



Annex II. TERMS OF REFERENCE

TERMS OF REFERENCE: Proposal for the implementation of a public awareness campaign with young boys and girls in Albania on bodily autonomy through art work.	
Hiring Offices:	UNFPA Albania and UN Women Albania Country Offices
Context and Purpose of consultancy:	<p>UNFPA - the United Nations Population Fund is the lead United Nations sexual and reproductive health agency for ensuring rights and choices of all. The strategic goal of UNFPA is to achieve the three transformative results: ending unmet need for family planning, ending maternal death, and ending violence and harmful practices against women and girls. In pursuing its goal, UNFPA has been guided by the International Conference on Population and Development (ICPD) Programme of Action (1994), the Millennium Development Goals (2000) and the 2030 Agenda for Sustainable Development (2015).</p> <p>For more than 30 years in Albania, UNFPA has advocated for women and girls, promoting legal and policy reforms and gender-sensitive data collection, and supporting initiatives that improve women's and girls' health and expand their choices in life. The UNFPA office in Albania has been actively working to promote reproductive health and rights, supporting youth-oriented policies and programs, programs promoting gender equality and women's empowerment, and activities targeting population dynamics and trends.</p> <p>UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations,¹ 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. Through its programmes and projects, UN Women is providing technical assistance to national partners (governmental and non-governmental) in the implementation of existing international and national commitments to women's rights and gender equality, it facilitates networking and exchange of good practices and advocates for women's rights and gender equality in all areas of life.</p> <p>In Albania, UN Women provides technical assistance to national partners (governmental and non-governmental institutions) on the implementation of</p>

¹ United Nations, Charter of the United Nations, 24 October 1945, 1 UNTS XVI



	<p>existing international and national commitments to women’s rights and gender equality.</p> <p>Both UN agencies have been at the forefront in organizing prevention activities. Awareness campaigns have been held throughout the year in Albania, since 2015, and the 16 Days of Activism against GBV have been organized since 2008. This is an international campaign that takes place each year, starting from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.</p> <p>Both UN agencies are focused on addressing gender-based violence and ending violence against women, among others, working under a UN Joint Programme to End Violence Against Women (EVAW), funded by Government of Sweden in partnership with Albanian Government.</p> <p>These activities will contribute towards changing attitudes, behaviors and beliefs that normalize and tolerate violence against women among the general public, targeting men and boys in particular; preventing men and women from becoming gender-based victims/survivors or perpetrators; and informing the wider public, and especially survivors, about the resources available to tackle the problem.</p> <p>This year, UNFPA and UN Women are planning to organize a joint campaign with young people around bodily autonomy through art work, which will culminate on the 16 Days of Activism against Gender Based Violence.</p> <p>In line with this work, UNFPA and UN Women will contract a communication service company to support a public awareness campaign with young people to increase knowledge, evidence and impact through art work around the topic of Bodily autonomy – “MY BODY IS MY OWN Claiming the right to autonomy and self-determination”.</p> <p>The contractor will work in close cooperation with UNFPA and UN Women Albania respective staff and, at different stages of this intervention, with young boys and girls and partner experts during July-December 2021.</p>
<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>Under the overall supervision of UNFPA and UN Women respective Project Managers and Communication Officers, the contractor will perform the following activities during July-December 2021.</p> <p>The overall objective is to raise awareness around gender-based violence and the right to bodily autonomy through art work by engaging young people.</p> <p>In order to achieve the scope of this assignment, the contractor will have to fulfill the following main tasks:</p> <p>Task 1: Familiarize with UNFPA and UN Women goals, read through published reports and understand the core concepts of bodily autonomy and</p>

	<p>generation equality, as provided by UNFPA and UN Women.</p> <p>Task 2: Propose a plan of activities under the campaign, with respective description, including minimum: selection of young people, at least one two-day training workshop per each category (photography and illustration), collection and evaluation of best art works, organisation of an exhibition in three cities: Korca, Shkoder and as a final event in Tirana, and development of a virtual exhibition. This plan should also include methodologies to be used, timeframes and corresponding team members responsible for each activity.</p> <p>Task 3: In coordination with UNFPA and UN Women, develop, organise and implement an inclusive set of selection criteria and process of participants of this campaign, at least 10 boys and girls per each category: photography and illustration.</p> <p>Task 4: Identify and engage relevant experts, as a minimum</p> <ul style="list-style-type: none"> • one mentor per each category (photography and illustration); • one psychologist/social worker/; • partners or individual experts to be part of the mentoring, training, facilitation, expertise, evaluation; • Team Leader and skilled and experienced videographer, video-editor, photographer and graphic designer dedicated for the social media campaign. <p>by ensuring integration of all elements into the campaign and coordinate among different activities and parties.</p> <p>Task 5: Organise at least one two-day mentoring / training session per each category: photography and illustration.</p> <p>Task 6: Organise three exhibitions in three different cities, as part of the campaign: in Korca, Shkoder, and one final in Tirana (including finding premises and format of exhibition / printing art works and other necessary products and logistics). Develop one virtual exhibition.</p> <p>Task 7: Follow-up on the development of visibility campaign related materials and implementation of all specific activities, including winners of art work, their promotion and messages.</p> <p>Task 8: Coordinate with UNFPA and UN Women on photos, quotes and any other promotional materials during campaign activities and provide short summary updates.</p> <p>Task 9: Engage media and assist in drafting campaign content for social media and web (photos of art work, quotes and info from participants) throughout the 16 Days of Activism.</p> <p>Task 10: Produce a final report incorporating and submitting all produced materials, art work, photos, social media posters etc.</p>
<p>Duration and working schedule:</p>	<p>The activities under this assignment will commence in July 2021 and conclude by 15 December 2021. <i>The successful provision of envisaged deliverables approved by UNFPA and UN Women will be the only criteria for</i></p>

	<i>the Contractor's work being considered completed and eligible for payment/s.</i>
Place where services are to be delivered:	Albania based, one in Tirana, at least two exhibition events in two other cities (Korca and Shkoder) and one virtual exhibition.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	As a minimum, the company is expected to provide the following deliverables: <u>Deliverable 1.</u> Proposed Workplan by August 2021 <u>Deliverable 2.</u> Selection of young people and experts, organise mentoring/training sessions – by September 2021 <u>Deliverable 3.</u> Final evaluation and selection of art works to be featured in the exhibitions in collaboration with the mentors, UNFPA and UN Women.– by October 2021 <u>Deliverable 4.</u> One big final exhibition event in Tirana, two other travelling exhibitions in two other cities (Korca and Shkoder) and one virtual exhibition. – 25 November -10 December 2021 <u>Deliverable 5.</u> Awareness campaign organisation using media channels and social media tools proposing innovative approaches to raise awareness around bodily autonomy – August-December 2021
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Format of the reporting would be agreed with UNFPA and UN Women Project Managers respectively.
Supervisory arrangements:	The company will work under direct supervision and in cooperation with the UNFPA Albania and UN Women, i.e. <ul style="list-style-type: none"> - UNFPA Advocacy & Communications Analyst - UN Women EVAW Project Manager
Expected travel:	Travels are expected to Korca and Shkoder cities to organise the travelling exhibition.
Required expertise, qualifications and competencies, including language requirements:	The UNFPA Albania Country Office and UN Women Office are looking for a national company which has the following competencies and qualifications: <ul style="list-style-type: none"> • At least 5 years of proven experience in conducting communication work, including public awareness campaigns. • Demonstrated capacities and experience in campaign management, production of multimedia events and materials, digital communication assets and production of promotional materials. • Proven workshop organisation and facilitation skills, leadership development knowledge and coaching skills. • Previous experience in similar assignments covered by the campaign (gender equality, youth issues, art and culture event management) is required. • Previous proven experience in preparing promotional materials with human rights focus especially on gender equality would be an asset. • Skilled and experienced videographer, video-editor, photographer

	<p>and graphic designer dedicated for the social media campaign.</p> <ul style="list-style-type: none"> • Experienced team dedicated to this task. • Previous experience with comparable organizations (donor agencies, international and intergovernmental organizations, youth campaigns and youth organisations) is an asset.
<p>Documents to be Submitted:</p>	<ul style="list-style-type: none"> • Duly Accomplished Forms; <ul style="list-style-type: none"> a) Technical proposal, in response to the requirements outlined in the service requirements (no specific format). b) Price quotation, to be submitted strictly in accordance with the price quotation form (Annex 1) • CV of company and portfolio of works, with links to previous similar works/experiences; • CVs of key personnel, including Team Leader, consultants, subcontractors, experts, trainers; • Copy of QKB extract; • The companies must submit the balance sheets for the last three years with the respective annexes. • The companies must submit copy of certification that they have not pending unpaid obligations to tax authorities, such as social security taxes, not paid VAT or other obligations; • Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List • References from previous or current contractors on similar tasks.
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>UNFPA and UN Women will provide the Company with the necessary information and materials for the fulfilment of tasks and will closely support the work during its implementation.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>Basis of payment – The payment will be made by UN Women and UNFPA Albania based on two separate contracts that will include / constitute three instalments:</p> <ol style="list-style-type: none"> 1. First instalment, 25% of total amount, will be paid by UN Women upon completion of <u>Deliverables 1 and 2</u>, and certification by the UN Women and UNFPA Country Offices appointed staff on successful completion of specified Deliverables. 2. Second instalment 50% of total amount, will be paid by UNFPA, completion of <u>Deliverables 3 and 4</u>, upon certification by the UN Women and UNFPA Country Offices appointed staff on successful completion of specified Deliverables. 3. Third instalment 25% of total amount, will be paid by UNFPA, upon completion of <u>Deliverable 5</u>, upon certification by the UN Women and



UNFPA Country Offices appointed staff of the successful performance.

Premises for signing the Contract with IC:

Before signing the Contracts with UNFPA and UN Women, the company is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:

- Protection from Sexual Exploitation and Sexual Abuse
<https://extranet.unfpa.org/Apps/PSEA2017/>
- Fraud and Corruption Awareness and Prevention
https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html