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## TERMS OF REFERENCE (TOR)

**for a specialized national company/agency to develop and undertake behavioural communication campaign to combat obsolete social norms and gender stereotypes to harness women's potential in Moldova**

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<b>Duty Station:</b>	Chisinau, Moldova
<b>Languages required:</b>	Romanian, English and Russian
<b>Application deadline:</b>	12 August 2020
<b>Starting date:</b>	31 August 2020
<i>(date when the organization is expected to start)</i>	
<b>Expected duration of the assignment:</b>	August 2020 - Mid-February 2021 (with possibility of extension)
<b>Project:</b>	"EU 4 Gender Equality: Together against gender stereotypes and gender-based violence"

### 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, peace and security. Placing women's rights at the centre of all its efforts, UN Women leads and coordinates the United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world.

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

**TOGETHER AGAINST  
GENDER STEREOTYPES AND  
GENDER-BASED VIOLENCE**  
#eu4genderequality



UN Women's presence in the Republic of Moldova has evolved from being a project-based office in 2007 to a Country Office with fully delegated authority as of 2015. The work of UN Women in Moldova is guided by its [Country Strategic Note for 2018-2022](#), aligned with [the Republic of Moldova–United Nations Partnership Framework for Sustainable Development 2018–2022](#), [the Global Strategic Plan of UN Women for 2018-2021](#), the [National Strategy on Gender Equality for 2017-2021 \(NSGE\)](#), and aims to contribute to the gender-responsive implementation of the [2030 Agenda for Sustainable Development](#).

[UN Women Strategy for Moldova 2018-2022](#) focuses on three main areas: 1) strengthening women's participation in politics and decision making, 2) economic empowerment of women and 3) ending violence against women and girls. To achieve progress under these areas, UN Women works with a variety of national and international partners and as part of different national and regional initiatives.

UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA's strategic plan (2018-2021), focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices.

In a world where fundamental human rights are at risk, we need principled and ethical staff, who embody these international norms and standards, and who will defend them courageously and with full conviction.

In the Republic of Moldova, UNFPA is implementing the [Country Programme 2018 - 2022](#) which is aligned with the [Republic of Moldova–United Nations Partnership Framework for Sustainable Development 2018–2022](#) and the [UNFPA Global Strategic Plan 2018 – 2021](#).

### **Description of the project:**

Starting with March 2020, with support from the European Union, UN Women and UNFPA will be implementing during 2020-2022 a regional programme called **"EU 4 Gender Equality: Together against gender stereotypes and gender-based violence"**. The programme is planned to challenge gender stereotypes in the Eastern Partnership (EaP) countries and aims at strengthening the equal rights and opportunities for women and men through shifting social perceptions, gender stereotypes and men's participation in caretaking. The Programme has been informed by situation analysis, lessons learned, consultations with the respective countries and outcomes of intergovernmental processes. It has been re-calibrated to

focus on gender norms change for achieving behavioural change and partnering with men and boys for gender equality and elimination of gender-based violence and harmful practices in the Region. The project is implemented by UNFPA Eastern Europe and Central Asia Regional Office and UN Women Europe and Central Asia Regional Office at the regional level and national level in six countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine.

The regional project aims at strengthening equal rights and opportunities for women and men through shifting social perceptions, gender stereotypes, and men's participation in caretaking. The specific objectives are threefold: 1. Shifting Societal perceptions around gender stereotypes and patriarchal norms which limit women's rights; 2. Men's involvement in the care taking of their children and participation in fathers programmes have increased; 3. Social workers (mediators) and CSOs have increased knowledge and tools on how to conduct evidence-based violence prevention programmes targeting perpetrators of domestic violence.

### **Rationale:**

*Gender equality has been recognized and affirmed as a precondition for the realization of sustainable development and defined as a key accelerator for the whole SDG Agenda. This acceleration requires extraordinary political will, action and investment in gender equality to meet international commitments that would bring about change in the realities of women and men, girls and boys, at the national and local levels.*

A number of challenges to gender equality were identified in Moldova, including a high prevalence of violence against women, an unequal distribution of household responsibilities among men and women, limited economic opportunities for women, a gender wage gap, and a wave of conservative sentiments where a complex interplay of different factors, including patriarchal social norms, confine women mainly to their reproductive and maternal responsibilities.

According to [Gender Barometer](#), during the last ten years, the stereotypes on traditional gender roles have not changed significantly. In 2006, 68% of the respondents thought that men should be responsible for bringing home money, and women have to take care of the family and household. In 2016, the share of respondents who agreed with this statement decreased by only 3 percentage points.

UN Women and UNFPA are aiming to address these issues and strengthen equal rights and opportunities for women and men, through shifting social perceptions, gender stereotypes and men's participation in caretaking.

For this purpose, UN Women and UNFPA, under the EU4GE programme, will conduct a series of communication activities on behavioural change at grassroots and national level to increase the awareness of communities, Faith Based Organizations (FBO) and influential actors of gender transformative approaches, and to mobilize their support to influence cultural norms, particularly on issues concerning the dynamics of gender relations in families.

Following this concept, UN Women and UNFPA will contract **a company/agency to develop and undertake behavioural communication campaign around challenging obsolete social norms and gender stereotypes to harness women's potential in Moldova.**

### Scope of Work:

Under the supervision of UN Women and UNFPA in Moldova, the selected contractor will be responsible for developing and implementing the Communication Strategy and Action Plan to combat obsolete social norms and gender stereotypes to harness women's potential in Moldova. The campaign will cover 2 selected districts (Falesti si Straseni) with the potential to scale up the messages and the approach at the national level.

### Target groups:

General Public both from rural and urban areas, specifically: young people, teachers, Local Public Authorities, local religious leaders, etc;

### Tasks:

The company/agency will be responsible for developing and implementing the Communication Strategy and Action Plan. The responsibilities of the contractor will include, but not be limited to the following activities:

- **Analyze existing information on gender equality** in Moldova from available national analytical reports and surveys, and administrative data.
- **Set up and conduct focus groups** (at least three in each region – with representatives of rural and urban areas) to identify the most frequent stereotypes to be addressed through the communication campaign and to develop the campaign messages, communication materials and instruments to approach the identified stereotypes. Up to 5 stereotypes to focus on. Depending on the evolution of the health crisis related to COVID19, consider options of organising these focus groups remotely, without impact on the output.
- Based on the information collected within the focus groups, and based on existing data and analytical reports on gender equality and related fields, **develop the Campaign Concept and key messages** and detailed **Communication Action Plan**,

including the possible risks assessment and a mitigation risks plan. The Campaign Concept should include the detailed approach to the following actions, but not limited to:

- **Mobilizing influential actors, opinion makers from regions to participate in communication events** (TV, Radio, on-line Programs, grassroots events, community discussions etc.);
  - **Involving programme stakeholders to identify, develop, disseminate own stories** and use diverse communication tools and channels;
  - **Producing at least 5 innovative visibility materials** (which can include, but not limited to – graphic design, photographs etc., including printing services);
  - **Producing/ distributing reusable masks with the logos of the project** (up to 500 units)
  - **Developing at least 5 advocacy messaging products** (video, audio, print, online newsletters, press adds, Out of Home Advertising (OOH ads)) and promoting through different communication channels to reach diverse target groups;
  - **Developing up to 10 success stories** (video, print) promoting active fatherhood and combatting gender stereotypes, identified by the Company/Agency in the target regions;
  - **Organizing thematic informative public events** and ensure wide visibility of events (online and offline), at least 2 per district;
  - **Elaboration and boosting social media content** (FB, Instagram, OK);
  - **Developing partnerships with local and national media** - TV, Radio broadcasters, on-line media for thematic TV/radio/on-line programmes.
- **Ensure the implementation** of all stages of the campaign;
  - Elaborate the **detailed media distribution plan** for mass media, social media and OOH;
  - **Provide the qualitative and quantitative report** on the campaign results.

The company/agency should consider the limitations and risks for implementation imposed by COVID19 pandemic and reflect them in the proposed methodology, the work plan and estimation of costs.

### **Methods and Process:**

The selected company/agency is advised to use a combination of techniques and tools, innovative approaches, including qualitative and quantitative instruments for effective realization of activities. The company/agency shall secure participatory and transparent approach.

The company is expected to reflect in the proposed methodology and financial offer both options of implementation of focus groups discussions/other events: 1) face-to-face, 2) online, in case the restrictions are maintained for public gatherings/travel due to COVID19 pandemic. Please note that the option for face-to-face implementation will prevail in the evaluation of offers (both technical and financial) and in the contract delivery, while the online approach should be developed for the cases when COVID-related restrictions are maintained and will be applied only when face-to-face is not possible.

### **Deliverables and Timeframe:**

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

<b>No</b>	<b>Deliverables</b>	<b>Tentative timeframe for accomplishment of task</b>	<b>Instalments</b>
1.	<b>Detailed Working Plan and methodology</b> , based on the analysis conducted of existing information on gender equality in Moldova from available national analytical reports and surveys, administrative data	Within 2 weeks after the contract signing	1 <sup>st</sup> instalment
2.	<b>Organize and conduct focus groups</b> (at least three in each region, face-to-face or remotely) with representatives of rural and urban areas, disaggregated by age/sex/education) to identify the most frequent stereotypes to be addressed through the communication campaign and to develop the campaign messages, communication materials and instruments to approach the identified stereotypes. Provide a report on conducted focus groups.	Within 3 weeks after presenting the work plan	
3.	Based on the information collected within the focus groups, on available data and analytical reports on gender equality, develop and approve the <b>Campaign Concept and key messages and detailed</b>	Mid-October 2020	2 <sup>nd</sup> instalment

	<b>Communication Action Plan</b> , including the possible risks assessment and a mitigation risks plan.		
4.	Following the approved Concept note and Action Plan, <b>implement the activities within the campaign</b> , including but not limited to video materials, photos, graphic design, media coverage, public events at grassroots and national level etc.	Mid-October 2020 – End January 2021	3 <sup>rd</sup> instalment
5.	Provide the qualitative and quantitative report on the campaign results (number of people reached through different channels, disaggregated by age, sex, urban/rural etc.)	On the completion of the campaign activities by end February 2021	
	total		100%

Progress and final reports to be provided electronically in English.

#### **Management Arrangements:**

All the deliverables should be agreed with the UN Women and UNFPA Country Offices. The selected company/agency is expected to provide highly qualified consultants for this specific assignment, with appropriate skills and expertise. UN Women and UNFPA will provide all the necessary materials for a better understanding of the context and for the successful fulfilment of the assignment.

For deliverables that envisage two options of implementation, a prior coordination and agreement between UN Women and the contractor will be reached about the option to be applied (face-to-face or online).

#### **Intellectual Property:**

All information pertaining to this assignment (documentary, audio, digital, cyber, project documents, etc.) belonging to UN Women and UNFPA, which the Company may come into contact with in the performance of its duties under this assignment shall remain the property of UNFPA and UN Women who shall have exclusive rights over their use. The product will be used by UNFPA and UN Women for a non-commercial purpose and will aim at raising awareness and changing existing perceptions and behaviors in the area of gender equality. Except for the purposes of this assignment, the information shall not be disclosed to the public, without written permission of the Client in line with the national and International Copyright Laws



applicable. Still, the credit for the production of the video will be given to the company.

#### **Use of Logos and Disclaimers:**

The products should give recognition to UNFPA, UN Women, EU which logos will be provided. The logos will be followed by a statement that will be provided.

#### **Duration of the Work:**

It is expected that the company/agency shall begin the work starting from **August 2020** with work being completed **by February 2021**, in conformity with the indicative timeframe described under “Deliverables and Timeframe” section. However, the above-mentioned timeframe is tentative.

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

#### **Location of work:**

The Company/agency will not be located in the UN Women and UNFPA, for the implementation of the assignment.

#### **Travel and other logistic arrangements:**

In case of transportation costs, the company/agency should envisage them in the submitted financial offer. The company/ agency will also be responsible for all administrative issues associated with undertaking of this assignment. Specific costs should be included in the proposal for the options when focus groups discussions/other events are implemented face-to-face or online.

#### **Performance evaluation:**

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

#### **Financial arrangements:**

Payment will be disbursed in 3 instalments upon submission and approval of deliverables, certified by the UN Women and UNFPA delegated staff members indicating that the services have been satisfactorily performed.

#### **Requirements to the CSO:**

- Officially registered legal entity with full capacity to act;
- At least 3 years of experience in the area of audiovisual media production;
- At least 2 years of proven experience in conducting similar works/projects;



- At least 1 year of previous work experience with development partners, donors, NGOs will be considered an asset;
- Availability of technical and human resources for successful implementation of the assignment;
- Adherence to UN/UN Women general terms and conditions of payment and work.

### **Requirements to the task team of the CSO:**

The organisation of the task team is of ultimate importance. The task team shall include one team leader and several qualified team members, including an expert in gender equality. The required experience of the project team shall be explicitly described in their CVs and shall include the following requirements:

#### **Team Leader (Project Coordinator):**

- University degree in one of the areas of journalism, communications, management or any other related and relevant for this assignment;
- Minimum 3 years of proven work experience in media production, communications or any other related and relevant for this assignment;
- Minimum 2 years of experience in managing similar tasks involving different stakeholders and clients;
- Working knowledge of Romanian, Russian and English.

#### **Qualified team members:**

- University degree in one of the areas of journalism, communications, design, cinematography or any other related and relevant for this assignment;
- At least 2 years of work experience in audiovisual media production;
- Working knowledge of Romanian, Russian and English.
- At least 1 team member, expert on gender equality with experience of minimum 3 years in this field, with good knowledge of situation in Republic of Moldova

The Team Leader (Project Coordinator) is in charge of the coordination and administrative tasks of the project, as well as being responsible for contacting and informing UN Women/UNFPA with regard to all aspects related to the execution of the Contract. The Team Leader (Project Coordinator) shall provide UN Women/UNFPA with frequent updates on the progress of the assignment and other relevant aspects of the work. The entire team is responsible for the content and quality of all the deliverables and making sure that they are in line with objectives set for this contract.

### Values and competencies

#### Core Values:

- Integrity
- Professionalism
- Cultural sensitivity and respect for diversity
- Gender sensitiveness and empathy towards women's rights issues
- Respect for UN principles

#### Core Competencies:

- Communication
- Planning and Organizing
- Organizational Awareness
- Team working ability
- Accountability
- Leadership

### **Disclaimer**

**This procurement case is announced in the framework of the "EU 4 Gender Equality: Together against gender stereotypes and gender-based violence" programme, funded by the European Union, implemented jointly by UN Women and UNFPA.**