

Terms of reference

For procurement of service provider for conducting advocacy training and regional campaign under the regional project Gender Equality in Rural Development (GERD)

I. Background

We Effect is a global development organisation founded by the Swedish cooperative movement in 1958 to support the development of democratic organisations and societies. In our international development cooperation programmes, we are applying a human rights-based approach supporting people living in poverty to secure their rights. Our work focuses on reducing poverty and inequality by strengthening the ability of member based and democratic organisations to enable women and men, girls and boys living in poverty to improve their living conditions, defend their rights and contribute to a just society.

We Effect works in over 20 countries in Africa, Asia, Europe and Latin America, through our regional offices in partnership with local CSOs, farmer organisations, cooperative federations and other democratic organisations. For more information, see www.weeffect.org.

We Effect Regional Office for Europe was established in 2017 in Skopje, North Macedonia. Europe region is supporting 11 partner organisations in the region under the regional programme Empower Europe. The support is directed for North Macedonia, Albania, Kosovo, Bosnia and Herzegovina and Moldova. The programme promotes and contributes to stronger democracies, fair and sustainable development through gender equality perspective as well as moving towards the EU. The programme aims to strengthen the capacities of rural cooperatives, farmer organisations and other civil society organisations to address the needs and rights of their members. It also envisages strong and vibrant civil societies with a diverse set of actors.

The programme Empower Europe fully integrates the human rights-based approach into its development work and gender equality is mainstreamed in all programme activities. Focus is on women's economic empowerment through access to economic opportunities and control over resources, as well as women in leadership positions and participation in decision making.

Accordingly, the partner organisations have mainstreamed gender in all their programmes and activities that We Effect Europe Region and the partner organisations are addressing through the programme. All of the We Effect programme countries in the region (Albania, Bosnia-Herzegovina, Kosovo, Moldova and North Macedonia) have developed legal frameworks and created institutional set-up which should guarantee gender equality at all levels. Despite the legislative framework, gender inequalities continue to persist in all areas of life, especially in the rural areas and the agriculture sector in all the programme countries. Social norms, custom or religion law and power relations still exist and the participation of women in social life and economic activities, especially in rural areas is lower compared with men. For sustainable and long-term mitigation of the gender gaps in the agriculture sector and in rural areas there is a need for implementation of campaigns, awareness raising activities with active involvement of men and women, along with involvement of children and youth.

Therefore, We Effect Regional Office for Europe developed a regional project to support the gender equality component of the programme and the partner organisations in gender mainstreaming activities named Gender Equality in Rural Development (GERD).

The aim of this project is to strengthen gender equality in the rural areas, by enhancing the capacities of women in rural areas to advocate for their rights which in the long run will enable them to enhance their position in the region. The project aims to influence legal and policy frameworks to support gender equality and empowerment of women and involving women from rural areas in sustainable agriculture and rural development.

The first component of the project refers to capacity building of CSOs in gender mainstreaming and advocacy for improving the status of women from rural areas in the countries in the Europe region.

The second component of the project is focused on raising awareness and increasing the knowledge among the members of the communities, especially women, girls and boys and among rural organisations for women's rights to access land, financial and extension services, participation and leadership in rural organisations and community groups.

The third component of the project is focused on raising awareness among the general public and the policy makers about the importance of women's rights to land, social services, financial services, extension services and women's active participation in design of policy and strategy processes in rural development.

II. Objective of the Assignment

The main objective of the assignment is to conduct the following activities and deliver specific results:

1. Conducting one training on advocacy and lobbying

The training should provide knowledge of the strategies for advocacy and lobbying, creation of messages and communication with relevant stakeholders and the public in general, building partnerships, practical use of the advocacy communications tools, with special focus on digital media. The training should also provide practical knowledge and capacity for developing advocacy action plans, focused on gender equality. After the training is conducted, the participants will develop short advocacy plans for gender equality, that should be revised by the consultant/s.

Deliverable: Training and quality assurance of advocacy plans on gender equality, which should be conducted in 20 days after signing of the agreement.

Timeframe: The whole engagement should be no more than 7 working days in 2021, which will include 3-day training on advocacy and lobbying.

At least one consultant should be involved under this activity.

2. Creating and conducting regional media campaign

Goal of the regional media campaign

The regional media campaign (in the further text campaign) should have regional character.

Goal of this campaign is to inform and educate the citizens in We Effect Europe Region about the root causes for gender inequality and the effect of gender power imbalances. The campaign should contribute to raising awareness of the importance of gender equality and changing social norms towards gender equal society. The campaign should also contribute to raising awareness about the obstacles that women from rural areas face in realizing basic human rights and access to services, especially in time of the Covid-19 pandemic, through sharing data from the regional research made by the programme team from We Effect Europe Region (in the further text programme team).

The campaign should be conducted in a positive spirit in order to receive support from the governments, public institutions on local level, CSO sector in the region, international organisations, and, last but not least, the citizens of the programme countries.

Assignment

- To create scenario and campaign/marketing plan
- The company/organisation shall use the logo of We Effect in developing all deliverables
- To cooperate with the programme team and to follow instructions in preparation and conducting the campaign
- To present the scenario and campaign plan in front of the programme team and to adjust it according to the requests made by the programme team
- To make recording and production of two short videos with maximum 1-minute duration
- To map the proper media channels for dissemination of the campaign, which will also include the already existing web and Facebook page of We Effect Europe Region
- Support and instruct the programme team in developing of texts for the messages that will be included in the campaign
- To report on request by the programme team on results achieved and to deliver results to the programme team.

Deliverables

- The visual identity shall include:
 - Messages/statement related to the gender inequalities in rural areas which should be shared through 2 short videos with maximum 1-minute duration. Programme team will support the service provider in mapping and selection of the storytellers for the videos. The video shall have educational and awareness raising messages related to gender equality, transforming social norm and/or access to services for women from rural areas.
 - Spoken languages of the videos shall include Macedonian (1 video) and Albanian language (1 video) and subtitles in English, Bosnian, Serbian and Romanian language. We Effect will support the service provider in the translation of the subtitles, if needed.
 - Infographics which will include data from the regional research on the impact of Covid-19 on gender equality and women's rights in rural areas. The data will be provided by the programme team in the official languages spoken in all 5 programme countries (Albanian, Bosnian, Serbian, Macedonian, Romanian). We Effect will support the service provider in the translation of the subtitles, if needed.

Timeframe

- Time for development of the scenario and campaign/marketing plan is set to 30 days from the day of signing of the agreement
- The whole engagement should be no more than 30 working days in 2021
- Time for conducting the campaign and its activities should be distributed by the end of 2021, December 31st 2021.

III. Duty Travel & Accommodation

For this specific assignment, cost for local (in-country, inter-city) transportation for field activities will be considered eligible and should be included in the financial offer.

Incurred local transportation costs will be subject to verification by We Effect. Once assessed reasonable and eligible, they will be reimbursed according to the actual expense in compliance with We Effect's Duty Travel Policy and procedures. Approval of the eligibility will be made based on approved delivery report and detail expenditure claim (invoice) submitted by the service provider along with relevant supporting documents (original receipts for bus tickets, fuel, pay toll fees etc.). Copies of thermal paper bills should be made and attached as well.

As for lodging, no accommodation expenses will be recognized by We Effect under this assignment.

IV. Coordination

All of the planning, timing and implementation of the activities will be closely coordinated with the programme team of We Effect Europe Region.

The programme team of We Effect Europe Region will be responsible for providing all the necessary data and information for successful completion of the assignment, when requested by the service provider.

Final narrative and financial report to be delivered 10 days before the end of the assignment, no later than 20th December 2021. The report shall be submitted in English. If needed, more frequent reports will be requested from the service provider with previous announcements of 5 working days by We Effect's team.

The narrative and financial reports will be submitted to We Effect and they are subject to examination and approval by We Effect.

The assignments will be closely monitored by the staff of We Effect Regional Office for Europe.

V. Qualification Requirements

The call is open to legal entities, including civil society organisations, registered in the Central Registry in RNM with:

- At least 5 years active registration and work before this call, under positive legislation in the country
- Preferably having company statement/policy that shows that the company/organisation is committed to gender equality and protection of environment in their everyday work

The proposed team should include at least two persons, one person shall have a role as Team Expert and the other one as Key Expert. The entity should be able to include other members in the team for production of videos and infographics, when needed.

The Team Expert shall be responsible for communication with the programme team and providing the advocacy training.

The minimum requirements regarding the Team Expert are:

- a. University degree in social disciplines, including marketing disciplines
- b. General professional experience of at least 10 years in advocacy and communications
- c. Specific professional experience and work on advocacy actions and projects related to gender equality and/or human rights of at least 5 to 7 years

- d. Proficient in spoken, in particular in written English

The minimum requirements regarding the Key Expert are:

- a. University degree in Marketing and Digital Marketing or similar social disciplines
- b. General professional experience of at least 3-5 years
- c. Desirable professional experience and work on projects related to gender equality and human rights with at least 2-4 years

VI. Application Procedure

The interested candidates are requested to submit their offer no later than **August 15th 2021** with all supporting documents on both of the following e-mails:

info_roeu@weeffect.org

neda.calovska@weeffect.org

The title of the message should be: "Application for conducting advocacy training and regional media campaign, GERD"

The application should contain:

1. Short summary of the organisation/company profile
2. Portfolio document of conducted trainings on advocacy, communication and campaigns for digital media, possible campaigns in the field of gender equality, human rights and similar. This document should include information of at least 5 similar projects /assignments with brief description of the project, donor/contracting party, year of realisation; and links to the conducted activities
3. CVs of at least two persons with experience in this field that will be engaged in the preparation and conducting of the requested service
4. Concept document for the scenario and campaign/marketing plan
5. Registration document not older than 6 months
6. Financial Offer as specified per deliverables (Annex 1), expressed in Macedonian Denars (MKD) inclusive of all taxes. The Financial Offer should be submitted as a separate file from the remaining documents, precisely as Annex 1.
7. Requested documentation should be in English language (except from the registration document) and sent in electronic version in PDF format.

VII. Evaluation of Offers

Please note that the financial proposal is all-inclusive and shall take into account various expenses incurred by the service provider during the contract period (e.g. fee, health and travel insurance, any other relevant expenses related to the performance of services etc.).

Incomplete applications will not be considered. Please make sure you have provided all requested documents.

Best value for money principle will be considered by using a weighted scoring method to evaluate the combination of the applicants' qualification and quality of the proposed concept scenario and campaign/marketing plan (60%) and financial proposal (40%).

When using this weighted scoring method, the award of the contract will be made to the bidder whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
- Having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation.

1. Technical Evaluation (max 60 points)

The technical evaluation of the received offers will consist of:

- Evaluation of professional experience (max 30 points):
 - Have at least 5 projects implemented in the required scope or similar assignments in nature and field within the past 5 years (20 points)
 - Possession of specialized Trainings/Professional Qualifications on advocacy for gender equality/human rights/inclusion of marginalized communities (10 points)
- Evaluation of required education (max 10 points):
 - For the pool of experts offered, at least university degree in the thematic area relevant for the assignment
- Evaluation of proposed scenario and campaign/marketing plan (max 20 points)

Only the applicants that will reach the threshold of 60% (min 48 points) of the technical qualification will be considered for the Financial Evaluation.

2. Financial Evaluation (max 40 points)

The evaluation of the financial offers will be conducted in the following manner:

- The offer with the lowest price shall receive the total of 40 points.
- The other offers with higher prices shall receive the respective score according to the following formula: $40 \times (\text{Lowest Bid} / \text{Proposed Bid})$

VIII. Terms of Payment

The payment will be done upon submitted and approved report/deliveries by We Effect, showcasing the milestones made on specific and measurable achieved deliverables. The invoice can be issued only after the report is approved by We Effect.

IX. Declaration of Relationships

In the short summary for the company/organisation, the applicant shall describe if their entity/employees have any business or personal relationships with closely associated party from We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of We Effect.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.

X. Contact

Should you have questions about the call please contact neda.calovska@weeffect.org latest by **23.07.2021**.



16.07.2021

ITEM	PRICE INCLUDING VAT
Development of methodology and conducting advocacy training	
Development of scenario and campaign/marketing plan	
Recording and production of two videos	
Preparation of infographics	
Conducting the campaign via digital media for 2 months	
SUBTOTAL	