete and abide by all local regulations and procedures for permission to post the video clip;
- Deliver the tasks expressed in this TOR in close consultation and collaboration with the assigned officers from UNFPA;
- Consult and agree with UNFPA on the list of shopping centers, LED locations and the number of devices;
- Brief UNFPA on the progress of activity implementation against the planned timeframe;
- Consult UNFPA to address challenges and problems arising during the consultancy assignment; and
- Be responsible for the quality of the activities, final products.

### 7.2. *UNFPA Country Office (CO) will:*

- Develop a contract for signature between UNFPA and the selected service provider;
- Provide the GBV short video clip to be broadcast; and
- Facilitate the selected entity in completing its assignment, as mentioned in the TOR;
- Monitor the progress and quality of the activity's implementation, including the conduct of spot-check of actual posting work.

## 8. PROVISION OF MONITORING AND PROGRESS CONTROLS

Monitoring and progress control will follow the below tentative schedule:

	Activity	Key deliverable	Tentative deadline
1	Sign the contract	A signed contract	3 <sup>rd</sup> week of Nov 2021
2	Submission of the lists of shopping centers and LED locations; and obtainment of UNFPA agreement	Approval on the lists and release UNFPA agreement	3 <sup>rd</sup> week of Nov 2021
3	Broadcast the 30s video clip for 3 weeks	The short video clip will be broadcast in selected locations for 3 weeks	3 <sup>rd</sup> week of Dec 2021
4	Prepare weekly a broadcast report with the number of LEDs, locations, viewers/week posted together with photos serving as evidence.	Weekly report	End of every week
5	Prepare final report	Submitted final report	4 <sup>rd</sup> week of Dec 2021

**\*Note:** This schedule will be updated following contract signature.

## 9. REFERENCE DOCUMENTS

The following document will be provided to the selected agency:

The GBV-TVC advertisement plan includes proposed timeline, frequency, targeted subscribers, content and other relevant documents.

## **10. QUALIFICATIONS**

- Organizational capability: having a clear governing body and structure including organization chart and staff size for undertaking the consultancy work;
- Has appropriate management capacity including financial management system;
- Proven expertise and experience in broadcasting communication products on indoor/outdoor LED screens in shopping centers and intersection roads. A list of past and current projects with similar scope and value will be an asset;
- Has experience working with multi/bilateral programmes/projects, development agencies in Viet Nam and UNFPA will be an asset.

## **11. PAYMENT TERM**

A contract for professional service will be signed between UNFPA Viet Nam and the selected company for the performance of the contract during the period of November 2021 to December 2021.

The payment will be made in 3 installments as follow:

- First payment: 30% of the contract value upon submission of the first broadcast report with the number of LEDs, locations, viewers/week posted together with photos serving as evidence, tentatively in 2nd week of December 2021
- Second payment: 30% of the contract value upon submission of the second broadcast report, tentatively in 3rd week of December 2021
- Final payment: 40% of the contract value upon submission of the final report on TVC advertisement satisfactorily accepted by UNFPA.

Payments will be reduced by 10% if the submission of the final report of expected outputs is delayed by more than 20 days.

## **12. ESTIMATED BUDGET**

The total budget for implementing this assignment is about US\$95,000 which covers all costs to deliver this Term of Reference.