

SCHEDULE OF REQUIREMENTS

Specialized national company/agency to implement the national campaign “16 Days of Activism against Gender-Based Violence”

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.

Rationale

The 16 Days of Activism against Gender-Based Violence is an international campaign that takes place each year. It commences on 25 November, the International Day for the Elimination of Violence against Women, and ends on 10 December, Human Rights Day, indicating that violence against women is the most pervasive breach of human rights worldwide. It is used as an organizing strategy by individuals, institutions and organizations around the world to call for the prevention and elimination of violence against women and girls.

In support of this civil society initiative, under the leadership of the UN Secretary-General, António Guterres, the United Nations Secretary-General’s UNiTE by 2030 to End Violence against Women campaign (UNiTE Campaign), calls for global action to increase awareness, galvanize advocacy efforts and share knowledge and innovations.

Launched in 2008, the UNiTE Campaign is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world. The global theme for this year’s 16 Days of Activism against Gender-Based Violence, which will run from 25 November to 10 December 2021, is **“Orange the world: End violence against women now!”**. UNiTE calls on governments, civil society, women’s organizations, young people, the private sector, the media and the entire UN system to join forces in addressing the global pandemic of violence against women and girls. The campaign builds on existing international legal and policy frameworks and works to synergize the efforts of all UN offices and agencies working to prevent and end violence against women and girls.

In the context of the 16 Days of Activism against Gender-Based Violence, UN Women Moldova jointly with the other UN agencies, Government, Parliament, CSOs partners and international communities is planning to organize a national communication campaign with a series of activities and multimedia products, that will be disseminated through different communication channels targeting general public from rural and urban areas, youth, media, Central and Local Public Authorities, Civil Society Organizations, etc.

Considering national security regulations in the context of the COVID-19 pandemic in the Republic of Moldova, most of the communication and advocacy activities during the 16 Days of Activism against Gender-Based Violence Campaign are planned to be performed online or in hybrid manner, the main communication channels being social media (Facebook, Twitter, YouTube), traditional media and outdoor media (billboards, city lights, etc.), as well as platforms for online conferencing (Zoom, Teams, Live streaming platforms, etc.).

Based on the above, UN Women shall subcontract a specialized entity with adequate human and material resources to implement the awareness raising campaign during 16 Days of Activism against Gender-Based Violence.

Scope of Work:

Under the overall guidance of the UN Women Programme Managers, Communications Officer and in coordination with Communications team, the selected company (thereafter referred to as “Contractor”) will be responsible to implement a national communication campaign and organize public advocacy events around the 16 Days of Activism against Gender-Based Violence.

Tasks:

Specifically, the company will be responsible for provision of the following:

Task 1: Organization of communication campaigns

1.1 Arrange orange-color decorative illumination for 4 public buildings in Chisinau – the Presidency, the Parliament, the Triumph Arch, and the City Hall


- The Contractor should coordinate the illumination with relevant authorities and do the necessary technical and logistical arrangements.
- The buildings should be illuminated daily within the period of 25 November to 10 December 2021 day from 17.00 to 23.00 or 17.00 to 20:00 (to be confirmed later).

1.2 Arrange placement of a video spot in the buses and trolleybuses of Chisinau


- The Contractor should coordinate the placement of the video spot with relevant authorities and do the necessary technical and logistical arrangements.
- The duration of the video spot is 1 minute.
- The video should be displayed daily on the inside screens of busses and trolleybuses within the period of 25 November to 10 December 2021 every 20 minutes from 05:30 to 22:30.
- The video should be displayed in the total number of up to 300 busses and trolleybuses circulating in Botanica, Buiucani, Ciocana, Rîșcani and Poșta Veche, depending on their endowment with screens, by the choice of Contractor to assure the maximum citywide coverage. Preference should be given to the most popular routes.

Task 2: Design, production and distribution of visibility materials


2.1. Design and print a curved pop-up stand

Minimum Technical Requirements	Quantity	Example
Curved Pop-Up Stand Design: curved pop-up stand Size approx.: 2.3m x 3m Material: aluminum frame and PVC graphic panels Lights: 2 LED lights Storage case: wheeled Guarantee: at least 2 years Print: 4+0 Design: one, to be elaborated by the Contractor Branding guidelines and elements: will be provided by the UN Women Delivery: UN Women office	1	

2.2 Design, print and distribute 5000 hot drink cup holders


Minimum Technical Requirements	Quantity	Example
<p>Hot Drink Cup Holders</p> <p>Paper: absorbent paper, at least 400 gsm</p> <p>Print: 4+0</p> <p>Design: one, two-language – Romanian and Russian, to be elaborated by the Contractor</p> <p>Branding guidelines and elements: will be provided by the UN Women</p> <p>Delivery: takeaway restaurants, bars and coffee shops</p> <p>Chisinau: Tucano, Granier and Mamuca</p> <p>Balti, Cormat, Tiraspol, Soroca: to be suggested by the Contractor</p> <p>Distribution deadline: by 20 November 2021</p> <p>Additional arrangements: The Contractor needs to agree with takeaway restaurants, bars and coffee shops to distribute these hot drink cup holders among their clients in the period of 25 November – 10 December 2021</p>	<p>Chisinau – 2000</p> <p>Balti – 1000</p> <p>Comrat - 700</p> <p>Tiraspol - 700</p> <p>Soroca – 600</p>	

2.3 Procure and arrange 100 packs of movie dust to be added to the visibility material below


Minimum Technical Requirements	Quantity	Example
<p>Orange Movie Dust</p> <p>Color: orange</p> <p>Packaging: textile bag of orange or black color</p> <p>Weight: 100 grams</p> <p>Material: health-friendly</p>	<p>100</p>	

2.4 Pack and distribute 100 packages of visibility materials

Minimum Technical Requirements	Quantity	Example
<p>Visibility Materials</p> <p>Task: pack and distribute visibility materials</p> <p>Packaging: paper bag or box</p>	<p>Chisinau – 55</p> <p>Balti - 15</p> <p>Tiraspol - 15</p> <p>Comrat - 15</p>	

<p>Visibility materials: 1 agenda, 1 pen, 1 canvas bag, 1 scarf, 1 T-shirt, 1 mask, 1 thermo-cup, 1 water bottle, 1 foldable umbrella, 1 pack of orange dust; with exception of arrange dust, all the materials will be provided by UN Women</p> <p>Location: tentatively 30 distribution points in Chisinau and 4-5 distribution points in each of the following cities - Balti, Tiraspol, and Comrat, to be confirmed later</p> <p>Distribution list: will be provided by the UN Women</p>		
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2.5 Place 300 posters in busses and trolleybuses

Minimum Technical Requirements	Quantity	Example
<p>Posters</p> <p>Task: place one poster per buss/trolleybus</p> <p>Packaging: none</p> <p>Posters: will be provided by the UN Women</p> <p>Location: in total of 100 busses and 200 trolleybuses in Chisinau circulating on Botanica, Buiucani, Ciocana, Rîșcani and Poșta Veche sectors</p> <p>Distribution list: to be suggested by the Contractor. Preference should be given to the most popular routes.</p>	<p>Busses – 100 Trolleybuses – 200</p>	

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	Delivery Deadline
Task 1: Organization of online and offline campaigns		
1.1	Arrange orange-color decorative illumination for 4 public buildings in Chisinau	25 November 2021
1.2	Arrange placement of a video spot in the buses and trolleybuses of Chisinau	25 November 2021
Task 2: Design, production and distribution of visibility materials		
2.1	Design and print a curved pop-up stand	15 November 2021
2.2	Design, print and distribute 5000 hot drink cup holders	20 November 2021
2.3	Procure and arrange 100 packs of movie dust	15 November 2021
2.4	Pack and distribute 100 packages of visibility materials	20 November 2021
2.5	Distribute 300 posters	20 November 2021

All written deliverables should be agreed with the UN Women and be provided in English, both hard and electronic copy (Word and PDF versions), being signed and stamped.

Management arrangements

The Contractor will work under overall guidance of the UN Women Communications 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 task.

Duration of the Work:

It is expected that the company shall begin work on 1 November 2021 with the assignment being completed by 15 December 2021 in line with the indicative timeframe described under “Deliverables and Timeframe” section.

UN Women will require at least one (1) day 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

The company should envisage in the submitted financial offer all the costs related to carrying out the activities in these terms of reference. The company/organization will also be responsible for all administrative issues associated with undertaking this assignment.

Performance evaluation

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

Financial arrangements

Payment will be disbursed in one instalment upon submission and approval of all deliverables, certified by the UN Women Communications Specialist, indicating that the services have been satisfactorily performed. Payment will be done based on actual number of delivered products and campaigns organized.

REQUIREMENTS TO ORGANIZATIONS/ASSOCIATIONS:

1. Officially registered legal entity with full capacity to act.
2. At least 5 years of work experience in PR and communications, including experience with complex online and offline communication and awareness raising campaigns.
3. Previous experience in gender equality communication campaigns will be an asset.
4. Positive collaboration experience with the UN or other international organizations will be an asset.

DOCUMENTS TO BE SUBMITTED:

1. Registration Certificate.
2. Cover letter explaining why the company is best suited to perform the given assignment.
3. Portfolio spotlighting company experience, competence and achievements.