

TERMS OF REFERENCE

For a National Company/Organization to conduct the piloting of a Better Future project among youth centres, youth NGO's and educational institutions

Location:	Chisinau, MOLDOVA
Languages Required:	Romanian, Russian English
Application Deadline:	8 March 2021
Starting Date:	April 2021
Type of Contract:	UN Women Professional Services Contract
Duration of Contract:	Up to 12 months, from April 2021 until end February 2022
Project:	00098993 (Ending Violence against Women)

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.

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 \(NSGE\)](#), the [National Strategy for Preventing and Combating Violence against Women and Domestic Violence for the Period 2018-2023](#). It supports the implementation of the [Beijing Declaration and Platform for Action](#) and contributes to the gender-responsive implementation of the [2030 Agenda for Sustainable Development](#) and its 17 Sustainable Development Goals (SDGs). The UN Women CO Strategic Note 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 variety of national and international partners and as part of different national and regional initiatives.

Violence against women (VAW) is one of the most widespread, persistent and devastating human rights violations in our world today. It is a major obstacle to the fulfilment of women's and girls' human rights and to the achievement of the 2030 Agenda for Sustainable Development. In Moldova, as in the region and around the world, it affects individuals regardless of the context, culture, or their socio-economic status, with serious repercussion for women, their families, and society in general. According to the Moldovan national study [“Violence against Women in the Family”](#), carried out by the National Bureau of Statistics, and commissioned by UN Moldova in 2011, 63% of women above 15 years old experience some form of violence (psychological, physical, sexual, and economic) from a husband/partner during their lifetime. Despite significant progress, including in the area of legal and policy reforms, research, and awareness raising campaigns, the prevalence of VAW in Moldova remains high.

Taking into consideration these aspects, UN Women Moldova Country Office started to apply innovative approaches from 2010 in programming with the key focus on Eliminating Violence against Women (EVAW) area, and in a more systemic manner from 2015, including as a follow up to the establishment of UN Women Innovation Cohort. UN Women Moldova has initiated in 2015 a partnership with academics and practitioners from the University of Oxford/Saïd Business School, Copenhagen University, Inland University of Applied Science and Welfare Improvement Network (WIN) in testing the use of virtual reality tools for effective response to cases of violence against women. The partners have fully embraced together the call for exploring innovative ideas to find sustainable and transformative solutions as envisaged by Agenda 2030 and started some initiatives in developing virtual reality, system dynamics models/approach for policy and decision making. The virtual reality tool was tested in July 2018 with participation of representative from multidisciplinary teams from Drochia district, public authorities' representatives, service providers and women's survivors of violence giving UN Women and its partners the possibility to verify the solutions' potential.

In 2019, UN Women Country Office has started the next phase of the work in innovation and exploring new approaches in development work by further testing virtual simulation models as a learning tool for women survivors of violence, service providers, other important stakeholders with main focus in prevention of violence

among youth. Therefore, UN Women has invited a high caliber and specialized company working on Virtual and Augmented Reality (VR, AR) to partner with UN Women Country Office in Moldova to jointly conceptualize the use of upscaling solutions in Moldova with the focus on youth.

In this regard, during August 2019-February 2020, UN Women Moldova has hosted two missions in Moldova conducted by the team of experts from the VR/AR company to facilitate the co-creation of a virtual reality simulation tool with the aim to accelerate dissemination and upscaling of behaviors that promote ending violence in Moldova based on the Positive Deviance approach with major focus on youth. Since the start of the initiative, the representatives of the international company have worked to identify champion behaviors through seven scenarios which have been developed by the participants representing youth, service providers and government representatives within several thematic workshops. Two scenarios have been selected and integrated in the Virtual Reality tool, which has been tested in collaboration with UNFPA Moldova and other relevant stakeholders, including in 6 [youth centers](#).

The developed tool to be integrated in a relevant educational programme/curricula supports the increase of knowledge regarding the differences between harassment and flirting, about the harassment consequences and will lead to healthier attitudes from boys toward girls and better relationships among peers. In addition to this, it supports the understanding regarding the importance to react as witnesses in cases of violence against women and on how to act in such cases. At the end of 2020, several introductory trainings have been conducted by the selected international consultants for the 6 youth centers facilitators regarding the use of VR tool with establishment of a facilitators' network across youth centers. A framework for a blended learning strategy has been developed that will ensure supporting the efficient utilization of the tool, which was also presented to the youth center facilitators.

Considering the work conducted by this date, UN Women plans to launch the piloting of the VR tool (within a project named "Better Future") in youth centers which were involved in the testing process and in other educational institutions/ CSOs, including those active the field of ERAW and gender equality. For an impactful use of the tool and a better learning experience for the youth, UN Women will ensure the selected educational institutions/youth centers with compatible Virtual Reality goggles, guides of utilization and a learning toolkit to accelerate change.

In this context, UN Women plans to select a national company/organization to support the successful piloting of the tool and evaluation of the process.

RATIONALE

As prevention represents one of the most efficient and sustainable ways to combat violence against women and to contribute to a peaceful and inclusive society for all, the role of early prevention educational programmes on ERAW are critical. Whether as victims, bystanders or perpetrators, boys and girls experience or will experience some forms of violence including when they become adults. Such experiences will have serious consequences on their mental and physical health, as well as social and intimate relationships. Preventing and reducing such risks can be achieved especially through implementing educational gender-sensitive programmes in schools and in youth centers, which have to be adapted to the needs of the youth.

UN Women Moldova is committed to supporting public institutions and civil society organizations with focus on education sector by contributing to the development and implementation of innovative prevention educational programmes, specifically by integrating technical innovation methodologies such as: Virtual Reality tool, design thinking, co-creation combining with social innovation as Positive Deviance (PD) approach. This is supporting the increase of knowledge among the youth, regarding healthy relationships, adapting positive behaviors and prevention of violence, so that they can take the lead and become positive agents of change in their communities towards the achievement of gender equality and ending violence against women and girls, by this contributing to Generation Equality campaign and the SDG's achievement.

UN Women launched the Generation Equality campaign to celebrate the 25th anniversary of the Beijing Platform for Action engaging the new generation in the fight for gender equality. Since its inception, UN Women's efforts have been focused on placing young people at the center of Beijing+25 to make sure that they are in the driving seat of all galvanizing moments and processes that will contribute to Generation Equality. The force and inspiration of our youngest leaders are critical drivers for accelerating progress on sustainable development and gender equality. UN Women youth and gender equality strategy seeks to empower young women and young men as partners in achieving gender equality. In the true spirit of intergenerational partnership, we can foster lasting

movements of solidarity and consolidate the bold progress that both the Beijing Declaration and Platform for Action and the 2030 Agenda have promised.

Through its work, UN Women in Moldova would like to make connections with ongoing international processes involving youth and by this ensuring a strong intergenerational focus of the [Action Coalitions](#) and place the needs of adolescent girls and young women at the center of the Action Coalitions. Considering that one of the Action Coalition theme is "Technology and Innovation for Gender Equality", UN Women Moldova launched a series of discussions involving youth by applying innovative tools in order to trigger the change and challenge the "status quo" of gender equality in the country and the way forward.

In this context, UN Women Country Office is inviting a specialized company/organization to support piloting of a Better Future project in youth centers, educational institutions, CSOs which will contribute to promoting healthy relationships, attitudes and thus supporting the prevention of violence against women and accelerate change.

SCOPE OF WORK

UN Women Moldova Office seeks assistance from a national company/organization to support piloting of a "Better Future" project among youth centres, youth NGO's and educational institutions. For this, the selected company/organization should ensure the fulfillment of the following tasks:

1. Based on information reviewed regarding the work performed in co-creation, development and testing of the Virtual Reality tool, prepare a work plan for the assignment, including timelines and brief description of activities to be undertaken and methodologies to be used;
2. Prepare the methodology for piloting of the VR tool and for the evaluation, including all relevant materials, such as: agendas, invitations, training resources, questionnaires regarding the initial knowledge, final questionnaires of evaluation, observation protocol during piloting of the tool in the class, etc. Ensuring participation of an gender equality and EVAW expert in all the process of the piloting;
3. Develop methodology and criteria for selection of educational institutions, based on existing relevant educational programmes/curricula, where the tool can be piloted and integrated; Methodology to be validated with UN Women.
4. Conduct a mapping of educational institutions, organizations which would correspond to the criteria. Create a registration form for the institutions to express interest for the piloting of the tool;
5. In close collaboration with UN Women team, select, based on the competitive process, up to 12 educational institutions, youth centers, CSOs for piloting of "Better Future" project;
6. Ensure that up to 50 teachers/ facilitators from each educational institutions and youth centers are provided training, technology support, and instructional coaching, including on GE, EVAW issues connected to the project, to enable a strong implementation of the new tool, integrating in existent relevant educational curricula/programmes;
7. Support up to 10 various discussions and round tables aiming at identifying the role of youth in promoting gender equality and eliminating VAW in the context of [Generation Equality Forums](#), Beijing Declaration and Platform for Action and [Action Coalitions](#);
8. Organize a launching event ensuring the visibility in mass-media and the participation of youth and other relevant stakeholders (drafting a concept for the event, agenda, invitations, ensuring the logistics, etc.);
9. Conduct the piloting of the tool in selected youth centers and other educational institutions with active involvement of the expert in gender equality and in close collaboration with relevant actors;
10. Ensure collection of information (quantitative and qualitative data) from educators, leaders, students, and the product itself to best understand user experiences and learning outcomes;
11. Analyze pilot data to determine the extent to which the tool contributes to the understanding of the subjects covered by the tool, and whether to scale up implementation. Compare pre- and post-pilot data;
12. Support ensuring the sustainability of the initiative and the institutionalization of the developed tool;
13. Develop and conduct a communication advocacy strategy for the "Better Future" project targeting public institutions, youth CSO's at national and local levels, as well as youth, parents and public at large;
14. As part of the communication strategy, develop 5 written stories including a press release, an infographic image for online use, a video (up to 5 minutes, with subtitles in Romanian, Russian, English, and sign

language) presenting the pilot results, to support other educational institutions, youth centers in their decision making. The video should be in line with the UN Women guidelines and include proper editing, with pack shots and graphic animated elements in case of need.

15. Prepare a final report on the assignment conducted, including lessons learned, recommendations regarding future similar initiatives and programs in this area.

METHODS AND PROCESS

The selected organisation/company is expected to use a combination of techniques and tools, innovative approaches, including qualitative and quantitative instruments for effective implementation of the activities. The entity shall apply a participatory, inclusive, and transparent approach during the assignment, making sure no one is left behind and ensure the interventions are locally tailored.

The selected organisation/company is expected to reflect in the proposed methodology and financial offer both options of implementation of events: 1) face-to-face, 2) online, in case of restrictions to public gatherings/travel due to COVID19 pandemic. Please note that the option that provide 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

#	Tasks and Deliverables	Tentative timeframe for accomplishment of task
1.	Detailed Work Plan , including timelines and brief description of activities to be undertaken and methodologies to be used	Within one week after signing the contract
2.	Concept and other supporting materials for up to 10 discussions session/round tables with youth and for training/coaching of up to 50 teachers/ facilitators (agendas, resources, etc.) developed.	By mid-May 2021
3.	Concept, methodology and other materials for the piloting of the project developed.	By end May 2021
4.	Report on mapping and selection of up to 12 educational institutions, CSOs and youth centers for piloting of "Better Future" project provided.	June 2021
5.	Communication advocacy strategy including concept for a launching event for "Better future" project developed.	June 2021
6.	Report on: - up to 10 various discussions and round tables conducted aiming at identifying the role of youth in promoting gender equality and eliminating VAW; - the trainings, coaching conducted for up to 50 teachers and facilitators in implementation of the new tool; - the launching event organized.	By End August 2021
7.	Report on: - the piloting process of the VR tool conducted in selected educational institutions and youth centers, including all materials used. - data collected and analyzed; - evaluation of the process and tool.	By end December 2021
8.	Report on communication advocacy strategy conducted, including Infographic and video developed , presenting the piloting results.	By end January 2022
9.	Final report on the assignment conducted, including lessons learned, recommendations regarding future similar initiatives and programs in this area.	By mid-February 2022

All deliverables should be provided in English electronic copies.

MANAGEMENT ARRANGEMENTS

The national company/organization will work under direct supervision of UN Women ERAW Programme Analyst and in close collaboration with various stakeholders. The task team for the assignment shall include one team leader and minim 3 qualified team members, including one expert in education field, and one expert in gender equality/ending violence against women fields.

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), based on the recommendations of the national authorities and World Health Organization Country Office.

DURATION OF THE ASSIGNMENT

It is expected that the company shall begin work in **April 2021** with work being completed by **end February 2022**, in conformity with the indicative timeframe described under "Deliverables and Timeframe" section.

TRAVEL AND OTHER LOGISTIC ARRANGEMENTS

All logistics related to completing this assignment, including organizing meetings, events have to be arranged by the National Company/Organization

PERFORMANCE EVALUATION

The Contractor's performances 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 5 instalments, upon submission of specific deliverables under the TOR and certification by the UN Women Programme Analyst that the services have been satisfactorily performed.

COMMUNICATION AND REPORTING OBLIGATIONS

The company is expected to report and coordinate regularly with the UN Women Office on the progress of the completion of the deliverables. The proposer is also expected to inform UN Women of any unforeseen challenge or risk that might occur during the duration of the assignment.

REQUIREMENTS TO COMPANY/CSO'S

- Legally registered company/organization;
- Minimum five (5) years of proven work experience in the field of human rights, development, education, and youth and/or other related areas relevant for the assignment;
- At least one (1) programme, initiative in educational field, including youth and media, conducted;
- Experience in fields of Gender Equality and Ending Violence against Women would be considered an asset.
- At least two (2) years of experience in successful collaboration with various formal and informal educational institutions, youth centers and youth initiative groups;
- Experience in providing consultancy services in co-designing programmes applying innovative tools, piloting experience would be considered an asset;
- Experience with UN entities is a strong advantage;
- Full acceptance of the Contract General Terms and Conditions.

REQUIREMENTS TO THE TASK TEAM OF THE COMPANY/CSO'S

The organization of the task team is of ultimate importance. The task team shall include one team leader and several qualified team members. The required experience of the project team shall be explicitly described in their CVs and shall include the following requirements:

Team leader:

1. University degree in human rights, sociology, gender studies, development studies and/or other related areas relevant for the assignment;
2. Minimum five (5) years of proven work experience in the field of human rights, development, education, including youth and media and/or other related areas relevant for the assignment;
3. At least 1 programme/initiative in the field of education in which the person has acted as a team/group leader/manager;
4. At least three (3) years of experience of collaboration with government authorities (especially in the education field) and grassroots organisations in coordinating activities and implementing strategies;
5. At least one piloting programme undertaken, would be considered as an asset;
6. Experience with development organisations, including donors and stakeholders is considered an asset;
7. Fluency in Romanian and Russian. Working knowledge of English.

Team members:

1. University degree in human rights, gender studies, education, development studies and/or other related areas for this assignment;
2. At least three (3) years of proven experience in working in programmes in the educational field;
3. At least three (3) years of proven experience in delivery trainings on subjects related to this assignment;
4. At least 1 team member with at least 3 years of experience in GE, EVAW programmes;
5. Experience of collaboration with government authorities and grassroots organisations in coordinating activities and implementing strategies would be an asset;
6. Experience with development organisations, including donors and stakeholders is considered an asset;
7. Fluency in Romanian and Russian. Working knowledge of English would be considered as a strong asset.

Core Values:

- Respect for Diversity;
- Integrity;
- Professionalism.

Core Competencies:

- Awareness and Sensitivity Regarding Gender Issues;
- Accountability;
- Creative Problem Solving;
- Effective Communication;
- Inclusive Collaboration;
- Stakeholder Engagement;
- Leading by Example.

The Team Leader/Project Coordinator shall provide UN Women 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 the objectives set for this contract.