

Annex II. TERMS OF REFERENCE

TERMS OF REFERENCE: Prepare and support the implementation of a public awareness campaign on gender responsive family friendly policies and workplaces	
Hiring Office:	UNFPA Albania Country Office
Context and Purpose of consultancy:	<p>UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. UNFPA expands the possibilities for women and youth to lead healthy and productive lives. The interest of UNFPA in private sector work environment and culture is determined by the limited opportunities for women to realize both their career aspirations and have the number of children they want.</p> <p>The majority of women in Albania face a critical decision between choosing a career and having a family. Due to factors, such as limited parental leave, lack of flexible working conditions, inaccessible childcare services and opportunities, and male biases in human resources practices within companies, many women are unable to realize both their career and family aspirations.</p> <p>It is against this backdrop that UNFPA is implementing the Regional Project Expanding Choices: Gender-Responsive Family Policies in the Western Balkans and Moldova, in 2020-2022 that aims to expand choices for women so that they can fulfil their career, family and fertility aspirations. The overall goal of the project is for both women and men and children to benefit from gender-responsive family policies and initiatives that are offered by private sector companies and promoted by the government. To achieve this, among other objectives, the project will conduct a public policy scan and analyse legal, economic and social data to understand (i) the Albanian governmental and private business environment for family friendly policies, (ii) the potential and entry points for improving and implementing such policies, and (iii) the institutional, cultural and behavioural changes that are needed to support more family friendly policies and actions. The findings will be used for public advocacy and awareness campaigns to increase knowledge, evidence and tools to support family friendly policies.</p> <p>As per the project objectives, UNFPA Albania has already conducted and published the public policy scan. The ‘Analysis of gender responsive Family Friendly Policies in Albania’ provides an overall panorama on the policies and data that informs the government, as well as the public on how friendly towards families is the general environment, what are some positive policies and what areas need to be improved.</p> <p>UNFPA Albania has also identified nine Champion Companies through a rigorous process. These companies were selected and identified as Champion Companies (CC) thanks to a number of policies and actions that they have already undertaken towards family friendly workplaces. These CCs will be the main UNFPA partners in further increasing capacities and improving the</p>

	<p>policies and challenging stereotypes for further building best cases for family friendly workplaces in Albania.</p> <p>As per the project objective (iii), an important component is the effective communication on family friendly policies, and the promotion of the best cases that the Champion Companies have and will have for creating better family friendly workplaces. This will aim to break stereotypes on gender roles and promote family friendly policies as a healthy and prosperous approach, not only for the companies and government, but also for the society as a whole.</p> <p>In line with this work, UNFPA will contract a communication service company to support a public awareness campaign to increase knowledge, evidence and tools for family friendly policies, but also to promote Champion Companies best practices, to influence and attract more such companies integrate such policies and improve working environment for the employees and the business.</p> <p>The contractor will work in close cooperation with UNFPA Albania CO and, at different stages of this intervention, with the nine Champion Companies and other partners of the project during June-December 2021. This service may continue until September 2022 subject to availability of funds.</p>
<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>This work will be conducted during August-December 2021, with possible extension until September 2022, subject to availability of funds.</p> <p>The overall objective of the campaign “Expanding Choices” is to promote the outcomes and achievements of the UNFPA project “Expanding Choices: Gender-Responsive Family Policies for the Private Sector in the Western Balkans and Moldova”.</p> <p>During the first year 2021, in order to achieve the scope of this assignment, the contractor will have to fulfill three major undertakings with specific actions to be accomplished:</p> <p>1. Prepare and support the implementation of a public awareness campaign on gender responsive family friendly policies and workplaces – the purpose of this campaign is to tackle the gender stereotypes related to the gender roles women and men shall play in daily work and life so that they have equal opportunities to fulfil their career, family and fertility aspirations.</p> <ol style="list-style-type: none"> a. Familiarize with UNFPA project goals and workplan, read through published reports and participate in trainings and different events to understand the core concepts advocated by UNFPA on family friendly policies and workplaces. b. Based on this understanding, develop a thorough public awareness campaign identifying relevant media channels and tools proposing innovative approaches to tackle gender stereotypes and promote family friendly policies and workplaces. c. Identify indicators to measure the impact of the public awareness campaign. d. Prepare a communication plan ensuring wide distribution and

relevant outreach as per the identified actions for at least three topics for 10 days each on: (i) gender roles, (ii) family friendly policies and workplaces and (iii) work-life balance.

- e. Peer review and test critical actions of the communication plan before implementation to ensure the right impact.

Note i: The Campaign and Communication Plan will be closely discussed and agreed with UNFPA responsible staff for project implementation.

Note ii: All communication work under this contract will follow the already agreed and prepared project guidelines on communication.

2. Promote the work of nine Champion Companies in implementing family friendly workplaces practices and models

- f. Establish strong relationships with the nine CCs to build a network for stronger advocacy and potential engagement of other companies.
- g. Create at least nine human stories in videos and articles reflecting the good work and models of Champion Companies and one promotional video for the project
- h. Ensure wide distribution and outreach of these stories utilizing strategic media channels in collaboration with the CCs.
- i. Provide at least one coaching or capacity building training for the nine Companies in advocacy and communication.
- j. Integrate this work with the overall public awareness campaign.

3. Support to UNFPA office in coordinating all communication work related to the project and final products delivery

- k. The company shall dedicate at least one person to support the implementation of all the communications work under the project including use of social media and traditional media and other innovative approaches.
- l. Support the country office in providing inputs/materials to regional level campaigns and adapting regional campaigns to local context.
- m. A final report shall capture all the products, as well as the outreach and potential impact of the public awareness campaign on family friendly policies and workplaces together with the identified challenges and lessons learned for future interventions.

As a minimum, the company is expected to provide the following deliverables:

Deliverables for public advocacy and awareness strategy on family friendly policies and workplaces	Timeline
1. Prepare and support the implementation	August – December 2021

	<p><i>of a public awareness campaign on gender sensitive family friendly policies and workplaces – the purpose of this campaign is to tackle the gender stereotypes related to the gender roles women and men shall play in daily work and life so that they have equal opportunities to fulfil their career, family and fertility aspirations.</i></p> <ol style="list-style-type: none"> a. A thorough public awareness campaign using relevant media channels and tools proposing innovative approaches to tackle gender stereotypes and promote family friendly policies and workplaces is prepared and agreed. b. The communication plan ensuring wide distribution and relevant outreach for at least three topics is prepared and implementation initiated. c. Indicators to measure the impact of the public awareness campaign are prepared. d. Peer review and test of the critical actions is conducted before implementation to ensure the right impact. e. The awareness campaign implementation has initiated and outreach monitored and improved regularly towards the planned target. <p><i>Note: the campaign and communication plan will be closely discussed and agreed with UNFPA responsible staff for project implementation and advocacy</i></p>	
	<p><i>2. Promote the work of nine Champion Companies in implementing family friendly workplaces steps and model</i></p> <ol style="list-style-type: none"> a. At least nine human stories in videos and articles reflecting the good work and model of Champion Companies are created and published. b. At least one promotional story for the project is created and published. 	<p>August – December 2021</p>

	<ul style="list-style-type: none"> c. At least one coaching or capacity building training for the nine Champion Companies on communication and advocacy is provided. d. Video stories are widely distributed and outreached utilizing media channels in collaboration with the CCs and UNFPA. <p><i>Note: All communication work under this contract will follow the already agreed and prepared project guidelines on communication.</i></p>	
	<p>3. Support to UNFPA office in coordinating all c communications work related to the project and final products to be delivered identifying best cases and lessons learned for future interventions</p> <ul style="list-style-type: none"> a. At least one dedicated person from the company will support the implementation of all the communication work under the project, including social media and traditional media and other innovative approaches. b. A final report will capture all the products as well as the outreach and potential impact of the awareness campaign on family friendly policies and workplace together with the identified challenges and lessons learned for future interventions. 	August – December 2021
<p>Duration and working schedule:</p>	<p>The activities under this assignment will commence on August 2021 and conclude by 15 December 2021. <i>The successful provision of envisaged deliverables approved by UNFPA will be the only criteria for the Contractor's work being considered completed and eligible for payment/s.</i></p>	
<p>Place where services are to be delivered:</p>	<p>Albania based, mainly in Tirana, but including Korca and Lezha</p>	
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>As per the above-mentioned timeline of the deliverables.</p>	
<p>Monitoring and progress control, including reporting</p>	<p>Format of the reporting would be agreed with UNFPA Project Officer on gender-responsive family policies and UNFPA Population Development and Gender Programme Analyst.</p>	

requirements, periodicity format and deadline:	
Supervisory arrangements:	<p>The company will work under direct supervision and in cooperation with the UNFPA Albania</p> <ul style="list-style-type: none"> - Project Officer on gender-responsive family policies, - Advocacy & Communication Analyst, and - The Programme Analyst on Population & Development.
Expected travel:	One or two travels are expected to Korca and Lezha while preparing the promotional videos.
Required expertise, qualifications and competencies, including language requirements:	<p>The UNFPA Albania Country Office is looking for a national company which has the following competencies and qualifications:</p> <ul style="list-style-type: none"> • Demonstrated capacities and experience in campaign management, production of multimedia events and materials, digital communication assets and production of promotional materials. • Proven workshop facilitation skills, leadership development knowledge and coaching skills. • Previous experience and strong supporter of the topics covered by the campaign (gender equality, private business, women economic empowerment, family friendly policies) is required. • Previous proven experience in preparing promotional videos with human rights focus especially on women empowerment would be an asset. • Skilled and experienced writers, proof-readers and editors, both in English and local language/s needed for this task. • Skilled and experienced videographers, video-editors, photographers and graphic designers dedicated for this task. • Experienced team dedicated to this task (CVs of key personnel, including consultants and subcontractors and of the Team Leader to be submitted in the application). • Quantifiable services offered pro bono will be taken into account during the selection process. • Previous experience with comparable organizations (donor agencies, grant making agencies, international and intergovernmental organizations) is an asset.
Documents to be Submitted:	<ul style="list-style-type: none"> • Duly Accomplished Forms; a) Technical proposal, which shall explain the methodology/approach and how the company will implement the proposed concept in response to the requirements outlined in the service requirements (no specific format). b) Price quotation (quotation by deliverables), to be submitted strictly in accordance with the price quotation form separately from the technical proposal and referring only to the period of August – December 2021 (Annex 1); • CV of company and portfolio of works; Provide links of previous similar works, campaigns, communication products supporting this application; • Previous experiences reference from comparable organizations; • CVs of the dedicated staff to this project; • Copy of QKR 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

	<p>pending unpaid obligations to tax authorities, such as social security taxes, not paid VAT or other obligations;</p> <ul style="list-style-type: none"> • Written Self-Declaration of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>UNFPA 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: Payment will be made in three instalments upon satisfactory approval of UNFPA Albania Country Office:</p> <ol style="list-style-type: none"> 1. The first instalment will take place upon satisfactory delivery of the no.1 deliverable, 20% of the total amount 2. Second instalment of 50% upon satisfactory delivery of the no. 2 deliverable. 3. Third instalment of 30% upon satisfactory delivery of the no 3. deliverable. <p>Premises for signing the Contract with IC: Before signing the Contract with UNFPA, the company is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:</p> <ul style="list-style-type: none"> ▪ 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