

Terms of Reference

Expected starting date: 15 March 2022

Expected duration of assignment: 15 March 2022 – 30 June 2022

I. 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. During the period of the Covid-19 pandemic and the introduction of restrictive measures of assembly, we are witnessing increased information of citizens in the media in the online sphere, including social networks and online portals of media houses. In this regard, UN Women conducted the media analysis in 2021 on reporting and practices when it comes to violence against women and girls on social media platforms of the mainstream media. The analysis 'Bad as usual, in unusual times' is the first of its kind in the country, covers the state of emergency period in Serbia introduced to slow the spread of the COVID-19 virus, from 15 March to 6 May 2020. The analysis showed that the media in Serbia, when reporting on violence against women and girls on social networks, in many cases reveal the identity of the victim, and more often report on specific cases and personal stories of women survivors of violence compared to the number of texts dealing with the phenomenon of violence against women from an educational point of view. The posts, especially in the tabloids, contain sensationalist or stereotypical expressions about violence and women.

Therefore, it is necessary to provide guide, clear instructions, and recommendations to national and local media in reporting on VAWG in the online sphere in a way that is ethical, non-discriminatory, without sensationalism and secondary victimization of victims of gender-based violence and their family members.

II. Objectives of the Assignment

The objective of the assignment is to develop the Guidelines and Recommendations for ethical and non-discriminative reporting about violence against women and girls (VAWG) in the online sphere based on based on

desk research of the existing analyses and codes of ethics, as well as results of conducted focus group meeting/s for this purpose.

III. Scope of Work

The contractor will conduct a range of activities essential to the developing Guidelines and Recommendations for ethical and non-discriminative reporting about violence against women and girls (VAWG) in the online sphere. To respond to the objectives set in the ToR, the Contractor is expected to undertake the following tasks:

- To conduct desk review of media reporting in the online sphere, including findings of the existing UN Women media analysis “Bad as usual, in unusual times”. This desk review will serve as a basis for the development of the Guidelines and Recommendations for ethical and non-discriminative reporting about violence against women and girls (VAWG) in the online sphere.
- To conduct at least one focus group with at least 10 editors/journalists from different online media outlets. The aim of the focus group(s) is to gather feedback and inputs that will contribute to making recommendations for online reporting on VAWG. The list of the focus group participants medi should be approved by UN Women.
- To review the available codes of practices and ethics already adopted by the media houses and associations in Serbia and to ensure that the Guidelines and Recommendations for ethical and non-discriminative reporting about violence against women and girls (VAWG) is in line with above mentioned codes of practices and ethics.
- To make the Guidelines and Recommendations for ethical and non-discriminative reporting about violence against women and girls (VAWG) based on the conducted desk analysis, findings, reviews, feedback, and inputs from the focus group(s).

IV. DELIVERABLE SCHEDULE

No	Deliverable	Deadline
1	Detailed Work Plan with timeline of activities and methodology of the Guidelines	31 March 2022
2	Report from Focus group (obtained and collected inputs and feedback)	10 May 2022
3	Developed Guidelines and Recommendations for ethical and non-discriminative reporting about VAWG	15 June 2022

V. 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.

UN Women Minimum Requirement	Offerors Response
- Organization	
Legally registered entity in the Republic of Serbia (not-for-profit entity)	<input checked="" type="checkbox"/> Yes (Provide relevant registration documents) <input type="checkbox"/> No
Previous experience: <ul style="list-style-type: none"> - 3 years of previous experiences in conducting media analysis/guidelines/recommendations for journalists. - 3 years of experience in conducting media activities in the field of human rights. - Previous experience of working in the field of EAW. - Previous experience of working with UN Agencies or any international organizations will be considered as asset. 	<input checked="" type="checkbox"/> Yes (Provide details of all the previous and on-going assignment) <input type="checkbox"/> No
- Team composition	
Project Manager <ul style="list-style-type: none"> – BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. – Minimum of 5 years relevant experience in conducting media analysis/guidelines/recommendations for journalists. – Experience in the field of gender equality, including EAWG – Fluency in Serbian and English language. – Relevant experience in undertaking similar projects and experience in gender equality is preferred. 	<input checked="" type="checkbox"/> Yes (Provide curriculum vita using the format available in Annex 2, Section C “Sample CV template”) <input type="checkbox"/> No
Project team members (at least one team member) <ul style="list-style-type: none"> – 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 conducting media 	<input checked="" type="checkbox"/> Yes (Provide curriculum vita using the format available in Annex 2, Section C “Sample CV template”) <input type="checkbox"/> No

analysis/guidelines/recommendations for journalists; – Ability to work interactively with a team, often responding to varying requests under pressure.	
Subcontractors (if any): The offeror shall not sub-contract > 50% of the work.	<input type="checkbox"/> Yes (Specify the % of work, scope of work and deliverables that will be subcontracted to other firms/entities) <input checked="" type="checkbox"/> No
<ul style="list-style-type: none"> Reference 	
Minimum three client references that include the name of the contact person, title and contact information	<input checked="" type="checkbox"/> 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) <input type="checkbox"/> No, a minimum of three (3) references are not available.

VI. 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.

VII. 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.

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.

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)

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. <i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i>	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

Section 1. Vendor's qualification, capacity and experience		Points
1.1	<u>Reputation of organization and staff credibility / reliability / industry standing</u> Offeror shall provide a brief description of the organization, including the year and country of incorporation, and types of activities undertaken.	20

1.2	<p><u>General Organizational Capability</u></p> <p>Offeror shall:</p> <p>a) 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).</p> <p>b) 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.</p> <p>c) 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.</p> <p>d) 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.</p>	20
1.3	<p><u>Relevance of specialized knowledge and experience on similar engagements done in the region / country</u></p> <ul style="list-style-type: none"> - 3 years of previous experiences in conducting media analysis/guidelines/recommendations for journalists. - 3 years of experience in conducting media activities in the field of human rights. - Previous experience of working in the field of ERAW. - Previous experience of working with UN Agencies or any international organizations will be considered as asset. 	160
Total Points for Section 1		200
Section 2. Proposed methodology approach and implementation plan		Points
2.1	<p><u>Analysis Approach, Methodology</u></p> <p>Offeror shall:</p> <p>a) Provide in sufficient detail a description of the organization's approach and methodology for meeting or exceeding the requirements of the Terms of Reference;</p> <p>b) 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;</p> <p>c) Describe the available performance monitoring and evaluation mechanisms and tools and how they shall be adopted and used for a specific requirement;</p> <p>c) Identify any gaps/overlaps in UN Women's coverage based on the information provided.</p> <p>d) 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:</p> <ul style="list-style-type: none"> i) Best Value for money ii) Fairness, integrity and transparency iii) Effective competition iv) The best interests of UN Women 	200

2.2	<u>Management - timeline, deliverables and reporting</u> 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.	50
Total Points for Section 2		250
Section 3. Management Structure and Key Personnel		Points
3.1	<p>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.</p> <p>Team composition:</p> <p><i>Project Manager</i></p> <ul style="list-style-type: none"> – BA degree (or equivalent) in Social Sciences, Humanities, Politics, Law, Journalism, Communications, Public Relations, or related field. – Minimum of 5 years relevant experience in conducting media analysis/guidelines/recommendations for journalists. – Experience in the field of gender equality, including EVAWG – Fluency in Serbian and English language. <p>Relevant experience in undertaking similar projects and experience in gender equality is preferred.</p>	140
3.2	<p><i>Project team members (at least one team member)</i></p> <ul style="list-style-type: none"> – 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 conducting media analysis/guidelines/recommendations for journalists; – Ability to work interactively with a team, often responding to varying requests under pressure. 	90

3.2	<p><u>Gender Profile</u></p> <p>The offeror shall provide information on the gender profile of the organization:</p> <ul style="list-style-type: none"> - <i>Women-owned Business status – whether the entity is owned, controlled or managed by at least 51% women;</i> - <i>Proportion of women in managerial position;</i> - <i>Gender balance of the proposed project/team;</i> - <i>Policies in place that contribute to gender equality;</i> - <i>Gender parity policy in place;</i> - <i>Commitment to the Women’s Empowerment Principles (www.weps.org/join) - if more than 10 employees;</i> - <i>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;</i> <p><i>This criterion shall <u>not exceed 3%</u> of the total points (max. 20 of 700 points)]</i></p> <p>Good practices of gender-responsive companies can be found here: http://weprinciples.org/Site/CompaniesLeadingTheWay/</p>	20
Total Points for Section 3		250
TOTAL POINTS		700