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| **Call for delivering:**  **The plan and implementation of a media campaign focusing on fighting violence against women in politics** |
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**TERM OF REFERENCE**

April 2022

# Introduction

Westminster Foundation for Democracy (WFD) is a non-departmental public body sponsored by the Foreign and Commonwealth Office (FCO). With over 25 years’ experience of supporting democracy around the world, WFD’s strategic plan elaborates our expertise and approach to supporting political parties, parliaments, civil society and electoral processes.

WFD is currently implementing a three-year CSSF funded project that operates in six countries: Albania, Bosnia and Herzegovina, Serbia, Montenegro, and North Macedonia and is coordinated through a regional Western Balkans office based in Belgrade.

The regional programme titled: “Western Balkans Democracy Initiative” focused on three components of work:

* Strengthening Political Parties
* Strengthening Parliamentary Practice
* Strengthening Democratic Institutions and Culture

WFD in Montenegro is currently working on a project that targets the low level of women's participation in political parties and their presence in decision-making positions. This is the issue is indicated in various research and surveys done over the years focusing on women's activism and political participation in Montenegro, including one done by WFD in the last year, which shows that one of the major obstacles for women to become more active is the violence that is targeting these women. The data show how women are targeted in the media based on their personal life and physical appearance rather than their roles and the decisions they made. Additionally, the wave of violence has been intensified in the recent period which created a need for a campaign that will focus on the violence against women in politics.

In this manner a need was created for the campaign that will raise awareness on this form of violence as well as promote means which can be used to fight it.

# 2. Objectives

With the goal of enhancing the awareness and providing support in fighting the violence against women in politics WFD would like to engage with the eligible subject (such as think-tanks, CSOs, companies, media agency etc.) that will create and conduct a media campaign (in further text campaign) on the topic of fighting violence against women in politics.

The campaign is national and will be consisted of two components: one targeting users of traditional media (TV, radio) and the other focusing on social media in the following manner:

* To create marketing plan and to use the visual identity of the project
* The company/organisation shall use already developed logo(s) of the project in developing all deliverables
* To cooperate with the project team and to follow instructions in preparation and conducting the campaign
* To present the marketing plan and visual identity of the campaign to the project team and to adjust it according to the requests made by the project team, with flexible approach

To conduct the campaign in the defined period and track its visibility and reach

* Content and language should be adjusted to the local needs – given the topic of the campaign main messages and language of the campaign might ask for additional sensitivity.

Through a competitive process, agency will be selected, and expected to provide detailed plan and content that the campaign should include.

# 3. General requirements and assignment

The purpose of this assignment is to conduct a media campaign that will focus on fighting violence against women in politics, with the support of the WFD Office in Montenegro. The eligible subject (such as think-tanks, CSOs, companies, media agency, etc.) with relevant expertise and experience in media and campaigns, will under the guidance of WFD, prepare and conduct a media campaign based on a range of topics related to the violence against women in politics.

The selected company/organisation is expected to:

1. Provide a detailed plan for the campaign and topics that will be included as well as media outlets that will be used; the campaign should include: a) at least ten videos for use on TV stations (not longer than 45 seconds) and social media and ten radio jingles (not longer than 45 seconds); b) at least 15 visuals with main messages of the campaign that will be defined together with the project team;
2. Conduct the campaign; communicate with media about the airing of the videos and radio jingles; deliver the social media content in a timely manner so that the team has time to post on social media posts.
3. Provide statistics on airing of the videos and jingles.

The company/organisation will be selected based on the following criteria:

1. Detailed content plan of the campaign;
2. Methodology of the campaign;
3. Suggested budget of the campaign.

# 4. Timelines

Deadlines listed in the table below assume contracting is completed by April 26th. Work should commence as early as April 29th, 2022. If contracting with the company/organisation is concluded after this date, the deadlines will be adjusted accordingly.

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| **Deliverable** | **Description** | **Deadline** |
| Draft of the campaign | Detailed outline of the content and sources used, methodology (media outlets) used for the development of campaign; the campaign should include: a) at least ten videos for use on TV stations (not longer than 45 seconds) and social media and ten radio jingles (not longer than 45 seconds); b) at least 15 visuals with main messages of the campaign that will be defined together with the project team. | May 01st, 2022  (English version of document to be provided to  [mina.medjedovic@wfd.org](mailto:mina.medjedovic@wfd.org) |
| Feedback from the WFD | Adjusting the draft following the suggestions made by WFD. | By May 06th, 2022 |
| Conducting the campaign | Campaign conducted according to the outlined schedule | May 15th-31st, 2022 |

# 5. Key Deliverables

The selected company/organisation is expected to, in close co-operation and co-ordination with WFD, prepare and deliver:

* Deliver a detailed plan for the campaign;
* Conduct the campaign
* Track the campaigns reach.

# 6. Offer and Payment terms

The offer for conducting the programme should be inclusive of development of methodology, desk research, organisation of all and any relevant meetings and workshops, proofreading cost to English, translation and interpretation costs inclusive of VAT.

• The consultant/s travel expenses, meeting organisation costs, accommodation and boarding costs, draft report preparation, taxes, meal allowances and any incidentals are the sole responsibility of the company/organisation and the budget provided should be inclusive of these costs. WFD will not be covering any of the above expenses.

• 50% of the approved budget will be provided upon signing the contract to ensure effective execution of the tasks. 40% will be paid in instalments, upon successful implementation of programme parts and delivery of all necessary reports. The remaining 10% will be paid upon successful completion and delivery of the programme.

# 7. Application details

Interested companies/organisations should express their interest and provide an offer by providing a proposal by April 24th, 2022. Interested organisations should provide:

* One-page document listing the experience of the organisation/company relevant for this work;
* One-page proposal for the content the campaign, required tools and the budget.

Track record of previous work with WFD under similar methodology and quick turnaround in delivering the task will be considered an additional asset. An email with your expression of interest and an offer with a proposed budget should be sent to the WFD Montenegro office at: [mina.medjedovic@@wfd.org](mailto:ana.milutinovic@wfd.org) by April 24th 2022.