**TERMS OF REFERENCE**

**National company** **to broadcast 3 (three) video spots with focus on ending violence against women during the 16 days campaign of activism against gender based violence**

**Project:** 00098995

**Primary category:** Ending Violence against Women

**Location:** Chisinau, Republic of Moldova

**Period:** November 15 – December 30, 2017

**Organizer:** UN 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. Placing women’s rights at the centre of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States’ priorities and efforts, building effective partnerships with civil society and other relevant actors.

UN Women in Moldova has prioritized VAW as one of the priority results area for its SN for 2014-2017. While implementation of the VAW related laws and policies is lagging behind, most significant challenge for eliminating and preventing violence, however, remains the persistence of attitudes and behaviours of men and women in society, including law enforcement and judiciary staff, politicians, decision-makers, service providers, community leaders etc. that perpetuate negative stereotypes, discrimination and gender inequality, including in the education sector as root causes of VAW. Despite some promising practices, prevention of violence against women and girls remains a relatively new area of work without a critical mass of data and clear evidence of “what works”.

Hence, UN Women Moldova in partnership with the Government and local NGOs partners (Drochia, Causeni, and Chisinau) has launched its innovation prototypes to eliminate violence against women and girls. A new innovative approach (prototypes) on eliminating violence against women was launched in 2016 in communities of 3 districts of Moldova and the culmination of these efforts to end violence against women was the “16 days campaign” which witnessed over 100 events throughout the country and the engagement of over 44 positive champions (women who are survivors of violence and now are helping other women to take the first step) to advocate in their communities and in mainstream media for behavioural change.

The 16 Days of Activism Against Gender-Based Violence is an international campaign which takes place each year, and runs from 25 November, (International Day for the Elimination of Violence against Women), to 10 December (Human Rights Day), also encompassing other important key dates. The ‘16 Days Campaign’ is used as an organizing strategy by individuals and groups around the world to call for the elimination of violence against women and girls. It originated from the first Women's Global Leadership Institute coordinated by the Center for Women's Global Leadership in 1991.

As part of the innovative approach undertaken, UN Women Moldova looks forward to fostering the efforts of the society in ending gender-based violence and promoting women’s rights generally by making use of informative videos to transmit relevant messages on what works rather what doesn’t through social media channels and connect with the community at a deeper level.

According to the data provided by the Public Opinion Barometer published in April 2017, television (TV) is the most important source of information for the population (65%) followed by the Internet (24% of respondents). The most trustworthy source of information is also the TV (40% of respondents) followed by the Internet (22%).[[1]](#footnote-1) Therefore, production of informative video materials which will be broadcasted on TV and on the Internet, represents an effective way to inform the public about the new legal provisions and to call on women and men to claim their rights as well as on all responsible institutions to respect the provisions of the Law.

Due to this, UN Women plans to broadcast the 3 developed video spots during 20 November- 15 December 2017, on two TV channels with nationwide and local wide coverage:

* Moldova 1, public owned TV channel has a nationwide coverage, reaching a broad group of audience from all the corners of the country.
* Another TV channel from the top 4 of most important source of information for citizens in Moldova, per the latest Public Opinion Barometer. [[2]](#footnote-2)

By broadcasting video spots using the mentioned TV channels, a wide reach of population will be ensured, in all the districts of Moldova, targeting various groups of population.

Therefore, UN Women Moldova will subcontract a company to broadcast 3 video spots on ending violence against women during the 16 days campaign of activism against gender based violencein Romanian with subtitles in Russian throughout the period of 20 November- 15 December 2017.

**SCOPE of WORK**

Under the overall guidance and direct supervision of the UN Women Programme Specialist and in close collaboration with Communications Associate, the selected company/organization will be responsible for broadcasting of 3 (three) video spots in Romanian with subtitles in Russian.

**Tasks**

To complete this assignment, UN Women is looking for a company to perform following specific tasks:

* Airing of 3 video spots, developed in Romanian, with Russian subtitles, with focus on ending violence against womenwith a duration of up to 40 seconds each in the period 20 November - 15 December 2017
* Booking the place for video spots in prime-time and presenting a media plan with indication of timeframe for TV spots airing

**Schedule of requirements of Services**

Purpose: Airing of 3 video spots on ending violence and calling society to solidarity:

|  |  |
| --- | --- |
| Languages: | Romanian (with Russian subtitles); |
| Channels: | * Moldova 1, public owned TV channel has a nationwide coverage, reaching a broad group of audience from all the corners of the country. * Another TV channel from the top 4 of most important source of information for citizens in Moldova, per the latest Public Opinion Barometer. |
| Length of the spots: | 40 seconds each video |
| Time of airing: | Each video should be aired up to 2 times per day (every day during the period: 20 November - 15 December 2017) during the following hours:  Prime time (7-10 pm) |
| Period of spots airing: | 20 November- 15 December 2017 |

**I *-* Airing of 3 video spots on Moldova 1 TV channel**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | **Generic Description** | **Period of broadcasting** | **Video spot duration** | **Number of broadcasts** | **Total broadcasting time** |
| 1 | Broadcasting 3 video spots on ending violence and calling society to solidarity on **Moldova 1** | 20 November - 15 December 2017 | *40 seconds* | Twice per day/every day/ prime time | Up to 35 minutes (52 appearances) |

**II *-* Airing of 3 video spots on another TV channel from the top 4 of most important source of information for citizens in Moldova, per the latest Public Opinion Barometer**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | **Generic Description** | **Period of broadcasting** | **Video spot duration** | **Number of broadcasts** | **Total broadcasting time** |
| 1 | Broadcasting 3 video spots on ending violence and calling society to solidarity | 20 November - 15 December 2017 | *40 seconds* | Twice per day/every day/ prime time | Up to 35 minutes (52 appearances) |

**Deliverables and Timeframe**

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

| **No** | **Deliverables** | **Tentative timeframe for accomplishment of task** | **Percentage of milestone/output** |
| --- | --- | --- | --- |
|  | **Final agreed media plan for airing of video spots in the period November- December 2017** | By 15 November, 2017 | 40% |
|  | **Media report and monitoring report on airing video spots, during November- December, 2017** | By 18 December, 2017 | 60% |

**Management arrangements**

**Organizational Setting**

The Company will work under the overall guidance and direct supervision of the Programme Specialist and Communications Associate. UN Women will provide the selected organization/company all the necessary materials for a better understanding of the context and for the successful fulfilment of the.

**Duration of the Work:**

It is expected that the company shall begin work by 15 November, 2017 with work being completed before or on December 31, 2017, in conformity with the indicative timeframe described under “Deliverables and Timeframe” section. However, the above-mentioned timeframe is tentative. UN Women will require at least five (5) days to review the outputs, provide comments, approve and certify acceptance of deliverables.

**Language requirements:**

The video spots will be in Romanian language, with Russian subtitles.

**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**

Transportation costs are not envisaged for undertaken of current assignment.

**Performance evaluation**

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

**Financial arrangements**

Payment will be disbursed in one installments, upon submission and approval of deliverables, certified by the Programme Specialist, indicating that the services have been satisfactorily performed.

**REQUIREMENTS to ORGANIZATIONS**

The qualifications that make organizations/companies eligible under this assignment:

1. Officially registered legal entity as per Republic of Moldova’s regulations;
2. At least 2 years’ experience of working in media environment, with a particular focus broadcasting in audiovisual media;
3. Previous experience working with an international organization, particularly UN Agency would be an asset.
4. Availability of licenses for broadcasting or advertising agency agreement;
5. Full acceptance of the Contract General Terms and Conditions

**Approved by**

Corneliu Eftodi, UN Women Programme Specialist

1. http://ipp.md/old/libview.php?l=ro&idc=156&id=820, p. 29- 31 [↑](#footnote-ref-1)
2. <http://ipp.md/old/libview.php?l=ro&idc=156&id=820>, p. 35 [↑](#footnote-ref-2)