

Terms of Reference

National company/organization to strengthen capacities of media professionals from both banks of the Nistru river on Gender and Conflict-sensitive reporting

Location:	Chisinau, Republic of Moldova
Issue date:	Mai 2023
Languages required:	Romanian, Russian, English
Application deadline:	29 May 2023, 23:00, Chisinau local time
Starting date:	June 2023
Duration of the implementation:	Up to 12 months
Project:	"Building sustainable and inclusive peace, strengthening trust and social cohesion in Moldova " 00133100
Purpose of the activity:	Empowerment of Moldovan new and traditional media ecosystem in producing evidence-based, human rights, gender, and conflict-sensitive media products to challenge gender stereotypes, to contribute to dialogue, social cohesion, and peace.

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 new Country Strategic Note 2023-2027, aligned with the UN Sustainable Development Cooperation Framework for Moldova (2023-2027), [UN Women Global Strategic Plan](#), National Programs and Strategies and aims to contribute to the gender-responsive implementation of the 2030 Agenda for Sustainable Development. The Strategic Note focuses on four main areas: 1) Ending Violence against Women; 2) Women's Leadership and Governance; 3) Women's Economic Empowerment and 4) Humanitarian and Peace development nexus and UN Coordination on Gender equality.

All over the world, UN Women works to promote peace by supporting women of all backgrounds and ages to participate in processes to prevent conflict and build and sustain peace. UN Women supports women's full and equal representation and participation in all levels of peace processes and security efforts. UN Women's work on women, peace, and security is guided by 10 UN Security Council resolutions—[1325](#), [1820](#), [1888](#), [1889](#), [1960](#), [2106](#), [2122](#), [2242](#), [2467](#), and [2493](#) and is bolstered by a number of [related normative frameworks](#), which make up the broader women, peace, and security (WPS) agenda. UN Women leads on implementing the WPS agenda through research initiatives, data collection, learning exchanges, and documentation of good practices to inform policy and programming.

The Republic of Moldova is a country with a wide ethnic diversity, with rich cultural and linguistic backgrounds. However, that very diversity is also a reason for significant differences in geo-political preferences and visions regarding which development vector to follow. Another challenge in the settlement process, which inhibits the interaction between individuals and communities from the opposite banks of Nistru river resulting from the thirty years of protracted conflict.

The overall social cohesion within the different groups of the Moldovan population living on the right bank, left bank, in the Security Zone is fragile, according to the United Nations Social Cohesion and Reconciliation Index in Moldova (SCORE), whereas already existent divisions became even more deeply pronounced with the outbreak of the war in Ukraine in February 2022. Women from both banks of Nistru river, especially the left bank, are underrepresented in

the decision-making structures, including in formal conflict resolution process and, where present, mainly focused on 'feminized' areas of activity such as education, healthcare, social protection and humanitarian aid. Traditional, patriarchal culture that shapes the women's role dominates, especially on the left bank of Nistru river community, which remains isolated and has little exposure to sustainable development processes. The most recent Gender Barometer¹ organized on the left bank of Nistru river confirmed that girls and boys are educated differently, following a patriarchal pattern which negatively impacts the full and meaningful participation of women's role in political and peace processes. More specifically, the current value system leans toward setting up a victim profile of women more than the profile of women as agents of peace. There is little understanding of gender equality principles or gender-based violence on the left bank of the Nistru river, which make the women more vulnerable to human security threats.

Traditional and new media outlets contribute significantly to promoting social inclusion and community engagement in Moldova. In practice, media development often faces obstacles in the form of insufficient professional preparedness and technical skills, a lack of financial resources and equipment, fragmented legal framework, professionals' risks and insecurity, other limitations, that can serve as a reason of their reluctance of involvement in delivering peace-driven community projects or initiatives, advancing the Women Peace and Security agenda.

Under the Peacebuilding Fund, UN Women, jointly with OHCHR and UNDP, is implementing a two-years project "Building sustainable and inclusive peace, strengthening trust and social cohesion in Moldova" (hereinafter – PBF project) on both banks of the Nistru river. The project seeks to facilitate an enabling environment for improved cross-river cooperation, reduced social tensions and the continuation of the fragile Transnistrian region settlement process in the context of growing regional and domestic geopolitical tensions exacerbated by the war in Ukraine, through the advancement of, and cross-river collaboration on human rights, Women, Peace and Security agenda, and the promotion of equal access to services and through ensuring early intervention to prevent deepening divisions between the populations on either side of the conflict divide which are currently being affected by highly divisive narratives and dis/misinformation.

UN Women collaborates closely with the media as a key ally in advancing women's rights, facilitates in-depth media coverage of women's rights issues continuously, undertakes and supports [research](#) on the portrayal of women in news, media as well as the entertainment industry, and analyzes codes of conduct used by journalists and media organizations across the world. Since 2010 UN Women in Moldova works at the intersection between gender equality and media to raise awareness among media stakeholders, including through advocacy, specialized workshops and toolkits on Gender-sensitive reporting.² Although much has changed since then, including the Law on Ensuring Equal Opportunities³ and the sanctions mechanisms for discrimination in place, this does not automatically lead to a mind-shift and cannot convince all people to counter and eradicate gender stereotypes. For example, a clear gender imbalance prevails between the main presenters and protagonists of audiovisual programs on the topics of politics, security, and peace processes in Moldova. In specific, these television programs more often suppose exclusively men's presence. This rooted pattern ultimately echoes the general picture of the under-presence of women in peace processes, and what is more, it favors the dynamics to remain unchangeable.

The media can serve as an effective platform to contribute to the mitigation of tensions and conflicts in communities especially when the media workers/journalists are informed and knowledgeable about Gender and Conflict-sensitive reporting, self-safety rules and peace journalism issues, which suggests how to frame events carefully, including how to [cover women portrayal in conflict and peacebuilding settings](#), create an atmosphere conducive and supportive of peace initiatives and peacebuilding, without relinquish the basic principles of qualitative journalism.

¹ Gender Barometer on the left bank of the Nistru River during the period 4-22 March 2019,

https://resonancengo.org/upload/userfiles/files/Resonance_Survey_2019_gender%20barometr_present.pdf

² <https://eca.unwomen.org/en/digital-library/publications/2017/06/promoting-gender-equality-with-media-in-moldova>

³ https://www.legis.md/cautare/getResults?doc_id=135522&lang=ro#

The PBF project aims to facilitate creation of media professional networks by delivering trainings on Gender and Conflict-sensitive reporting and supporting media initiatives that address key drivers of conflict and insecurity in local communities and the country at large.

It is imperative for media professionals, regardless of political tensions, to be sensitized on the importance of reporting in a well-researched, factual, and non-biased way, to respect gender balance, avoid gender stereotypes and narrow perspectives on the root-causes of conflict.

Scope of work

Through this Call for Proposal, UN Women within the Peacebuilding Fund's project aims to contract a company/organization or a consortium of companies/organizations (hereinafter "the contractor"), that will conceptualize and implement an innovative capacity building program, strengthening traditional and non-traditional media outlets through institutional development, providing trainings on Gender and Conflict-sensitive reporting, and will build networks for joint creation and experience sharing among journalists, editors, producers, and other media professionals from both banks of the Nistru river.

Activities should challenge gender stereotypes and discrimination in reporting in general and around the conflict and broader peacebuilding context, in specific (i.e. view of women as victims of conflict, rather than agents of peace) and build the capacity of media professionals to report in a well-researched, factual, and non-biased way to avoid narrow perspectives on the root-causes of conflict.

Under the overall guidance of the Programme Officer on Women, Peace and Security and Programme Analyst on Women in Leadership and Governance (WILG), and under the direct supervision of the Project Officer on Gender Equality in Peacebuilding, the selected company/organization will be responsible for the delivery of the following tasks:

Task 1: Elaborate a methodology and work plan containing specific activities and indicating corresponding team members responsible for each activity. Define the methodology and criteria for the selection of participants for the activities envisaged, taking into account the recommended requirement that at least 50% of beneficiaries are women and at least 40% of total number are young people (18-35 years old).

Task 2: Organize a series of trainings (at least 3 two-days in-person trainings) for media practitioners from both banks of the Nistru river (traditional outlets – newspapers, radio, TV and new: bloggers, reporters, social media activists, influencers, as well as PR professionals, editors, photographers, camera operators etc.) on Gender and Conflict-sensitive reporting, covering at least 50 media professionals.

Note: This cycle of training activities is targeting 50 media professionals from both banks of the Nistru river and is expected to contribute to the strengthening of the professionalism of beneficiaries on non-stereotyped reporting, fighting prejudices, and gendered misinformation.

Task 3: Develop at least 2 practical tools, knowledge products (guides, codes of conduct, recommendations, checklist, infographics, etc.) on Gender and Conflict-sensitive reporting.

The tools and knowledge products should contain both, general considerations of reporting in conflict settings and Transnistrian settlement process-specific context recommendations, including the right usage of conflict-sensitive terminology, and gender-sensitive language. These materials aim to increase media professionals' literacy, support them in contributing to eliminating existing divisive narratives and providing solutions for inclusive peace and should be presented during the training sessions, encouraging participants to use them in addressing gender imbalances and gaps in conflict settings reporting.

Task 4: Organize a competition for media CSOs/portals (concept, procedure, application forms, etc. agreed upon with the UN Women project team) to strengthen their ability to engage in peacebuilding efforts from human security and gender perspective, by providing to winners (up to 4 media CSOs) institutional support, directed, but not limited to:

- Developing and adapting of gender-sensitive internal policies and integrate gender equality in their internal structures strategies;
- Strengthening the professional capacities of the staff of the organization;
- Updating of media formats and techniques to stay afloat and ensure the sustainability of media CSOs despite the many disruptive effects of technology, proliferation of social media, and rise of the internet.
- Media professionals' security awareness raising along with security equipment assistance (e.g. GPS trackers, surveillance cameras, secured web domains, antivirus software, etc.).

Note: Traditional media outlets and new ones from both banks of the Nistru river should be involved, on equal footing, ensuring in this way continuity, inclusiveness, and consistency of development efforts.

Task 5: Support 7 joint initiatives between media outlets on both banks (creation of joint media products, video testimonials, human stories, short documentary films, other approaches and ideas performed in an innovative way about social problems caused by the conflict, its influence on women and girls, and/or the visions on women's agency in building and sustaining peace).

Note: In these joint initiatives, the participants in the capacity building activities and beneficiaries of institutional support should be primarily targeted. It can be undertaken as a final assignment to practice newly acquired knowledge and skills in Gender and Conflict-sensitive reporting.

Task 6: Organize a competition for media professionals (concept, procedure, application forms, selection criteria etc. agreed with UN Women project Team) to highlight their efforts and contribution in peacebuilding.

Note: The materials produced in course of the abovementioned activity (Task 5) as well as other thematically related materials can be submitted for participation in this competition by every interested media professional from both banks of the Nistru river. An independent panel of judges will review the submissions and select the winners.

Task 7: Organize 2 confidence-building/exchange/dialogue events (one-day each, in person, up to 50 participants from both banks of the Nistru river) on the role of the media in fostering social cohesion and peacebuilding processes from human rights and gender perspectives.

Note: The first dialogue event should serve as a forum for the building of professional networks and future collaborations, exchange of views and experience sharing among media professionals from both banks of the Nistru river. At the final of the second dialogue event, media professionals from both banks of the Nistru river, who won the competition, should be awarded for their contribution to peacebuilding with merit trophies/certificates (to be created in coordination with UN Women Communications Consultant and agreed upon with the project team). During the dialogue events, the relevant visual materials, including those produced in the course of this programme, should be presented with follow-up discussions.

The contractor will ensure the visibility of the program, adhering to the UN Women Rules and procedures as well as donor's requirements, and websites, create content (video, visual, text), highlighting carried out events, and the results achieved, using storytelling techniques, promoting good practices and role models, participants' bright experiences, and feedback.

The contractor will elaborate and submit periodic reports by deliverables, with supporting materials attached (list of participants, agendas, evaluation forms, etc.) on the assignment conducted, including lessons learned, and recommendations regarding the future course of action.

Methods and Process

The selected organization/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 ensuring the interventions are locally tailored.

The company/organization must ensure that the assignment can be delivered notwithstanding the epidemiological or security situations, or other unexpected circumstances, proposing in this sense a methodology/set of tools that can be implemented both online and offline.

Deliverables and Timeframe

During the implementation of this assignment, the selected entity shall be responsible for the delivery of the following outputs, comprised by the following main milestones.

No	Deliverables	Tentative timeframe for accomplishment of task	Instalments
1.	Concept and Detailed Working Plan , containing specific activities and corresponding team members responsible for each activity.	June 2023	1 st instalment
2.	Report on activities implemented: First dialogue event (up to 50 participants). First training on Gender and Conflict-sensitive reporting conducted. At least 1 practical tool developed.	September 2023	2 nd installment
3.	Report on activities implemented: Second training on Gender and Conflict-sensitive reporting conducted. Institutional development support for 4 media CSOs provided. At least 1 practical tool developed.	January 2024	3 rd installment
4.	Report on activities implemented: Third training on Gender and Conflict-sensitive reporting conducted. 7 joint media initiatives between media outlets on both banks developed and a competition for media professionals organized.	April 2024	4 th installment
5.	Final report on the second dialogue (sum-up) event and entire assignment conducted, including lessons learned, recommendations regarding future similar programmes.	June 2024	5 th installment
Total		100%	

All deliverables (concept, workplan, reports) should be agreed with the UN Women Project Team and be provided in English, in electronic copy (Word and PDF versions), being signed and stamped. Training materials, project proposals and other supporting materials will be delivered in Romanian and/or Russian.

Management Arrangements:

Organizational Setting

The Company will work under direct supervision of the Project Officer on Gender Equality in Peacebuilding, and overall guidance of the Programme Officer on Women, Peace and Security and Programme Analyst on Women in Leadership and Governance (WILG). The selected company/organization is expected to provide highly qualified specialists for this specific assignment, with appropriate skills and expertise. UN Women within PBF Project will provide all the necessary materials and background information for a better understanding of the context and for the successful fulfilment of the assignment.

Duration of the work:

It is expected that the company shall begin the assignment in June 2023 with work being completed by the end of June 2024, in conformity with the indicative timeframe described under “Deliverables and Timeframe” section. UN Women PBF Project Team 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:

In case of transportation costs, the company should envisage them in the submitted financial offer. The company/organization will also be responsible for all administrative and logistic issues associated with undertaking this assignment (accommodation for participants/experts, venue booking, catering, translations, transportation etc.).

Performance evaluation:

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

Financial arrangements:

Payment will be disbursed in up to 5 instalments, upon submission of specific deliverables under the TOR and certification by the Project Officer on Gender Equality in Peacebuilding that the services have been satisfactorily performed.

Communication and Reporting Obligations

The company is expected to report and coordinate regularly with the PBF Project on the progress of the completion of the deliverables. The proposer is also expected to inform UN Women Project Team in written form about any unforeseen challenges or risks that might occur during the duration of the assignment.

Requirements to company/CSO

- Officially registered legal entity with full capacity to act in the Republic of Moldova;
- At least 2 years of experience in providing trainings to journalists, media professionals;
- At least 2 years of experience in media production;
- Experience implementing projects/initiatives/campaigns on social cohesion and/or peacebuilding from a gender/human rights perspective would be an asset;
- Proven experience with the UN or other international organizations would be considered as an asset
- Full acceptance of the Contract General Terms and Conditions.

Requirements to the Task Team of the Company/CSO

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 (project coordinator)

- Bachelor's degree in journalism, law, sociology, human rights, gender studies, public relations, development studies and/or other social science related areas relevant for the assignment;
- At least 3 years of proven experience in managing journalism schools or other entities for adults’ education;
- At least 3 years of experience in the area of media and communications;
- Experience with UN Agencies and/or other international development organizations is considered an asset;
- Fluency in Romanian and Russian. Working knowledge of English will be considered and asset.

Qualified team member in Human Rights based Approach, Gender Equality perspective in Human Security/Peacebuilding

- Bachelor's degree in law, human rights, sociology, gender studies, development studies and/or other social science related areas relevant for the assignment;

- At least 2 years of experience in promoting human rights and/or gender equality, including through leadership, capacity building programmes involving various groups of professionals;
- At least 2 years of proven experience in conducting gender analysis, gender research, gender assessment, revision and/or development of knowledge products, regulatory/policy papers on gender equality or women's empowerment, human security, peace processes (examples of work provided);
- Proven experience in implementation of projects and/or initiatives promoting social cohesion, local development, active citizenship and/or political participation will be considered an asset;
- Fluency in Romanian and Russian.

Qualified team member in Journalism/ public relations/communication

- Bachelor's degree in Journalism, public relations and/or Communications Studies;
- Experience and/or certifications in emerging technologies for journalists will be an asset;
- At least 1 programme/initiative in journalistic research/investigation/reporting/raising awareness on human rights, human security and/or gender equality issues within traditional and/or new media outlets;
- Proven experience in reporting in conflict affected environment will be an asset;
- Fluency in Romanian and Russian.

Qualified team member-Procurement Officer

- Bachelor's degree in economy studies;
- At least 2 years of experience of the analyzing the market, collecting commercial offers for goods/services, selecting the best option based on value-for-money;
- Experience in organizing events, assuring all logistical aspects, venue booking, transportation, translation, catering, etc.
- Fluency in Romanian and Russian.

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;

The Team Leader will oversee the coordination and administrative tasks of the assignment and will be responsible for contacting and informing PBF Project Team regarding all aspects related to the execution of the contract. The Team Leader shall provide PBF Project Communication Officer with regular 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.