

Terms of Reference

Assignment description	Media content on human rights and discrimination issues
Start/End Dates	01 August 2022 to 31 March 2023 (08 months)
Country	Myanmar

A. Background

After the coup on 1 February 2021, Myanmar is facing serious human rights challenges. Democratic space is restricted, rule of law and access to justice undermined and violation of human rights widespread. These shocks overlay the on-going COVID-19 pandemic that has pushed the most vulnerable and marginalized communities further into exclusion and poverty. Media, the fourth pillar of democracy was seriously affected. Freedom of expression was restricted, journalists fled to other countries. Some mainstream media was suppressed.

UNDP Myanmar has established a Civil Society Project (CSP) as a dedicated structure to provide funding and capacity building and support coordination, networking and advocacy efforts among civil society actors. The CSP facilitates UNDP's engagement with Myanmar's civil society, providing coordination and capacity building to national CSOs and leading UNDP's legal and human rights work in the country, which is concentrated in the ethnic states. The CSU partners with UNDP's Myanmar Observatory, which manages research and surveys to provide information and analysis on the domestic development context.

B. Problem Description

Myanmar is undergoing a protracted and multi-dimensional land crisis that is recognized as one of the country's major intractable development problems. Land is the most significant asset for most rural families in Myanmar; approximately 70 per cent of Myanmar's population lives in rural areas and is engaged in agriculture and related activities. Recent studies have shown how disputed notions of land tenure and land use management are at the centre of major conflicts in Myanmar, often with detrimental effects for ethnic minorities. Women and girls from conflict affected are encountering serious problems. The effects of conflicts are adding to gender inequality. For example, women in factories are losing their rights and they do not dare to claim their rights. Many of lawyers, human rights defenders and activists have been arbitrarily arrested and detained, and forcibly disappeared.

"Difference" has been an historic driver of discrimination and conflict in Myanmar. It has been manipulated by leaders and authorities to stoke divisions based on ethnicity, religious belief, and nationality, and to defend atrocities against minorities. From this base, discriminatory treatment is easily applied to other groups - the poor, women and girls, persons with disabilities, and persons of diverse sexual orientation and gender identity. Discussion of difference has also long been taboo in Myanmar.

Seizing on the opportunities presented by the rights-based pro-democracy movement, this initiative will expand the existing initiative to target youth through a combination of media outreach and content production in partnership with civil society and community-based organisations. To maximise impact and to avoid duplication with existing programmes, the focus will specifically be on difference as related to ethnicity, religious belief, nationality, and disability, while also addressing intersectionality with gender.

Increased coverage of these issues through quality media coverage will promote understanding and awareness of the impact on social development in ethnic minority areas and conflict-affected areas.

C. Scope of Work

UNDP is seeking one or more media organizations to increase awareness and understanding about issues linked to human rights and discrimination by:

- a) Producing and disseminating a series of media products on human rights and discrimination issues,
- b) Strengthening the capacity of local media organizations and journalists to investigate and report on human rights and discrimination issues and their impact on social development.

The main outputs will be as follows:

1. Audio Programmes

- a) Produce and broadcast a **series of audio programmes** exploring issues linked to discrimination and their impact on social development in ethnic minority areas and conflict-affected areas. **One audio programme should be produced each month** (08 in total) and **one video every 2 months** (04 in total), in Myanmar language.

Programmes may take the form of documentaries exploring the inter-connected causes and effects of discrimination in Myanmar. The focus should be on issues impacting minority groups, including women and girls, in conflict affected areas in Myanmar.

Additionally, approximately 30% of the episodes should be in the form of discussions between social/land/legal/environmental/human rights defenders/gender rights activists, community mobilisers, civil society organisations, local experts and journalists in conflict affected areas.

Each audio episode should be approximately ten minutes long, and 5-10 minutes long for the video. They should be broadcast online from the contractor's website and distributed online via Facebook, You Tube and other websites in Myanmar, as well as via radio.

2. Articles

Produce at least **08 web articles** of 1800-2000 words with photos on issues that link inclusivity, diversity and discrimination, including discrimination against women, children, youth, people with disabilities, and ethnic minorities. The articles should be produced in both English and Myanmar language.

3. Support to local media and activists

Organize **online training** and **continuous mentorship**, as it is not practical to deliver in-person training due to security issues. **Three webinars** will be organised to cover discrimination issues. It aims to improve the quality and accuracy of reporting on inclusion, diversity and discrimination in the long term.

Therefore, audiovisual pedagogical tools - to facilitate learning and appropriateness on the topic – should be made available to media partners, journalists, as well as civil society organisations, social /legal/environmental/human rights defenders/women's rights activists and CSOs (on demand). The overall training program should reach approximately 15 persons.

D. Schedule of deliverables and related payments

	Deliverables/ Outputs	Target due dates	Related payments
1	Assignment work plan and broadcast schedule	05.08.22	10%
3	Phase 1: Audio programmes broadcast and articles published: <ul style="list-style-type: none"> 4 audio programmes (10min), and 2 video (5-10min), 4 x 1800–2000-word web articles published Equal gender and minority group representation {one audio on women and labour rights}	31.12.22	40%
4	Webinar and coaching: <ul style="list-style-type: none"> Three webinars displayed on an educational resource platform Continuous coaching with journalists from media partners 	31.03.23	50%
5	Phase 2: Audio programmes broadcast and articles published: <ul style="list-style-type: none"> 4 audio programmes (10 minute), and 2 video (5-10min), 4 x 1800–2000-word web articles published Equal gender and minority group representation		

Some adjustment to the nature of the deliverables required, target dates and payment percentage is possible and will be addressed as needed.

E. Institutional arrangements

Throughout the assignment, the selected company will be required to consult with and follow the guidance of UNDP. UNDP will provide/advise on content and can act as resource persons in the workshops if required.

Outputs are to be submitted to UNDP CSU Project Manager for review and approval. If changes or comments are requested, the company shall have 5 working days to incorporate the proposed changes.

F. Technical Evaluation Criteria

	Points
1. Bidder's qualification, capacity, and experience	30
1.1 General Organizational Capability which is likely to affect implementation	15
1.2 Specialized knowledge and experience on similar engagements in the region, ideally in Myanmar (evidence of previous, similar work provided)	15
2. Proposed approach	40
2.1 Strategic approach	10
2.2 All areas of assignment covered	10
2.3 - Overall responsiveness to ToR	20
- Suitability for Myanmar context and for respective target audience	
3. Management Structure and Key Personnel	30

G. Qualifications of the Successful Service Provider(s)

1. Track record of at least three years' successful operation in the media field in Myanmar, at least two of which managing production of media products for national dissemination.
2. Ability to produce high quality audio-visual content in Myanmar language and publish/broadcast online via websites and commonly used social media. The organisation must have an existing website and social media accounts through which content can be posted.
3. Proven experience developing content on current development and human rights issues in Myanmar, ideally including land rights. Demonstrated understanding of how these development issues affect vulnerable and marginalised groups.
4. Existing network of professional contacts with journalists and editors in Yangon and the States and Regions.
5. Previous experience delivering programmes of media-related training.