TERMS OF REFERENCE FOR:
IC2022/WSM/016- EVAWG Communications Expert

A. PROJECT TITLE
Procurement of an Ending Violence Against Women and Girls (EVAWG) Communications Expert for the multimedia documentation of lessons learned, experiences and potential successful models to support future CSO Civil Society Organisations advocacy in ending violence against women and girls.

B. PROJECT DESCRIPTION
The Spotlight Initiative (SI) is a global partnership between the European Union (EU) and the United Nations (UN) to eliminate all forms of violence against women and girls (VAWG), including harmful practices by 2030. Premised on the key principles of sustainable development goals (SDGs) of leaving no one behind (LNOB) and reaching the furthest behind first, the Spotlight Initiative in Samoa - addresses Domestic Violence and Intimate Partner Violence (DV/IPV).

The SI comprehensive delivery modality support to EVAWG is through an integrated six (6) pillar approach that is: (1) Laws & Policies (2) Institutions (3) Prevention (4) Services (5) Data (6) Women’s & Civil Society Movement Building. The SI in Samoa builds on existing Government commitments to ending domestic and intimate partner violence and cultural institutions in Samoa that support ending violence against women and girls. The programme will contextualize international best practices in preventing and responding to violence and learn from emerging practice on what works in-country.

Civil Society Organisations and leading women’s movements in the country are critical partners of the SI. They have played a significant role in SI Phase I 2020 – 2022 advancing local level and community efforts for preventing violence and responding to VAWG where government services is unable to reach. In particular vulnerable women and girls facing intersecting forms of discrimination and often left furthest behind with and in development. UNDP is the Recipient UN Organisation (RUNO) lead for Pillar 6 targeting CSO engagement in particular women’s movements at all levels. Throughout Phase I direct support has been channeled to CSOs to motivate their individual interventions for EVAWG resulting in multiple activities at village level elevating preventative measures and immediate responses to VAWG. UNDP is embarking on a “Lessons Learned Project” to highlight CSO engagement and contribution in Phase I with the procurement of a local company to provide media technical support for the project.

The UNRRCO as the coordination focal point of the SI supports SI RUNOs for the successful implementation of the SI and in particular Communications support to build visibility and awareness of the impacts of the programme in Samoa. The UNRRCO is therefore seeking an EVAWG Communications Expert to support the UNDP “Lessons Learned Project” and visibility efforts under Pillar 1 to 6 led by national CSOs under the SI Phase I 2020 -2022. The EVAWG Comms Expert in close collaboration with the UNRRCO and UNDP will lead the development and production of key Comms Products to establish a pool of knowledge products and materials that documents the CSO contribution to EVAWG and highlight lessons learned and experiences to inform future interventions.
C. SCOPE OF WORK

The following is within the scope of the work expected of the EVAWG Communications Expert:

(1) Provide a detailed Communications approach for the production of the Key Communications products in line with SI Communication Guidelines to support the roll out of the UNDP Lessons Learned project.

(2) Lead in collaboration with UNRCo and UNDP the roll out of the “Lessons Learned Project” by supporting the Media Company hired to provide the technical aspects of the project (i.e. filming, recording, graphics etc).

(3) Provide technical guidance and leadership to the Media Company hired by UNDP to develop a Stakeholder mapping to identify the most suitable CSO partners and key informants to take part in the ‘lessons learned’ project. This will be done in collaboration with the RCO Communications Officer and the UNDP Spotlight coordinator (and informed by the Mid Term Assessment (MTA) findings where relevant and if information is available), and relevant OneUN Spotlight team members.

(4) Lead the content development of the project to guide the Media Company in capturing via various mediums innovative ‘stories of change’ as a result of intervention or lessons learned from CSO’s selected from the key informants as explained in (1).

- This can include individual/human interest or group stories.
- The change to be captured via a story telling video and in a publication.
- Short 30- minutes video or a series of short video stories (10 minutes) and in a publication to feature the best/promising practice and innovative approach.
- Narration on TV can be in both English and Samoan. However, where Samoan language is used by key informants to share their insights, English subtitles have to be prepared.
- Video to include sign language throughout.
- At least 10 – 15 location sites covering urban and rural Upolu & Savaii (travel may include Palauli district. In the event need to travel to capture story from Savaii, cost will be inclusive).

(5) Provide quality assurance for the products produced to ensure it’s guided by the Principles of EVAWG and the safety and security of women and girls who participate are a priority and the project reflects the impact of the SI Theory of Change with the coherent alignment of Pillar 1 to 6 through CSO interventions at village, community and national level.

(6) In collaboration with the Media Company meet with the Spotlight Initiative Technical Team to conduct a Product Focus Group to provide feedback on the comms products produced under the project and ensure the project is successfully completed and closed by 15th June, 2022.

Note: To guide the Spotlight Initiative ‘documentation of lessons learned’ approach, special consideration of the following will be practiced; ‘inclusion and participatory of women, vulnerable/marginalized groups,’ no do harm approach, survivor centered, gender transformative, leaving no one behind’. Relevant information on the Spotlight Initiative will be provided to the winning bidder or the media provider selected through this process.
D. EXPECTED OUTPUTS AND DELIVERABLES

1. Provide a detailed Communications Approach / workplan outlining the approach and methodology with an outline of how the assignment of insights of lessons learnt, experiences of participants, potential successful models (prevention & service delivery) is to be implemented to guide the Media Company hired by UNDP.

2. Produce a Guidance Note document (3-5 pages) to guide the Media Company with a Stakeholder mapping to identify the most suitable CSO partners and key informants to take part in the ‘lessons learned’ project. This will be done with the guidance of the UNDP Spotlight coordinator (and informed by the MTA findings where relevant and if information is available), and relevant OneUN Spotlight team members. The Guidance Note will also stipulate the EVAWG principles of engagement and SI Comms Guidelines for the Media Company to follow.

3. Lead and support the Production rollout by the Media Company of the project to capture via various mediums innovative ‘stories of change’ as a result of intervention or lessons learned from CSO’s selected from the key informants as explained in Scope (Section 4)
   - This can include individual/human interest or group stories.
   - The change to be captured via a story telling video and in a publication.
   - Short 30- minutes video or a series of short video stories (10 minutes) and in a publication to feature the best /promising practice and innovative approach.
   - Narration on TV can be in both English and Samoan. However, where Samoan language is used by key informants to share their insights, English subtitles will have to be prepared.
   - Video to include sign language throughout.
   - At least 10 – 15 location sites covering urban and rural Upolu & Savaii (travel may include Palauli district. In the event need to travel to capture story from Savaii, cost will be inclusive)

4. Guide the Post Production (Editing) phase of the products to ensure quality assurance and compliance to EVAWG principles and SI priorities with a strong emphasis of products that are informed by local context, centered around and accountable to Samoan women and girls and adheres to the principles of LNOB through apparent Human Rights and Gender Equality lenses .

5. Provide to UNDP & UN RCO the final e-copy of the publication and the videos incorporating all changes approved by the Spotlight Initiative Technical and Communications Team.

E. TERMS & CONDITIONS

The duration of the Consultancy is for maximum 20 days from 30 May – 24 June 2022. The payment will be made on lump-sum after completion of deliverables identified in the TOR.
Milestone Deliverable Payment:
100% payment will be made after certification by UN RCO Communications and Advocacy Officer and submission of all the deliverables and in accordance with the signed contract. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, and any other applicable cost to be incurred by the IC in completing the assignment.

Duty Station: The consultant will be home based. The Consultant will be responsible for providing her/his own workstation (i.e. laptop, internet, phone, scanner/printer, etc.) and must have access to reliable internet connection.

Ownership
Spotlight Initiative Samoa (OneUN) through the UNRCO and UNDP (shared goals for promoting interagency collaboration under joint Spotlight Initiative for joint activities) maintains ownership of all data and information used in the duration of this assignment including the final products, other than those materials originally sourced and produced by the media provider or other before the assignment was executed or by other relevant sources.

F. REQUIREMENTS

The Consultancy must possess the following competencies:

1. Technical – Possesses excellent analytical skills and ability to synthesize concepts and material into clear and concise thoughts
2. Managing resources – Organizes and manages information to achieve defined goals and optimum results. Has the ability to work independently
3. Communication – Effectively presents thoughts and ideas, including complex technical concepts, in a clear, concise and readily understood manner, both verbally and in writing. Listens to and acknowledges others' perspectives and views
4. Language – Highly proficient and confident in the Samoan formal dialogue
5. Flexibility - Works effectively on multiple assignments simultaneously
6. Interpersonal Skills – Able to work well in a team environment.

Qualification Requirements:
- Bachelor’s Degree in Gender or Social development studies with specific experiences in EVAWG and national mechanisms for Gender Equality in Samoa.
- Experience in communication or media studies, research or related disciplines specific to EVAWG and GBV with strong engagement with civil society actors and community groups.
- Minimum of 5 years of relevant experience in the indicated fields of expertise including translating to media products EVAWG and GBV interventions that features lessons learned from community led programmes.
- Sound understanding of Spotlight Initiative work in Samoa -women and children work in Samoa and their work in relation to advancing the human rights agenda to be able to capture lessons learned.
- Ability to work in a flexible and responsive manner to engage multi-sectoral stakeholders from civil society, government, development partners to capture lessons learned, experiences and innovative models and be able to showcase this via visual and in writing format.
• Proficiency in written and spoken Samoan and English.

G. SUPERVISION

The Consultant is expected to work together with the UN RCO Communications and Advocacy Officer with close collaboration with the UNDP Spotlight Initiative Coordinator.

H. EVALUATION CRITERIA

The candidate with the highest combined weighted score will be awarded the contract.

The combined weighting will be derived from a responsive (>= 49 points out of 70%) technical proposal and 30% financial proposal (cumulative analysis). The technical evaluation will be based on the information provided in the CV/P11, methodology and any relevant documents to be submitted as evidence to support the proposal.

Technical 70%

• Bachelor’s Degree in Gender or Social development studies with specific experiences in EVAWG and national mechanisms for Gender Equality in Samoa. – (10 points)

• Experience in communication or media studies, research or related disciplines specific to EVAWG and GBV with strong engagement with civil society actors and community groups. (5 points)

• Minimum of 5 years of relevant experience in the indicated fields of expertise including translating to media products EVAWG and GBV interventions that features lessons learned from community led programmes. – (10 points)

• Sound understanding of Spotlight Initiative work in Samoa -women and children work in Samoa and their work in relation to advancing the human rights agenda to be able to capture lessons learned. (15 points)

• Ability to work in a flexible and responsive manner to engage multisectoral stakeholders from civil society, government, development partners to capture lessons learned, experiences and innovative models and be able to showcase this via visual and in writing format. (10 points)

• Proficiency in Samoan and English. - (5 points)

• Extensive experience in development of visual concepts for video productions (10 points)

• Film directing – on site setup (5 points)

Financial Evaluation 30%

- Financial score (max 30 points) shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified
I. APPLICATION PROCESS

Interested individual Consultants must submit ALL the following documents/information to demonstrate their qualifications in one single PDF document:

- Duly accomplished confirmation of Interest using the template provided by UNDP (Annex 1)
- Personal CV or P11 (Annex 2)
- Financial Proposal (Annex 3)
- Technical Proposal [methodology and workplan] (Annex 6)
- Up-to-date (unofficial) university transcript or equivalent institutional record

Incomplete applications will not be considered, they will be disqualified automatically.
Queries about the position can be directed to procurement.ws@undp.org

All proposals should be submitted through the UNDP job site. Email submission of proposals will not be accepted.

J. Annexes to this TOR:

Annex 1 – Letter of Interest and availability template
Annex 2 – CV/P11 template
Annex 3 – Financial Proposal template
Annex 4 – UNDP General Terms and Conditions for Individual Contractor
Annex 5 – UNDP General Terms and Conditions for Reimbursable Loan Agreement