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Terms of Reference
Request for Proposal for Public Awareness Raising Activities by Media Institutions on
Gender-based Violence or Domestic Violence

BACKGROUND

Gender-based violence (GBV) is a significant public health concern in Asia and the Pacific, with many consequences for the health, social and economic well-being of women and girls, being an impediment to sustainable development. The inclusion of Target 5.2 to “Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation” under SDG 5 of achieving gender equality demonstrates the importance to combat GBV at the global and national levels.

The Combating Gender-based Violence (CGBV) Project, which is co-financed by the Swiss Agency for Development and Cooperation (SDC), UNFPA and the Government of Mongolia, is helping Mongolia to strengthen the national response mechanism to prevent and combat GBV, particularly Domestic Violence (DV).

The National Statistics Office (NSO) will soon release the final report on the prevalence of gender-based violence, which was conducted for the first time in Mongolia with support and funding from UNFPA and SDC. The preliminary results showed the situation is very troubling. Therefore, GBV/ DV requires urgent attention of policy and decision-makers and the public to eliminate GBV and effectively support victims of violence. Furthermore, there have been many sensational stories in the media related to GBV/ DV which at times blame victims. It is critical that media reporting is balanced and factual, so as to ensure the same level of understanding of gender-based violence in Mongolia.

Raising public awareness about GBV has always been an integral part of advocacy work to combat it. Specifically, heightened public awareness seeks to encourage decision-makers to push for and prioritize policies that stop the proliferation of GBV and end the culture of impunity that sustains it. The media plays a critical role in public engagement. They report on current events, and mobilize the public on critical issues. The media is an important factor in the promotion of information about GBV in the society and plays an instrumental role in shaping the public’s perception.

Therefore, UNFPA Mongolia CO is announcing a call for proposals for media institutions under the CGBV project. UNFPA seeks proposals which are culturally sensitive (tailored to the local context) and using the most innovative ways to address GBV. Additionally, the selected media institutions will help to sensitize journalists and the media industry on GBV/ DV reporting.

The proposals we are seeking are:

- UNFPA Mongolia will select up to 4 proposals from media institutions on GBV/DV messages, particularly referring to areas of health, social, and legal consequences of violence and its impacts on the individual, family and society targeting the general public, especially men and young people; and
- The proposals should also incorporate how the media institution plans to sensitize journalists and the media industry on GBV/ DV reporting.

SCOPE OF WORK AND TENTATIVE TIMELINE

The proposed activities should be completed in 8 months, starting from May 2018 until December 2018. The selected organizations will work in close collaboration with UNFPA, and the implementation shall be undertaken in accordance with UNFPA rules and regulations.

It is anticipated that the selected organizations will provide innovation and expertise in developing a public awareness raising strategy to combat GBV/ DV by targeting general public including disadvantaged young people, men and women, elderly, disabled, and the LGBTQI community. The bid should provide both technical and financial proposals with details on how the public engagement activities will be conducted. The financial proposal should not exceed 40,000,000 MNT per proposal.

Activities may include the following:

- Provide expertise and excellence in public engagement activities specific to GBV/ DV;
- Use innovative tools and methodologies to raise public awareness on the health, social and legal consequences of GBV/ DV, paying special attention to the revised Law on Combating Domestic Violence;
- Deliver effective communication of GBV/DV prevention and response activities; and
- Engage the public utilizing traditional and social media in conveying messages to prevent GBV/DV.

Areas of Focus:

- Raise awareness on GBV/DV prevention of the general public, including men, women, boys, girls, elderly, disabled, the LGBTQ community and ethnic minority groups;
- Engage and mobilize the public in advocating for the sensitization of GBV and DV (including young people, men and women, elderly, disabled, the LGBTQ community and ethnic minority groups);
- Empower women and girls to access support services and resources on GBV/DV;
- Address gender inequality as root causes of violence; and
- Empower young people, minority groups and other vulnerable groups to access support services and resources on GBV/DV.

Expected Outputs:

- Inception report provided within two weeks of contract signing (Note: depending on the proposal stream you are applying under, the report should include a communications/media strategy and/or public engagement strategy);
- Products and materials developed such as media tools, tools for public engagement and raising public awareness on GBV/ DV, any other relevant media/ communications or public engagement products should be submitted with the final reports;
- Financial report by the end of contract; and