



ANNEX 1

Terms of Reference

Development of a Public Awareness and Sensitization Communication Campaign on avenues for Legal Redress on matters related to Gender Based Violence/Family Violence

1. Purpose

As part of the Trinidad and Tobago Spotlight Initiative, this Communication Campaign seeks to raise awareness among key stakeholder groups on the legal redress and services available to victims/survivors of gender-based violence/family violence (GBV/FV) to increase overall access to essential services.

2. Situational Analysis and Context

The United Nations in collaboration with the European Union (EU) has launched the Spotlight Initiative, a multi-year programme aimed at addressing all forms of violence against women and girls (VAWG), and harmful practices. It will follow a transformative and evidence-based approach, addressing unequal power relations between men and women and focusing on gender equality and women's empowerment, as well as ending impunity for VAWG. In line with the principles of the 2030 Agenda for Sustainable Development, the Initiative will follow a human rights-based approach and take into consideration the specific needs of women and girls who experience multiple and intersecting forms of discrimination and uphold the principle of 'leaving no one behind'.

The Spotlight Initiative aims to support transformative change on the ground to end violence against women and girls, in numerous countries globally, including Trinidad and Tobago. The initiative comes with the highest level of commitment globally and will be governed by the UN

Deputy Secretary General and the Vice President of the EU Commission. It will involve all stakeholders including local Ministries, Government authorities, the Police, CSOs and UN agencies.

Despite relative progress in the justice sector, violence against women and girls in Trinidad and Tobago's society persists at alarming rates. Women and girls are disproportionately the victims of violence at the instance of male family members.² The most recent prevalence survey on intimate partner violence revealed that 1 in 3 women and girls in unions in Trinidad and Tobago has experienced abuse of which 29% were victims of a combination of physical and sexual assaults.³ From this, researchers extrapolate that roughly 10,000 women are currently in domestic violence situations.⁴ Survivor/victims require support in accessing services in the justice sector, the health sector, and social services.

The interventions under Outcome 4 of the Spotlight Trinidad and Tobago Country Programme Document (CPD) focuses on women and girls who experience violence and aims to strengthen access to quality essential and accessible services. This includes public education on how to navigate services in the justice sector, in particular access to protection orders and related services.

3. Scope of Works

To support raising the level of awareness and education of various publics on the legislative processes and procedures in Trinidad and Tobago, the United Nations Development Programme (UNDP) seeks the services of an Individual Consultant to develop a communication campaign in collaboration with the UNDP and the Attorney General's (AG) Office that promotes avenues for legal redress for victims/survivors of GBV/FV, including but not limited to women and girls who access essential services in the justice sector.

The Consultant will undertake the following tasks:

- Develop, disseminate, and promote public messaging that would sensitize and educate on the following:
 - What is Domestic Violence (DV)
 - Who are victims of DV?

² Spotlight Country Programme Document: Between 2009-2017, 74% of reports (11,159) made to the Police on domestic violence were made by women.

³ Cecile Pemberton and Joel Joseph: national Women's Health Survey for Trinidad and Tobago, IADB 2018:

⁴ IADB national Health Survey; ibid

- Steps in lodging a complaint or report on DV
- What to expect from the police when filing a DV report
- Redress when Police Officers fail to respond to a report
- Police interventions with or without a warrant
- Emergency certificate for Legal aid
- Application for Protection Orders and Interim Order
- Electronic monitoring as a condition of the Protection Order
- Discretion of Commissioner of Police to revoke Firearm Users License (FUL) of alleged perpetrator
- Accessing the Victim's Compensation Fund
- The Convention on the Elimination of Discrimination Against Women (CEDAW)
- Referral pathways for legal redress and reporting guidelines for non-victims/survivors (inclusive of teachers, medical personnel, and extended family members).
- Assist and collaborate with the project team on activities and initiatives related to the communications around the project.

Utilizing the findings of any baseline reports/data the Consultant will also be expected to:

- Identify the key target audiences (inclusive of women, men, and children) that the campaign hopes to reach and the appropriate messaging channels for the selected and approved target audiences.
- Develop an appropriate and targeted communication strategy inclusive of a multi-media campaign.
- Create messages, identify, and utilize social media platforms as well as conventional and non-conventional media to reach the target audiences.
- Develop a Communication Plan with Implementation schedule.
- Implement and roll out the campaign.
- Utilize an evidence-based approach to determine the impact of success of the campaign relative to the findings of the Baseline Study through metrics-based reporting at the end of the contract.
- Provide a post evaluation report including but not limited to the challenges, constraints, and lessons learnt from the campaign execution and the way forward towards sustainability beyond the campaign.
- Provide expert advice/capacity building (communication) to UNDP and Ministry personnel who might be tasked to present information related to the messaging developed. Including but not limited to pre and post programme briefing and debriefing.

4. Overall Expected Outcomes

- Increased awareness of quality essential services available for all victims/survivors of GBV/DV (inclusive of women, men, and children)
- Greater trust and confidence among women and girls in the essential services that exist to protect and serve victims/survivors of GBV/DV
- Increased use of essential services by victims/survivors of GBV/DV.

Immediate Outcomes:

- Strengthened public awareness and knowledge on Domestic Violence and how to access services in the justice sector.
- Increased public confidence and knowledge in pursuing matters related to GBV/DV in the justice system.
- Strengthened accountability by State Agencies (due to enhanced awareness by clients of service expectations.)
- Increased use by victims/survivors of GBV/DV of the resources available to them within the Justice system.

5. Deliverables/Payment Schedule

The Consultant is expected to produce the deliverables listed in the table below. The proposed payment schedule for this engagement is upon the completion and acceptance of each deliverable by the UNDP Assistant Resident Representative (ARR), or designee and the Project's Technical Committee.

s/no	Consultant	Deliverables/ Outputs	Payment Milestones (%)	Timelines
1.	Production of media campaign on legal matters related to GBV/FV	1. Inception proposal, following review of the baseline data, utilizing an evidence-based approach to determine the campaigns impact through metrics-based reporting at the end of the contract, inclusive of : a detailed budget ; communications strategy ; workplan timeline ; and M&E plan.	10%	End of week 6

		2. Submit the draft campaign design, inclusive of: Messaging; Social media platforms & conventional and non-conventional media to be utilized; the development of an appropriate and targeted multi-media strategy; and a campaign schedule.	15%	End of week 9
		3. Test draft messages on sample audience and provide feedback on audience responses.	5%	End of week 12
		4. Submit the final campaign design.	20%	End of week 14
		5. Implement/roll out communication campaign on legal redress available on matters related to GBV/FV.	20%	End of week 16
		6. Provide progress updates at two-week intervals to technical committee on progress.	No payment attached to this.	Until week 22
		7. Provide expert advice/capacity building (media), on at least 6 occasions, to UNDP and Ministry personnel who might be tasked to present information related to the messaging developed, including but not limited to pre and post programme briefing and debriefing.	5%	From end of week 16 to week 22.
		8. Final Report inclusive of results on target audiences reached, challenges, constraints, and lessons learnt from the campaign execution and the way forward towards sustainability beyond the campaign.	25%	Week 24 (Contract ends in week 26)

6. Timeframe/ Duration

The contract duration is for 26 weeks.

7. Institutional Arrangements

The Consultant will report to the Assistant Resident Representative or a nominee of her/his choice.

8. Qualifications and Competencies

The Consultant must have adequate human resources with the following requisite qualifications and competencies:

- Graduate Degree or professional equivalent in Marketing, Communications or Management or related field.
- 5+ years' experience in campaign development for Marketing and /or Public Awareness
- 2+ years' experience with development of campaigns that seek to influence behavioural change.
- Experience working with State Agencies, UN Agencies, or International Agencies will be an asset.
- Experience working on matters related to Gender and Gender Based Violence/Domestic Violence would be an asset.
- Ability to work in a multi-cultural, multi-stakeholder environment, and ability to create team-based participatory work.

9. Supervision

The Consultant will report to the Assistant Resident Representative or a representative of her choice and the Project's Technical Committee (as needed).

10. Evaluation Criteria

Method: Highest total score of weighted interview and financial criteria: The price proposals of all shortlisted consultants, who have attained a minimum 70% score at the Interview stage, will be compared. UNDP will award a contract to the individual who receives the highest score out of a predetermined weighted, Interview and Financial criteria as follows: 70% Interview criteria, 30% Financial criteria.

Technical Criteria Shortlisting		Maximum Points *
1.	Graduate Degree or professional equivalent in Social Marketing, Communications or Management or related field	50
2.	<ul style="list-style-type: none">• 5+ years' experience in campaign development for Social Marketing and /or Public Awareness• 2+ years' experience with development of campaigns that seek to influence behavioural change.	50

3.	<ul style="list-style-type: none"> • Experience working with State Agencies, UN Agencies, or International Agencies will be an asset. • Experience working on matters related to Gender and Gender Based Violence/Domestic Violence will be an asset. 	5 5
4.	Proposed Workplan Approach	
4.1	The degree to which the offeree understands the task	40
4.2	The extent to which important aspects of the task have been addressed.	50
4.3	The extent to which the Public Awareness and Sensitization Plan is appropriate for the target audience.	125
4.4	The extent to which the scope of the task is well defined and corresponds to the ToR.	100
4.5	The extent to which the presentation is clear, and the sequence of activities and planning is logical, and realistic in accordance with project timeframes.	75
	Total	500

Once candidates have been shortlisted, i.e. they have attained a score of at least 70%, based on the requirements in the Terms of Reference, only then, would they be interviewed for the position.

At the interview stage, candidates must attain a score of 70% for their financial proposals to be evaluated.

The final evaluation process is based on a 70:30 weighting, with 30 points being allocated to the financial component.

The following formula (cumulative analysis) is used to determine the financial scoring: $p = y (\mu/z)$,
Where:

- p = points for the financial proposal being evaluated
- y = maximum number of points for the financial proposal
- μ = price of the lowest priced proposal
- z = price of the proposal being evaluated

11. Guidelines for Submission of the Proposal

DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested prospective individual consultant must submit the following documents/information to demonstrate their suitability:

- **Offeror's Letter to UNDP** Confirming Interest and availability for The Individual Contractor (IC) Assignment
- **Personal Information:** (Personal History Form/CV) including past experience in similar projects as well as contact details (email address and telephone)
- **Proposal:** Brief Technical Proposal (workplan and approach) outlining how the consultant will approach and complete the assignment, including details of ability to access and/or produce necessary public relations and creative materials.
- **Financial Proposal:** (in TTD), specifying the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided.

12. Confidentiality and Proprietary Interests

The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain the property of UNDP.

13. Additional Requirements for Recommended Contractor

The recommended Individual contractor below age 65 is required to submit a statement of good health and a copy of his/her medical insurance prior to commencement of services in any offices or premises of UNDP, or before engaging in any travel required by UNDP, or connected with the performance of the Contract. Medical examination not required.

The recommended Individual contractor aged 65 and older is required to submit a statement of good health signed by a recognized physician and a copy of his/her medical insurance prior to commencement of services in any offices or premises of UNDP, or before engaging in any travel required by UNDP or connected with the performance of the Contract. The medical examination shall be paid by the consultant.