



Terms of Reference and Scope of Service

Awareness and Community Engagement Campaign

December 2020



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1. Introduction

The “HAYA” Programme “**Eliminating Violence Against Women in the West Bank and Gaza Strip**” is brings together the Palestinian Authority (PA), UN agencies, civil society organizations, community-based organizations, and other partners to reduce the vulnerability of women and girls to all forms of violence and from the threat of such violence. The HAYA JP is funded by the Government of Canada and implemented by a consortium of UN agencies consisting of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Population Fund (UNFPA), the United Nations Human Settlements Programme (UN-Habitat), and the United Nations Office on Drugs and Crime (UNODC). The Ministry of Women’s Affairs and the Ministry of Social Development are key government partners of the HAYA JP, along with other ministries including the Ministry of Education, the Ministry of Health, the Ministry of Justice, the Ministry of Local Government, and various civil society organizations. UN-Habitat’s overall objective with the HAYA Joint Programme is to build just and secure communities for women and girls in the West Bank and Gaza Strip. This will be achieved through progress against three main outcomes focusing on: (1) Decreased harmful practices and attitudes that perpetuate and validate violence against women and girls within targeted households and communities; (2) Increased access by women and girls of gender- responsive EVAW services (economic, medical, psychosocial, security, shelter) free of discrimination¹; (3) Strengthened institutional capacity to develop and implement legal and policy frameworks that promote and protect women’s and girls’ rights with regards to VAW. Under outcome (1), there is a special focus on building an enabling policy environment to combat violence against women and increase the knowledge and capacity to undertake comprehensive local interventions for prevention and response on EVAW by local authorities and municipalities.

2. Background

“Public spaces are a key element of individual and social well-being, the places of a community’s collective life, expressions of the diversity of their common, natural and cultural richness, and a foundation of their identity”. Charter of Public Space, Rome, 2013

The United Nations Human Settlements Program, UN-Habitat, is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. UN-Habitat has the mandate to work with public space, to promote local governments “to use public space for inclusion, economic improvement, culture, and environmental resilience in cities”, to “facilitate and implement exchange, cooperation and research between partners working in this field”, “to develop a policy approach on the role that public spaces

¹ It also intersects with many human right conventions such as: CRC Convention on the Rights of the Child, CEDAW Convention on the Elimination of All Forms of Discrimination Against Women, CRPD Convention on the Rights of Persons with Disabilities

play in meeting the challenges of our rapidly urbanizing world, to disseminate that policy and its results widely and to develop a plan for ensuring its application internationally". *Governing Council Resolution 23/4, April 2011*. A key milestone was the adoption of the SDG 11.7 which states: that by 2030, provide universal access to safe, inclusive and accessible, green and public spaces, particularly for women and children, older persons and persons with disabilities. The indicator for the target is requesting local and national governments to collect the meta-data for the "Average share of the built-up area of cities that is open space for public use for all, by sex, age and persons with disabilities".

Over the past few years there has been growing attention to creating safe, inclusive and accessible public spaces, especially for women and girls. The adoption of SDG 11.7 and the elaboration of the New Urban Agenda provide significant recognition of the importance of public space to sustainable development and whilst it is a critical first step, on its own it will have little impact without an appropriate follow up mechanism. Therefore, there is a need for supporting local and national governments in developing legislation, policy, norms and practices, which support governments in adopting a holistic and integrated approach to the planning, design development, creation, protection and management of public spaces which are safe, inclusive and accessible for women and girls. Despite the importance of public space, especially for women and girls, it has seldom been given the attention it deserves and, more importantly, in policy and action especially at the local level.

The UN-Habitat Palestine office and the Ministry of Local Government under the HAYA Joint Programme is planning to develop an interactive campaign and key messages that illustrate how providing safe, inclusive and accessible public spaces for women and girls to public spaces would contribute to 1. Increasing women access to essential services, 2. increasing women access to educational and employment opportunities and participation in cultural and recreational activities, 3. strengthening women's civic engagement through access to institutional and political spaces, 4. improving the quality of urban and community life for all and reducing the women's fear and victimization, and 5. promoting the right to the city for all.

Over the past year, UN-Habitat under the HAYA Joint Programme has conducted a city-wide public space assessment for 8 targeted municipalities (namely, Jenin, Nablus, Jericho, Bethlehem, Beit Jala, Beit Sahour, and Al Doha in the West Bank and Khan Younis in Gaza Strip) to assess the safety, inclusiveness, accessibility, distribution, quantity and quality of public spaces in the targeted cities, and to support the selected municipalities and the Ministry of Local Government in identifying possible safety measures and developing policy recommendations to ensure that public spaces are safe, accessible and inclusive of women and girls. The findings of this assessment are presented in 5 City-Wide Public Space Assessment Reports and form a data base for this assignment (see Annex 1).

3. Scope of Services

I. Main Objective of the Assignment

The main objective of this assignment is to develop, plan, implement, document and disseminate an interactive awareness campaign, through community engagement activities that emphasize the importance of safe, inclusive and accessible public spaces for all, especially for women and girls.

Accordingly, and in order to achieve the overall objective, the scope of this assignment will focus on three main components:

1. Prepare awareness material and conduct awareness sessions based on the findings of the City-wide Public Space Assessment reports.
2. Conduct an interactive awareness campaign to raise public awareness and initiate discussions on the concepts of public space safety, inclusivity, and accessibility, especially for women and girls in the Palestinian society.
3. Jointly, the local authorities and the civil society organizations (in the West Bank and Gaza Strip), target communities to trigger change in social norms through organizing community activities (including social and cultural activities) within the public spaces to promote gender equality and end violence against women.

In the development of the assignment, the Consultant will follow the HAYA JP Branding Guidelines and Identity Standards, provided by the HAYA Media and Communications Coordinator. All communication and media designs and materials need to be done in coordination of the HAYA Joint Programme Media and Communication Coordinator and must be reviewed by the Coordinator and the donor before finalizing.

II. Main Tasks and Expected Outcomes

To achieve the overall goal of this assignment, the consulting firm will support UN-Habitat in conducting the following tasks:

Task One: Preparation Phase

- The consultant team is invited to attend a **kickoff meeting** to launch the assignment and agree on the main objective and tasks, where any points that need further clarification will be discussed with the UN-Habitat and MoLG. The consultant team of experts is required to fully understand the programme's objectives, principals, methodology, implementation procedures, guidelines and scope; so that they will act as an efficient, cooperative and friendly implementing partner of UN-Habitat, MoLG, and the targeted municipalities.
- **Desk Review:** The consultant is required to conduct a desk review of all documents and materials that could help develop the different activities required for the awareness campaign and community engagement activities, including (but not limited to): City-wide Public Space Assessment Reports produced for the cities of: Jenin, Nablus, Jericho, Khan Younis and Bethlehem Cluster and the Global Public Space Toolkit (Annex. 1) . In addition to the revision of the calendar of international and national days commemorating issues relevant to cities, women and public spaces (for example: international cities day, international women's day and others), and any other relevant documents.
- The consultant team is required to conduct a mapping to identify all relevant **stakeholders** (such as 1. Policy makers on national and local levels, 2. Professionals, planners and academics, 3. Technical teams at the Local Government Units (LGUs), 4. General public and users of public spaces) and their relevance to the awareness campaign in order to define the targeted audience in each of the three main components of this assignment (dissemination of City-wide Public Space Assessments findings, interactive awareness campaign and the community activities).
- Prepare **work plan and methodology** and present them for discussion and approval to UN-Habitat and MoLG team. The work plans should illustrate the main activities under each one of

the three main components, target audience², responsibilities, risks and mitigations and estimated cost.

Expected output: Inception report that include detailed work plan and methodology, mapping of relevant stakeholders, findings of disk review, and calendar of activities and targeted audiences.

Task Two: Planning and Design Phase

A) Use the findings of the City-Wide Public Space Assessment Reports to plan and design evidence-based advocacy with key stakeholders aimed at building a coalition of duty bearers and allies engaged in tackling urban safety issues for women and girls.

- The consultant team is required to prepare a **communication plan**³ and an **awareness plan** in coordination with the UN-Habitat staff and the HAYA Joint Programme Media and Communication Coordinator that illustrate the detailed activities to be carried out during the campaign along with an implementation schedule prepared based on the submitted methodology and the inception report.
- Prepare **awareness material** based on the findings of City-wide Public Space Assessment reports, to be shared through different platforms and to reach various stakeholders and audiences.
 - ✓ The consultant team is required to be prepare designed infographics (7), local brochures “one page each” (5), social media cards (10). The produced material should convey key messages, assessed indicators, and the main recommendations presented in the reports. Data should be reflected on the individual level of each municipality, as well as at the collective level of all targeted municipalities by giving a comparative perspective between the general state of public spaces in the different urban centers.
 - ✓ The consultant team is required to script radio advertisement (1) to be played during different times of the day to convey easy to understand messages derived from the findings of the City-wide Public Space Assessment Reports.
 - ✓ The consultant team is required to design awareness material to be published as part of a **transit advertisement campaign**⁴, as a tool to disseminate awareness material to a larger target demographic on a national level. The consultant is required to design (2) large poster stickers to be placed on the exterior body of vehicles and (3) stickers to be placed inside the vehicles. The consultancy team should consider using different mediums while using transit advertisement, for example in bus stations using interactive advertisements that allow users to scan a barcode with their smart phone. This allows the audience to quickly reach further information regarding safety of public spaces in Palestine.
 - ✓ The consultant team is required to prepare audio **visual multimedia materials** including animated spots (5), one documentary video (1) three to four minutes with English subtitles to capture the main outputs of the awareness campaign and the engagement of the community during the different activities.
- The consultant team is required to organize a launching event to disseminate the City-wide

² The target audience should be located within the West Bank, including East Jerusalem, and the Gaza Strip. Various segments of the society should be targeted, with focus mainly on the following groups: young males/females, Mothers at home, Adolescents, and Decision makers.

³ The consultant is required to adhere to UN-Habitat’s communication guidelines and HAYA Joint Programme communication guidelines (Annex. 1) when producing any awareness material, whether in the form of visual, audible, or multimedia.

⁴ Transit advertising is basically advertisements that are placed in or on different modes of public transportation (such as buses and taxis) or in public transportation stations (inside bus stations and bus stops).

Public Space Assessment reports. This includes preparation of agenda, invitations, list of invitees, designed banner (1), roll ups (2), list of media outlets that will be covering the event, draft press release, and design a give-away gift to be distributed during the events.

Expected output: communication and awareness plans, designed campaign report and workshops and sessions preparation documents.

Task Three: Implementation phase

B) Conduct workshops, sessions and interactive awareness campaign to disseminate the findings of the City-wide Public Space Assessment Reports

- **Decision makers workshops:** The consultant team is required to conduct meetings and (4) workshops with policy makers and professional on a national level and local level of targeted municipalities as a platform to discuss women and girls' safety in public spaces and to disseminate the City-wide Public Space Assessment Reports and the findings of the safety mapping. The consultant in collaboration with the UN-Habitat and the MoLG is required to organize four thematic workshops, and prepare their agendas, invitations, list of potential speakers, list of participants, etc.

- **Local Community Sessions:** The Consultant team is required to conduct (5) sessions with the local communities to disseminate the findings of the City-wide Public Space Assessment Reports, in an interactive and innovative setting that is proposed by the consultant in collaboration with the UN-Habitat and the MoLG, and in consultation with targeted municipalities.

(note: All communication and awareness material designed in Phase two (banner (1), roll ups (2), give-away gift (1), list of media outlets, draft social media posts (4+5) and press releases, etc.) will be used in Task Three activities).

- The consultant team is required to implement an **interactive transit advertisement campaign**, including:
 - ✓ Consult with the Ministry of Transportation, and public/private transportation companies/ transit system to present and explain the purpose of this assignment and initiate collaborations with them as one of the campaign main partners, in addition to LGUs.
 - ✓ Conduct a brief study to identify the main transportation routes and select 10 busses and 10 bus stations/ stops. The campaign should target urban centers across the West Bank.
 - ✓ The consultant team should agree with all stakeholders on the advertising period to last no less than 1 month.

- The consultant team is required to conduct the audio and visual campaign including dissemination of all the awareness materials produced, as listed above. The consultant team is required to document the audio and visual campaign in a comprehensive report analysis (final report). A report analysis should be completed and handed in at conclusion of the assignment. The report analysis for television and interactive television stations should include number of times broadcast, viewership breakdowns, reaches, engagement numbers, and demographics reached. For radio episodes, the report analysis should include an estimated number of listeners/viewers. For promotion on social media platforms selected by the Consultant and approved by HAYA team, the report analysis should include number of times posted including social media links for each post, reaches, engagement numbers, and

demographics reached. Media coverage by national and international press of the implemented campaign should also be included in the report analysis.

Note: Photography, video, broadcasting and/or production equipment during the course of work is a requirement. All videos must be in high definition (HD) in one of the following formats: .mp4, .mov or .wmv format. All photographs must be digital images in high definition (HD) in one of the following formats: raw, tiff, jpeg, or png format.

Expected output: Awareness Campaign Report, including but not limited to: **workshops and community sessions documentation** (4 workshops + 5 sessions), proper documentation and photos, in addition to before and after participants' assessment questionnaires is required., **documentation of the transit advertisement campaign**, including responses from participating drivers and passengers and **map** of the bus routes and stations targeted in the transit advertising campaign. **Media campaign documentation**, including the audio-visual materials produced.

Task Four: Municipal and Local CBOs Cooperation Phase

C) Jointly with the local authorities and civil society organizations (in the targeted cities in the West Bank and Gaza Strip), target communities to trigger change in social norms through organizing community activities (including social and cultural activities) within the public spaces to promote gender equality and end violence against women.

- The consultant team is required to coordinate with targeted municipalities to map relevant active CBOs in each city and their scope of work and their targeted beneficiaries.
- The consultant team is required to develop and implement a call for proposals inviting qualified and interested CBOs to submit proposals around the themes of safety and inclusivity in public spaces based on their visions and area of expertise for example (urban cafes, markets, sports in public space, storytelling, etc.). The CBOs should submit proposals for designed activities and interventions to be implemented in public spaces within the targeted municipalities and across the West Bank and Gaza Strip. All events should be promoted via local social media, number of views should be included in the final report.
 - ✓ The development of the call for proposals requires developing selection criteria that is discussed and agreed upon with UN-Habitat and MoLG teams.
 - ✓ The consultant team is required to review the submitted proposals against the developed selection criteria and jointly with UN-Habitat and MoLG select the winning proposals that are in line with the objective of the call for proposals, and within the allocated budget.
 - ✓ The consultant team is required to support CBOs to fine tune their proposals where needed and support them in phrasing key messages to enhance the outreach of the implemented activities.
 - ✓ The consultant team is required to provide coordination where needed to facilitate the CBOs implementation of the activities, including leasing with the municipalities, the Police and others.
 - ✓ The consultant team is required to make sure that the proposals organized by the CBOs are properly advertised among the local communities and especially among the targeted beneficiaries of the intervention.
 - ✓ The consultant team is required to document the activities and prepare social media posts and arrange for media coverage, including collaboration with social media influencers and bloggers in Palestine.

Expected output: “Changing social norms in Public spaces” Report that includes: documentation of all implemented proposals, key messages and recommendations regarding changing social norms especially for women and girls usage of Public spaces in Palestine, and annexes for: List of relevant CBOs, list of selection criteria, long List of submitted proposals, list of winning proposals, social media posts and interviews with implementing CBOs,.

4. Qualifications and Level of Effort

For this assignment, UN-Habitat is looking to contract a **registered firm or joint ventures** with a specialized team in media and communication services, awareness campaigning and community engagement.

The consulting firm or joint venture with - at least-an experience of 5 years shall provide the following key specialists to work on this assignment:

Title (Count)	Minimum required qualifications	Expected Level of Effort (person-day)
Team Leader Media expert	<ul style="list-style-type: none"> - University degree in media, communication, marketing or any related field. - At least 10 years work experience in the fields of designing and managing campaigns. - Proven experience in networking and working with multi-disciplinary teams and running awareness and media campaigns in a multi-stakeholder environment. - Experience in community mobilization strategies. - Proven experience in report writing, both in Arabic and in English. 	20
Graphic designer	<ul style="list-style-type: none"> - University degree in graphic design or any related field. - 3 years proven work experience in the field of graphic design. - knowledge to translate quantitative and qualitative data and charts into infographics and poster that can be communicated to the general public. - Knowledge in running social media accounts and developing material to be shared on social media platforms. 	16
video maker / animator	<ul style="list-style-type: none"> - University degree in animation, video making and montage and other related fields. - At least 3-year experience in making animated videos and the ability to rephrase technical language and terms into friendly short movies. - At least 3-year experience in documenting activities and capturing the main highlights of the event. - Ability to produce short documentaries. - Proven experience in video making, montage and editing. - Ability to work with the local community and in a multidisciplinary environment. 	15

Social / gender Specialist	<ul style="list-style-type: none"> - University degree in social or gender studies or an equivalent field. - At least 5-year experience in working with vulnerable women and girls in Palestinian communities. - Proven 2 years' experience in sessions facilitation or training. - Ability to design and develop material and activities that are inclusive to different groups of the community. - Knowledge of challenges and issues facing women in the public realm in Palestine is preferable. 	15
Pool of experts	- Urban planner, Journalist, Communication specialist, etc.	10
	Total	76

The Consulting firm is expected to accomplish the tasks associated with this assignment within the designated timeframe and for an estimated input of time/effort of up to 76 days. The consulting firm should provide a breakdown for the level of effort for each staff member.

5. Deliverables and Timeline

I. Deliverables

Following are all the expected deliverables, each deliverable should cover all the details and the outputs listed above in the Main Tasks and Expected Outputs section:

All reports and deliverables are owned by the client (UN-Habitat and MoLG) and delivered in three colored hard copies and three open source soft copies (USB).

1. **Inception Report:** that includes detailed work plan and methodology, mapping of relevant stakeholders, findings of disk review, and calendar of activities and audiences (in English).
2. **Communication and awareness plans and designed materials:** based on phase two tasks; these plans should be fully detailed including key messages, stakeholders, planned activities and time schedules, campaign details etc. and the designed materials should also include all info-graphs, brochures, media cards, banners, roll-ups, vehicles posters and stickers, radio ads, visual materials “animation spots and videos” produced (all submitted in an open source and editable format).
3. **Awareness campaign Report:** based on phase three above, the implemented campaign report should include: summary and proper documentation of the **workshops, events, community sessions**, in addition to before and after assessment questionnaires with participants, and **documentation of the transit advertisement campaign**, including responses from participating drivers and passengers and **map** of the bus routes and stations targeted in the transit advertising.
4. **Monthly progress reports:** these brief reports should be submitted on a monthly basis and includes progress of activities, up-coming activities and obstacles occurred with proposed mitigation measures to overcome them, as well as annexes documenting the implemented tasks such as: Workshop, sessions and events photo documentation, Workshops and community sessions’ MoMs and material used, press releases and social media posts documentation, advertisements, etc. (monthly reports should be submitted in English) .

5. **“Changing social norms in Public spaces” Report** that includes documentation of all implemented CBOs proposals, key messages and recommendations regarding changing social norms especially for women and girls usage of Public spaces in Palestine, and annexes for: List of relevant CBOs, list of selection criteria, long List of submitted proposals, list of winning proposals, social media posts and interviews with implementing CBOs,.
6. **Final Report and documentation video** for the whole campaign, including all activities and interventions. 3 soft copies shall be submitted on a USB drive. Final report in English.

II. Timeline

The total duration of this assignment should be completed within a period of **6 months** from the date of signing the contract.

III. Deliverables Submission Schedule

ID	Deliverable Name	Expected Due Date
1.	Inception Report	3weeks after signing the contract
2.	Communication and awareness plans	5 weeks after signing the contract
3.	Designed Materials	9 weeks after signing the contract
4.	Awareness campaign Report	18 weeks after signing the contract
5.	“Changing social norms of Public spaces” Report	18 weeks after signing the contract
6.	Monthly progress reports	1 st of each month
7.	Final Report and video	23 weeks after signing the contract

6. Contract Type and Payment Schedule

This contract is a **lump-sum contract**, where UN-Habitat will support the consulting firm by:

- Providing technical guidance throughout the assignment.
- Coordinating between the consulting firm and HAYA programme communication officer, if needed.
- Covering the cost of printing the designed materials and the workshops venues.

Payments will be arranged according to the following schedule:

- **First Payment: 10%** of the contract amount upon the submission to and approval by the Client of the Inception Report and communication and awareness plans.
- **Second Payment: 40%** of the contract amount upon the Clients receipt of the designed materials and Awareness campaign Report, acceptable to the Client.
- **Third Payment: 30%** of the contract amount upon the Clients receipt of the “Changing social norms of Public spaces” Report, acceptable to the Client.
- **Fourth Payment: 20%** of the contract amount after submission and approval of the monthly Progress Reports and Final Report acceptable to the Client.

8. Submission Requirements and Selection Process

The Consulting firm must deliver technical and financial submissions separately in electronic format addressed for the attention of UN-Habitat (in two separate documents clearly titled with the name of the assignment) at: unhabitat-palestine@un.org by the deadline of **15 December 2020**. The financial offer needs to be in a separate document.

The Consulting firm is required to submit the following for the technical submission

- Certified true copy of original certificate of firm registration
- Consulting firm Profile
- A portfolio with similar assignments designed by the consulting firm
- List and CVs of the proposed team for the assignment
- A proposal that includes the Proposed Methodology, Approach and Implementation Plan

The Consulting firm is required to submit the following for financial submission

- The financial offer in the currency of United States Dollars (USD), including breakdown of the level of effort for the assigned team members and any other costs, VAT inclusive and valid for 90 days.
- Certified true copy from a bank on the details of account of the Consulting firm, including name, address, account number, wire instructions, etc

The Technical and Financial Appraisal consists of three phases:

Phase 1: Evaluation of the mandatory criteria of the three sections (listed below) with Pass/Fail scores. Only Consulting firms who score "Pass" to all mandatory criteria will move on to the next phase and be evaluated against the point-scale criteria

Phase 2: Evaluation of the three sections against the point-scale criteria. Only organisations who pass each of the three sections and score 500/1000 points or more will move on to the next phase of the Financial Evaluation

Phase 3: Evaluation of the financial offer in comparison to lowest qualifying offer received

The technical evaluation covers three sections, namely:

Section 1: Consulting firm's qualification, capacity and experience

Section 2: Proposed Methodology, Approach and Implementation Plan

Section 3: Management Structure and Key Personnel`

Upon completion of the technical evaluation, and passing of the mandatory commercial evaluation criteria, the financial assessment will be carried out as follows:

- The technical evaluation will weigh 65 per cent, while 35 per cent will be allocated for the financial offer
- Financial offers from Consulting firms with a total technical score of 500 /1000 points or more, and passing all sections, will only be considered. Consulting firms with a total technical score of

less than 500 points, or failing any of the sections, will be excluded, and the financial offers will not be opened

- The Financial Evaluation: $\text{Financial score} = \frac{\text{Maximum number of points for the financial proposal}}{\text{Price of proposal being evaluated}} \times \text{Lowest price}$

The technical and financial evaluation points will be combined for each offer that has not been excluded. The contract will be then offered to the consulting firm with the highest number of financial and technical evaluation points.

7. List of Annexes

- Annex. 1: **(Please see the [link](#))**
 - City-wide Public Space Assessment Reports produced for the cities of: Jenin, Nablus, Jericho, Khan Younis and Bethlehem Cluster.
 - Global Public Space Toolkit.
 - UN-Habitat's communication guidelines and HAYA Joint Programme communication guidelines.