**Terms of Reference**

Expected starting date: 1 March 2022

Expected duration of assignment: 1 March 2022 – 15 November 2022

1. Background

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. Through its programmes and projects, UN Women is providing technical assistance to national governmental and non-governmental partners in the implementation of the international and national commitments to women’s rights and gender equality, it facilitates networking and exchange of good practices and advocates for women’s rights and gender equality in all areas of life.

Violence against women and girls (VAWG) remains one of the key challenges for women’s human rights in Serbia. Asymmetric gender regimes, patriarchal culture, history of recent conflicts in the region and economic hardships contributed to the relatively high prevalence of various forms of gender-based violence in Serbia, including cases with fatal outcome. The data show that every second woman in the Serbia has experienced some form of physical violence, and every third women has experienced a physical attack by a family member.

Therefore, the long-term project goal of the project “Improving Safety of Women in Serbia” is that women and girls in Serbia live in a society free from gender-stereotypes and violence. The project takes a holistic approach to VAWG to secure a higher impact, and it operates at individual, relationship, community, and society levels. The project is funded by the Norwegian Ministry of Foreign Affairs.

One of the initiatives of this project is to improve national and local media knowledge and skills in reporting about VAWG while avoiding gender-stereotyping and minimizing a possibility of provoking secondary victimization. Media plays an important role in creating public opinion and in public education. Due to insufficient capacities and lack of solid institutional framework for promoting zero tolerance to violence, the media in Serbia often contribute to sustaining gender-stereotypes, perpetuating traditional social norms and ‘victim blaming’, and condone VAWG and gender-based discrimination. In addition, secondary victimization, often originating from inappropriate media reporting on VAWG, harms victims in numerous ways, causing severe physical and emotional consequences.

The project strategy in approaching media is to support media to improve knowledge and skills about risks of gender-stereotyping in reporting about VAWG, and femicide. In pursuit of this aim, it is necessary to provide support to national and local media in reporting on VAWG that follows the standards of gender equality and human rights in order to raise public awareness of this most serious violation of women's human rights and to avoid the secondary victimization of women and girls victims of gender-based violence.

1. Objectives of the Assignment

The objective of the assignment is to provide services with the aim of enhancing national and local media reporting on VAWG in Serbia. The focus is on working with media as a tool to promote values of diversity, equality and non-discrimination through the content produced. Namely, in order to raise awareness about the importance of ethical reporting on VAWG, the Contractor is required to identify media to draft a series of human stories that can serve as an example of media reporting that follows the standards of gender equality and human rights as well as to promote these stories through communication channels in order to make them available to as wide an audience as possible.

1. Scope of Work

The contractor will conduct a range of activities essential to the providing support to nationwide and local media in reporting on VAWG. To respond to the objective set in the ToR, the Contractor is expected to undertake the following tasks:

## Selection of 10 national and local media (TV, radio, news portals and newspaper) that will make 30 stories (3 per each media provider) on VAWG that follows the Standards of Gender Equality and Human Rights

The Contractor will be responsible for the following:

* + - To create a Call for nationwide and local media to draft series of stories on VAWG; this should be approved by UN Women. The Contractor should incorporate in the Call the mandatory requirement that the prepared stories will be published and available to the public in print or digital form, to set deadlines for compiling the stories and to determine the amount of funding to be allocated to selected media as a form of financial support for the reporting.
    - To publish the Call inviting national and local media to compile 3 stories each (developed as series) on VAWG that follows the standards of gender equality and human rights.
    - To select 10 media to draft series of stories on VAWG and get mentoring support for the preparation of the series of stories taking into account their different geographical coverage during the process of selection as well as their readership/audience reach. The list of the media should be approved by UN Women.
    - To compile progress report on the Call and selected 10 media which will comprise 30 stories on VAWG.

## Activities during and after compiling 30 Stories on VAWG that follows the Standards of Gender Equality and Human Rights

The Contractor will be responsible for the following:

* + - To support selected media to identify and develop story ideas as well as to connect all three stories on VAWG in series.
    - To provide mentoring support to selected media in drafting series of stories on VAWG to ensure that the highest quality standards of ethical reporting are respected.
    - To promote finalized series of stories on VAWG through selected media communication channels.
    - To compile a comprehensive final report on all conducted activities, including an explanation of how the series of stories on VAWG are in line with ethical standards as well as to provide the results of the promotional activities regarding the stories on their communication channels.

1. DELIVERABLE SCHEDULE

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| No | Deliverable | Deadline |
| 1 | Detailed Work Plan with timeline and schedule of activities to be reviewed and approved by UN Women | 15 March 2022 |
| 2 | Progress report on the Call and selected 10 media | 30 April 2022 |
| 3 | Report on 15 stories on VAWG published | 15 September 2022 |
| 4 | Final report on all conducted activities, including Annex (30 stories on VAWG). Final report should include an explanation of how the series of stories on VAWG are in line with ethical standards as well as the results of the promotional activities  regarding the series of stories on selected media communication channels | 15 November 2022 |

## Minimum Requirement

The team composition is expected to include an overall team leader and at least one additional team member.

The team leader will be responsible for the deliverables and will coordinate the work of other team members during all phases of the process, ensuring the quality of deliverables and application of methodology as well as timely delivery of required products.

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| UN Women Minimum Requirement | Offerors Response |
| - Organization | |
| Legally registered entity in the Republic of Serbia (not-for- profit entity) | ☒ Yes (Provide relevant registration documents)   * No |
| Previous experience:   * 5 years of previous experiences in delivering training/mentorship for the journalists * 5 years of experience in conducting media activities in the field of human rights. * Previous experience of work in the area of gender equality, preferable on VAWG * Established contacts with different media. | ☒ Yes (Provide details of all the previous and on-going assignment)   * No |
| - Team composition | |
| Project Manager   * BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. * Minimum of 5 years relevant experience in delivering training/mentorship for the journalists. * Fluency in Serbian and English language. * Relevant experience in undertaking similar projects and experience in gender equality is preferred. | ☒ Yes (Provide curriculum vita using the format available in Annex 2, Section C “Sample CV template”)   * No |
| Project team members (at least one team member)   * BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. * Minimum 3 years of relevant experience in the field of human rights; * Minimum of 3 years of experience in delivering training/mentorship for the journalists; * Ability to work interactively with a team, often responding to varying requests under pressure. | ☒ Yes (Provide curriculum vita using the format available in Annex 2, Section C “Sample CV template”)   * No |

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| Subcontractors (if any):  The offeror shall not sub-contract > 50% of the work. | * Yes (Specify the % of work, scope of work and deliverables that will be subcontracted to other firms/entities)   ☒ No |
| * Reference | |
| Minimum three client references that include the name of the contact person, title and contact information | ☒ Yes, a minimum of three (3) references available  Fill in below:  1.   * Employer’s name (company/entity): * Nature of contract (service for xxx): * Contract #: * Contract start and end date: * Contract value: * Contact person: (email, phone and name)   2.   * Employer’s name (company/entity): * Nature of contract (service for xxx): * Contract #: * Contract start and end date: * Contract value: * Contact person: (email, phone and name)   3.   * Employer’s name (company/entity): * Nature of contract (service for xxx): * Contract #: * Contract start and end date: * Contract value: * Contact person: (email, phone and name) * No, a minimum of three (3) references are not available. |

## Roles and Responsibilities of the Parties

UN Women will provide technical guidance where possible. The Contractor shall be required to bear all the related costs and work independently to successfully achieve the end results.

## Communication and Reporting Obligations

The Contractor will report and will work under the overall supervision of the UN Women Project Officer during the entire engagement.

# Evaluation Criteria

## Preliminary Examination Criteria

All criteria will be evaluated on a Pass/Fail basis and checked during Preliminary Examination.

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| Criteria | Documents to establish compliance |
| Completeness of the Proposal | All documents and technical documentation requested in Instructions to Vendor have been provided and are complete |
| Vendor accepts UN Women General Conditions of Contract | Proposal Submission Form (Online Form) |
| Proposal Validity | Proposal Submission Form (Online Form) |
| Fluency in English and Serbian language skills both oral and written by the Project Manager | CV template |
| The contractor must be located in the Republic of Serbia | Confirmation of registration |

## Minimum Eligibility and Qualification Criteria

Minimum eligibility and qualification criteria will be evaluated on a Pass/Fail basis.

If the Proposal is submitted as a Joint Venture, Consortium or Association, each member should meet the minimum criteria, unless otherwise specified.

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| Eligibility Criteria | Documents to establish compliance |
| Vendor is a legally registered entity | Proposer Information Form (Online Form) |
| Vendor is not suspended, nor otherwise identified as ineligible by any UN Organization, the World Bank Group or any other International Organisation in accordance with Instructions to Vendors. | Proposal Submission Form (Online Form) |
| No conflicts of interest in accordance with Instructions to Vendors. | Proposal Submission Form (Online Form) |
| The Vendor has not declared bankruptcy, in not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future | Proposal Submission Form (Online Form) |

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| Qualification Criteria | Documents to establish compliance |
| History of non-performing contracts: Non- performance of a contract did not occur as a result of contractor default within the last 3 years. | Eligibility and Qualification Form (Online Form) |
| Litigation History: No consistent history of court/arbitral award decisions against the vendor for the last 3 years. | Eligibility and Qualification Form (Online Form) |
| Previous Experience: |  |
| Minimum 3 years of relevant experience. | Eligibility and Qualification Form (Online Form) / Technical Proposal |
| Minimum 1 contract of similar value, nature and complexity implemented over the last 3 years. *(For JV/Consortium/Association, all Parties cumulatively should meet requirement).* | Eligibility and Qualification Form (Online Form) |
| Financial Standing: |  |
| Liquidity: the ratio Average current assets / Current liabilities over the last 3 years must be equal or greater than 1. Vendor must include in their Proposal audited balance sheets cover the three years | Copy of audited financial statements for the last three years. / Eligibility and Qualification Form (Online Form) |

**Technical Evaluation Criteria**

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| Section 1. Vendor’s qualification, capacity and experience | | Points |
| 1.1 | Reputation of organization and staff credibility / reliability / industry standing  Offeror shall provide a brief description of the organization, including the year and country of incorporation, and types of activities undertaken. | 50 |

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| 1.2 | General Organizational Capability Offeror shall:   1. Outline General Organizational Capability which is likely to affect implementation (i.e. management structure, financial stability and project financing capacity, size of the organization, strength of project management support e.g. project management controls, global networking, financial stability). 2. Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in. 3. Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously. 4. Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability. | 50 |
| 1.3 | Relevance of specialized knowledge and experience on similar engagements done in the region / country   * 5 years of previous experiences in delivering training/mentorship for the journalists * 5 years of experience in conducting media activities in the field of human rights. * Previous experience of work in the area of gender equality, preferable on VAWG   Established contacts with different media. | 100 |
| Total Points for Section 1 | | 200 |
| Section 2. Proposed methodology approach and implementation plan | | Points |
| 2.1 | Analysis Approach, Methodology Offeror shall:   1. Provide in sufficient detail a description of the organization’s approach and methodology for meeting or exceeding the requirements of the Terms of Reference; 2. Explain the organization’s understanding of UN Women’s needs for the goods/services/works and how the different service elements shall be organized, controlled and delivered; 3. Describe the available performance monitoring and evaluation mechanisms and tools and how they shall be adopted and used for a specific requirement; 4. Identify any gaps/overlaps in UN Women’s coverage based on the information provided. 5. Describe how your organization will adhere to UN Women’s procurement principles in acquiring services on behalf of UN Women. UN Women’s general procurement principles:   ⅰ) Best Value for money  ⅱ) Fairness, integrity and transparency  ⅲ) Effective competition  ⅳ) The best interests of UN Women | 150 |

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| 2.2 | Management - timeline, deliverables and reporting  Offeror shall provide a detailed description of how the management for the requested goods/services/works will be implemented to achieve the requirements of the Terms of Reference. The activities in the implementation plan should be properly sequenced, logical and realistic. | 100 |
| Total Points for Section 2 | | 250 |
| Section 3. Management Structure and Key Personnel | | Points |
| 3.1 | Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.  Team composition:  *Project Manager*   * BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. * Minimum of 5 years relevant experience in delivering training/mentorship for the journalists. * Fluency in Serbian and English language. * Relevant experience in undertaking similar projects and experience in gender equality is preferred. | 140 |

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| 3.2 | *Project team members (at least one team member)*   * BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. * Minimum 3 years of relevant experience in the field of human rights. * Minimum of 3 years of experience in delivering training/mentorship for the journalists. * Ability to work interactively with a team, often responding to varying requests under pressure. | 90 |
| 3.2 | Gender Profile  The offeror shall provide information on the gender profile of the organization:   * *Women-owned Business status – whether the entity is owned, controlled or managed by at least 51% women;* * *Proportion of women in managerial position;* * *Gender balance of the proposed project/team;* * *Policies in place that contribute to gender equality;* * *Gender parity policy in place;* * *Commitment to the Women’s Empowerment Principles* [*(*www.weps.org/join) -](http://www.weps.org/join)%252525252525252525252525252525252520-) *if more than 10 employees;* * *Agreement to signing of the Voluntary Agreement to Promote Gender Equality and Women’s Empowerment in case of contract award - if less than 10 employees*;   *This criterion shall not exceed 3% of the total points (max. 20 of 700 points)]*  Good practices of gender-responsive companies can be found here: <http://weprinciples.org/Site/CompaniesLeadingTheWay/> | 20 |
| Total Points for Section 3 | | 250 |
| TOTAL POINTS | | 700 |