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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

- Narrative report in the format provided by UNFPA is produced by the end of contract

Remuneration:

The UNFPA Mongolia Country Office will provide agreed fees for the selected organizations. The following schedule will be followed for the payment of agreed fees:

- 20% of the contract amount will be paid upon submission of accepted inception report
- 40% of the contract amount will be paid upon submission of accepted draft report (narrative and financial)
- 40% of the contract amount will be paid upon submission of accepted final report (narrative and financial)

Tentative Timeline:

13 April, 2018	Call for proposal announced
27 April, 2018	Deadline for submission of proposals and supporting documents
4 May, 2018	Organizations are selected
10 May, 2018	Contract signing
24 May, 2018	Work plan developed and agreed with UNFPA and the public awareness activities begin

REQUIREMENTS AND QUALIFICATIONS

- Holds legal status and is officially registered with the relevant authorities;
- At least 3 years of continuous operations in media;
- Demonstrates a strong capacity and track media record working in communications and/or public engagement activities in relation to GBV/ DV;
- Employs a sufficient number of staff to implement the proposed project and they should have the relevant educational and professional background, staff expertise and experience of GBV/ DV;
- Employs a sufficient number of staff with relevant educational and professional background, staff expertise and experience of communications, or public engagement/ public awareness raising;
- Team leader has an advanced degree in Gender Studies, Public Health, International Development, Communications, or related area with proven experience in conducting advocacy and public engagement in related areas (GBV/ DV) with at least 10 years of professional experience in leading and managing teams;
- Previous experience working with the UN is desirable; and
- Positive references from previous clients

UNFPA will not consider supporting the following:

- Proposals submitted by current Implementing Partners of UNFPA;
- Proposals only to organize conferences or national consultations, concerts, workshops, research or similar events;
- Proposals for the development of web sites or phone applications;
- Scholarships and fellowships;
- Proposals with activities outside the focus areas; and
- Staff and administrative costs, and the cost of properties.

DOCUMENTATION

To be submitted to UNFPA:

- Technical proposal (please indicate which category you are focusing on);
- Financial proposal (proposed budget breakdown that does not exceed 40,000,000 MNT);
- Organizational information;
- A copy of a valid legal registration in the country;
- A copy of audited financial statements for the past three years;
- Brochure or other promotional materials of the organization; and
- Organizational chart and curriculum vitae of personnel to be involved in the proposal's implementation.

ASSISTANCE TO APPLICANTS AND TRANSPARENCY

UNFPA cannot provide support in preparation of the proposals. Due to a large number of proposals submitted, UNFPA does not have the resources to advise unsuccessful applicants individually, only those who are selected will be contacted by UNFPA.

Please visit the UNFPA Mongolia website for more information
(<http://countryoffice.unfpa.org/mongolia/>).

Results of the selection will be announced on the United Nations Global Marketplace website
www.ungm.org.