

## **Terms of reference**

### **For procurement of service provider for conducting 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](http://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 activity and deliver specific results:**

### **1. 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 plan
- The company/organisation/team of individuals 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 duration of 100 to 150 seconds
- 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 duration from 100 to 150 seconds. 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 gender and social norms 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 Albanian, English and Macedonian. 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) and English. We Effect will support the service provider in the translation of the subtitles, if needed.

### **Timeframe**

- The development of the scenario and campaign plan and the production of the videos should be finished till November 20<sup>th</sup>
- The whole engagement should be no more than 25 working days in 2021
- Time for conducting the campaign and its activities should be distributed by the end of 2021, December 31<sup>st</sup> 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 20<sup>th</sup> 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 teams of individuals and/or legal entities, including civil society organisations, registered in the Central Registry in RN.

##### **Qualification requirements for the legal entities:**

- At least 5 years active registration and work before this call, under positive legislation in the country
- Previous experience of at least 3 similar projects /assignments
- Proposed team of at least three persons, from which one person shall have a role as a Key Expert and one person shall have the role as a Production Expert. The third person will be in the role of Graphic designer for preparation of infographics.

##### **Qualification requirements for the team of individuals:**

- Previous experience of at least 3 similar projects /assignments at least by the Key Expert. Previous joint work of the team of individuals is desirable.
- Proposed team of at least three persons, from which one person shall have a role as a Key Expert and one person shall have the role as a Production Expert. The third person will be in the role of Graphic designer for preparation of infographics.

### **Qualification requirements of the team members (both for the legal entity and team of individuals)**

The Key Expert shall be responsible for communication with the programme team and coordination of the team members that will work on the media campaign.

The minimum requirements regarding the Key Expert are:

- a. University or professional degree in Journalism, Marketing and Digital Marketing or similar social disciplines
- b. General professional experience in communications of at least 3-5 years
- c. Proficient in spoken and written English

Professional experience and work on projects related to gender equality and human rights, preferably 2 - 4 years, shall be deemed as an advantage

The minimum requirements regarding the Production Expert are;

- a. Professional experience in production of videos of at least 3 - 5 years

Professional experience and work on videos related to gender equality and human rights with preferably 2 - 4 years, shall be deemed as an advantage

The minimum requirements for the position Graphic designer for infographics are:

- a. professional experience in design of infographics of at least 2 years

## **VI. Application Procedure**

The interested candidates are requested to submit their offer no later than **October 17<sup>th</sup> 2021** with all supporting documents on both of the following e-mails:

[neda.calovska@weeffect.org](mailto:neda.calovska@weeffect.org)

[maja.deliolanova@weeffect.org](mailto:maja.deliolanova@weeffect.org)

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

The application for the legal entity should contain:

1. Short summary of the organisation/company profile
2. CVs of the Key expert, Production expert and Graphic designer that will be engaged in the preparation and conducting of the requested service
3. Concept document for the scenario and campaign plan
4. Registration document not older than 6 months
5. Financial Offer as specified per deliverables (Annex 1), expressed in SEK inclusive of all taxes. The Financial Offer should not exceed 90.000 SEK and should be submitted as a separate file from the remaining documents, precisely as Annex 1.



07.10.2021

The application for the team of individuals should contain:

1. CVs of the Key expert, Production expert and Graphic designer that will be engaged in the preparation and conducting of the requested service
2. Concept document for the scenario and campaign plan
3. Financial Offer as specified per deliverables (Annex 1), expressed in SEK inclusive of all taxes. The Financial Offer should not exceed 90.000 SEK and should be submitted as a separate file from the remaining documents, precisely as Annex 1.

Requested documentation should be in English language (except from the registration document for the legal entities) and sent in electronic version.

## **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 plan (80%) and financial proposal (20%).

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.

### **Technical Evaluation (max 80 points)**

The technical evaluation of the received offers will consist of:

- Evaluation of required education (max 15 points):
- Evaluation of required working experience (max 25 points)
- Evaluation of experience in gender equality and/or human rights (10 points)
- Evaluation of proposed scenario and campaign plan (max 30 points)

### **Financial Evaluation (max 20 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 20 points.

The other offers with higher prices shall receive the respective score according to the following formula:  $20 \times (\text{Lowest Bid} / \text{Proposed Bid})$

### **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.



07.10.2021

### **Declaration of Relationships**

In the short summary for the company/organisation or team of individuals the applicant shall describe if their entity/employees/engaged persons 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.

### **Contact**

Should you have questions about the call please contact [neda.calovska@weeffect.org](mailto:neda.calovska@weeffect.org) latest by **13.10.2021**.

### **Annex 1**

ITEM	PRICE INCLUDING VAT
Development of scenario and campaign plan	
Recording and production of two videos	
Preparation of infographics	
Conducting the campaign via digital media for 1 month	
SUBTOTAL in SEK	