

Terms of Reference

Local company to provide support in organizing a communication campaign around the 16 Days of Activism against Gender-Based Violence under EVA Project, in Cahul and Ungheni regions

Period:	November-December 2022
Organizer:	UN Women
Participants:	General public, media representatives, women's and feminist organizations, youth-led organizations and other civil society actors, governments, philanthropies, international organizations, youth etc.

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.

UN Women's presence in the Republic of Moldova has evolved from being a project-based office in 2007 to a Country Office with full delegated authority as of 2015. In 2018 UN Women Moldova Country Office started to implement its approved Strategic Note (SN) for 2018-2022, which is aligned with the Republic of Moldova–United Nations Partnership Framework for Sustainable Development 2018–2022 and the Global Strategic Plan of UN Women. Under its current SN, UN Women cooperates closely with the government, civil society, academia, private sector and the media to advance social, economic and political rights and opportunities for women and girls, placing special focus on those from marginalized, excluded and under-represented groups. These include rural women, Romani women, women with disabilities, women living with or affected by HIV, women survivors of violence, women migrants, elderly women and others. UN Women's operation in Moldova focuses on bringing about concrete change in the lives of women and the society towards the long-term impact of achievement of gender equality and the empowerment of women and girls in the country. Specifically, the SN 2018-2022 advances progress under the following three Impact Areas (IA) - IA1: More women fully participate and lead in gender responsive governance processes and institutions, including in the security sector, IA2: Women have income security, decent work and economic autonomy, IA3: Public authorities, institutions and communities prevent violence against women and girls and deliver quality essential services. Towards these Impact Areas, UN Women works with variety of national and international partners to challenge gender-based stereotypes and towards the creation of an environment, whereby women act as key agents of change towards greater equality and development, in partnership with men and boys.

Rationale

The 16 Days of Activism against Gender-Based Violence is an international campaign that takes place each year. It commences on 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, indicating that violence against women is the most pervasive breach of human rights worldwide. It was originated by activists at the inaugural Women's Global Leadership Institute in 1991 and continues to be coordinated each year by the Center for Women's Global Leadership. It is used as an organizing strategy by individuals, institutions and organizations around the world to call for the prevention and elimination of violence against women and girls.

In support of this civil society initiative, under the leadership of the UN Secretary-General, António Guterres, the United Nations Secretary-General's UNiTE by 2030 to End Violence against Women campaign (UNiTE Campaign), calls for global action to increase awareness, galvanize advocacy efforts and share knowledge and innovations.

Launched in 2008, the UNiTE Campaign is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world. UNiTE calls on governments, civil society, women's organizations, young people, the private sector, the media and the entire UN system to join forces in addressing the global pandemic of violence against women and girls. The campaign builds on existing international legal and policy frameworks and works to synergize the efforts of all UN offices and agencies working to prevent and end violence against women and girls.

In the frames of the campaign, UN Women Moldova jointly with the UN agencies, the Government, the Parliament, CSO partners, international community and women survivors of violence, in line with the theme of the global campaign, is planning to organize several online and offline activities, media and social media

campaigns to raise awareness on the phenomenon and to encourage women who are suffering of violence to break the vicious circle and report the cases.

Based on the above, UN Women Moldova within EVA Project (Strengthened gender equality in Cahul and Ungheni regions) shall subcontract a specialized entity with adequate human and material resources to facilitate the awareness raising campaign related to 16 days at local and national levels.

Scope of Work:

Under the overall guidance of the UN Women Communications Officer within EVA Project, in coordination with EVA team members, the selected company/companies (further referred to as Contractor/s) will be responsible to provide support in raising awareness (based on UN Women's inputs), conducting a national campaign and organizing public advocacy events around the 16 days campaign in Cahul and Ungheni regions. Specifically, the Contractor will be responsible for the following:

Task 1: Produce two video spots (2) on sexual violence involving 3 Moldovan GE activists and one video involving public authorities.

Task 2: Produce (2) video reportage with a women beneficiary of EVA Project and doubling the reportage in a written material including a photo essay.

Task 3: Organise the Women Illustrators Challenge involving (6) women illustrators.

Task 4: Develop and print T-shirts and branded Bags emphasizing the (6) final illustrations.

Task 5: Develop, print, and distribute 16 days dedicated posters and leaflets in Cahul and Ungheni regions

Tasks:

Specifically, the company will be responsible for provision of the following:

Under Task 1. Produce a video spot (1) on sexual violence involving 3 Moldovan GE activists and one video involving public authorities:

A. Produce a video spot (1) on sexual violence involving 3 Moldovan GE activists.

- a) Produce a 3-minute video featuring up to 3 activists reading excerpts from feminist novels/or written testimonials of victims of sexual/Gender based violence. At the end of the video spot to include a short information on the statistics of SV and GBV and a disclaimer agreed with UN Women. A potential direction: https://www.youtube.com/watch?v=VLmh_gyhqrE

More specifically, the following, but not limited to, activities shall be undertaken:

- Conceptualize the video spot and propose a short description and short plan of the filming process.
 - The video image should be of high quality, have close-ups on objects and faces/emotions; footage to be edited at full quality within your chosen editing environment. Abode Premiere and Final Cut Pro are recommended. Clear sound and audio. A stereo mix of natural sound and soundbites is recommended. The video will be filmed in 1 location and have 3 protagonists.
 - The video will also include name tags and packshot with logos. The company should previously agree with UN Women the scripts and/or the questions to be addressed by potential interviewees. The interviewees will be identified by UN Women.
 - The company shall ensure the English translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels (Facebook & Twitter, Instagram square video format and Instagram story format). Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
 - The video should have Romanian and English subtitles.
- b) Ensure the distribution of the video in local media (focus on Cahul and Ungheni regions).
More specifically, the activities should be undertaken:
 - To be broadcasted by at least 2 media in Cahul and 2 media in Ungheni.
 - To be published by other national media channels (at least 3). The media channels should be agreed with UN Women (potential recommendations: Moldova 1, moldova.org, diez.md, Ziarul de Garda, etc.).
 - c) The video spot should be developed based on UN Women's requirements and inputs. The final videos shall be approved by UN Women.

B. Produce a video spot involving public authorities from Cahul and Ungheni

- d) Produce a 3-minute video featuring up to 6 protagonists from Cahul and Ungheni regions calling the general public to report Gender based violence.

More specifically, the following, but not limited to, activities shall be undertaken:

- Conceptualize the video spot and propose a short description and short plan of the filming process.
 - The video image should be of high quality, have close-ups on objects and faces/emotions; footage to be edited at full quality within your chosen editing environment. Abode Premiere and Final Cut Pro are recommended. Clear sound and audio. A stereo mix of natural sound and soundbites is recommended. The video will be filmed in multiple locations and have about 6 protagonists.
 - The video will also include name tags and packshot with logos. The company should previously agree with UN Women the scripts and/or the questions to be addressed by potential interviewees. The interviewees will be identified by UN Women.
 - The company shall ensure the English translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels (Facebook & Twitter, Instagram square video format and Instagram story format). Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
 - The video should have Romanian and English subtitles.
- e) The video spot should be developed based on UN Women's requirements and inputs. The final videos shall be approved by UN Women.

Under Task 2. Produce (2) video reportages with a women beneficiary of EVA Project and doubling the reportage in a written material including a photo essay:

- a) Contribute to the conceptualization on the developing one video with an EVA beneficiary, victim of gender-based violence (general concept, title, description field for search, podcast outline, audio jungle) based on UN Women's requirements and inputs. The protagonist is selected by UN Women. The location is from Cahul or Ungheni regions.

More specifically, the following, but not limited to, activities shall be undertaken:

- The video should be filmed in the format of a visual storytelling with accent on women empowerment (women champion).
- The video image should be of high quality, have close-ups on objects and faces/emotions; footage to be edited at full quality within your chosen editing environment. Abode Premiere and Final Cut Pro are recommended. Clear sound and audio. A stereo mix of natural sound and soundbites is recommended. VIDEO should be filmed in storytelling format. The video will NOT be showing the actual interview (talking head) but will show the "main character" doing things (related to the interview) while we hear her voice. It will be filmed artistically, with close-ups ad focus on details, reflecting the emotions or the tension. If needed, some parts will be covered by pictures. The first shot will show the protagonists face in a close-up and her voice starting the narration of her personal story.

Please follow the example:

(1) <https://www.youtube.com/watch?v=fvblqQUsAsY>

(2) <https://vimeo.com/309869020>

- All necessary equipment for realising the video and editing as well as space to record should be provided and used by the company ensuring a high-quality sound.
 - The video will also include name tags and pack shot with logos. The company should previously agree with UN Women the scripts and/or the questions to be addressed by potential interviewees. The interviewees will be identified by UN Women.
 - The company shall ensure the English translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels (Facebook & Twitter, Instagram square video format and Instagram story format). Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
 - The video should have Romanian and English subtitles.
- b) Contribute to the conceptualization on the developing of a video reportage emphasizing the two days of activities in Cahul and Ungheni dedicated to the 16 days campaign.

More specifically, the following, but not limited to, activities shall be undertaken:

- The filming will take place in 2-3 days, 2 or more locations is from Cahul or Ungheni cities/or EVA partner localities.
- The video should be filmed in the format of a short reportage emphasizing the highlights of the campaign.
- The video image should be of high quality, have close-ups on objects and faces/emotions; footage to be edited at full quality within your chosen editing environment. Abode Premiere and Final Cut Pro are recommended. Clear sound and audio. A stereo mix of natural sound and soundbites is recommended.

Please follow the example:

(1) <https://www.youtube.com/watch?v=fAKo98pV8Fg>

- All necessary equipment for realising the video and editing as well as space to record should be provided and used by the company ensuring a high-quality sound.
- The video will also include name tags and pack shot with logos. The company should previously agree with UN Women the scripts and/or the questions to be addressed by potential interviewees. The interviewees will be identified by UN Women.
- The company shall ensure the English translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels (Facebook & Twitter, Instagram square video format and Instagram story format). Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
- All necessary equipment for realising the video and editing as well as space to record should be provided and used by the company ensuring a high-quality sound.
- The video will also include name tags and packshot with logos. The company should previously agree with UN Women the scripts and/or the questions to be addressed by potential interviewees. The interviewees will be identified by UN Women.
- The company shall ensure the English translation. The company shall provide all the appropriate formats and sizes of the videos for social media channels (Facebook & Twitter, Instagram square video format and Instagram story format). Videos should be playable on all major desktop and mobile platforms: Windows, iOS, Android. All equipment should be provided and used by the company.
- The video should have Romanian and English subtitles.

Under Task 3. Organize the Women Illustrators Challenge involving (6) women illustrators:

In this respect, the company will be responsible to organise the Women Illustrators Challenge, a campaign with illustrations created by women, challenging Moldovan-Romanian illustrators to create images on sexual violence, with well-defined messages/statements.

More specifically, the following, but not limited to, activities shall be undertaken:

- Develop the concept of the challenge of Women illustrator's challenge. The final works should be used for the promotion in social media, on printed Canva bags and T-shirts.
- Work together with EVA Project team on the potential protagonists of this activity. Select the final 6 illustrators and lead the process of realizing the activity.
- Define final messages with EVA Project team and in close collaboration with women illustrators. Merge with 1-2 sentences' texts/statements, in order to complete a visual story with a strong message.
- Define the conditions, and all the logistical and technical requirements, including contracts, if relevant, payments or other related issues.
- Ensure the final results, 6 illustrations, to be sent to UN Women in various format and various sizes (JPG, GIF, and printing formats), including 2 versions: with 3 project logos and clear versions, without logos.
- Follow all EVA project and UN Women communication requirements.

Under Task 4. Develop and print T-shirts and branded Bags emphasizing the (6) final illustrations:

The T-shirts and the branded bags should correspond to the following specifications:

a) T-shirt



Sizes: M and L
Q-ty: M-100 pc, L-100 pc
Fit: unisex
Colour: black or white
Print: UN Women logo, 1+0, on the left side, 10x3 cm. In front, illustrations.
Fabric: 100% cotton, at least 180 gsm, very good quality
Design: multiple. Will have 4 different designs (50 pc each design)

b) Horizontal Canvass Bags



Nature: canvas bag with long handles and thick bottom
Q-ty: 120 pc
Size approx.: 42 cm x 38 cm
Color: light beige, natural, unbleached
Fabric: 100% cotton, at least 140 gsm
Print: UN Women logos and/or text on one side, A4 size of printed image, 4+0. Various colors.
Design: multiple. Will have 2 different designs (60 pc each design)

Under Task 5. Develop, print, and distribute 16 days dedicated posters and leaflets in Cahul and Ungheni regions:

- a) Develop 3 infographics dedicated to the campaign messages that will be distributed for indoor and outdoor activities.

More specifically, the following, but not limited to, activities shall be undertaken:

- Conceptualize and develop the design of 3 infographics dedicated to the 16 days campaign.
- Have a consistent visual style throughout: be consistent and limit the variety of fonts, maintain a logical flow from section to section, not use too many colors. Coordinate every details with UN Women team.
- Size recommendations: vertical infographics should be 600-1100 px wide, with height from 2000 to 5000 px, horizontal infographics width and height should be 1200 px and 900 px, respectively. Width to height ratio for vertical infographics 1:4, for the horizontal ones the ratio should stand at 3:2. Optimize for both size and resolution. The company shall provide all the appropriate formats and sizes of the infographics for social media channels (Facebook & Twitter, Instagram square video and Instagram story format).
- The company should ensure the adaptation of these infographics for various sizes (Poster, leaflets, social media).
- Guidelines will be offered by UN Women to ensure that both infographics and cards comply to the visual identity of the 16 days campaign.

- b) Ensure the printing of the following materials:

Posters:

Format: A2 format
Q-ty: 120 pc
Paper: coated, at least 200 gsm, matt lamination
Print: UN Women logos and text, 4+0
Design: 1 of the 3 the developed infographics

Posters:

Format: A4 format
Q-ty: 100 pc
Paper: coated, at least 200 gsm, matt lamination
Print: UN Women logos and text, 4+0
Design: 1 of the 3 the developed infographics

Leaflets:

Format: B5 format
Q-ty: 100 pc
Paper: coated, at least 200 gsm, matt lamination
Print: UN Women logos and text, 4+0

Design: 1 of the 3 the developed infographics

c) Ensure the distribution of leaflets and posters in outdoor activities.

More specifically, the following, but not limited to, activities shall be undertaken:

- Ensure the distribution of a part of the posters in urban and interurban buses in Cahul and Ungheni regions.
- Ensure the distribution of a number of leaflets at the bus stations (to be offered with tickets)
- Ensure the distribution of a number of posters on the bus station within Ungheni and Cahul stations.
- Ensure the good quality of the printing following UN Women requirements.

Deliverables and tentative timeframe

During the implementation of this assignment, the company shall be responsible for delivering of the following outputs, comprising of the main milestones:

No	Deliverables	Due Date for task accomplishment	Payment instalment
1	Final concept of the videos and the written sketches of approved scenarios.	Within 5 workdays from contract signing	1 st instalment
2	Final concept of the Illustrators Challenge		
3	Submission of 2 video spots, submission of video reportage with a women EVA beneficiary	by 12 November latest	
4	Submission of 6 illustrations	by 17 November	2 nd instalment
5	Provide printed T-shirts and canvas bags	by 20 November	
6	Submission of final video reportage	By 04 December	3 rd instalment
7	Report on the activities conducted under this ToR.	By 09 December	

All written deliverables should be agreed with the UN Women and be provided in English, both hard and electronic copy (Word and PDF versions), being signed and stamped.

Management arrangements

Organizational Setting

The Company will work under direct supervision of the UN Women EVA Communications Officer and under overall guidance of UN Women Eva Program Manager. UN Women will provide the selected organization/company all the necessary information for a better understanding of the context and for the successful fulfilment of the task.

Duration of the Work:

It is expected that the company shall begin work by October 1, 2022, with work being completed by December 10, 2022, in conformity with the indicative timeframe described under “Deliverables and Timeframe” section. However, the above-mentioned timeframe is tentative.

UN Women will require at least three (3) days to review the outputs, provide comments, approve and certify acceptance of deliverables.

Location of work:

The Company/organization will not be located in the UN Women Office for the implementation of the assignment.

Travel and other logistic arrangements

The company should envisage in the submitted financial offer all the costs related to carrying out the activities in these terms of reference. The company/organization will also be responsible for all administrative issues associated with undertaking this assignment.

Performance evaluation

Contractor's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, creativity and quality of the products delivered.

Financial arrangements

Payment will be disbursed in 3 (three) instalments upon submission and approval of deliverables, certified by the UN Women Communications Officer within EVA Project, indicating that the services have been satisfactorily performed.

Requirements of the task team involved in the activity

The company of the task team is of ultimate importance. The task team shall include one project coordinator. The required experience of the project team shall be explicitly described in his/her CV and shall include the following requirements:

Team leader (project coordinator)

Project Coordinator:

- University degree in communication, graphic design, media, journalism, humanities, arts and/or other related areas relevant for the assignment;
- Minimum two (2) years of proven work experience in the field of media, journalism, communication, creative industries and/or other related areas relevant for the assignment;
- At least 3 social programmes/initiatives/campaigns in the field of media and communication, in which the person has acted as a team/group leader/manager;

REQUIREMENTS to ORGANIZATIONS/ASSOCIATIONS:

1. Provide Extract from the State Register to prove its status of officially registered legal entity as per Republic of Moldova's regulations with full capacity to act;
2. At least 2 years of work experience in PR and communications, including experience in photo, video and audio production, organizing national campaigns, including online campaigns;
3. At least 2 years of experience in graphic design, mainly in developing infographics or other printed materials;
4. Proven experience with the UN or other international organizations will be an asset.