



## **Terms of References**

### **For procurement of consulting services**

#### **for the Activity A.5.3 Campaign “16 Days – 16 Subjects – Hundreds of Voices”**

Under the project:

**“Equity in food, rights and participation for a sustainable rural development”**

Funded by We Effect, Sweden

### **I. Background**

“Unë, Gruaja” is a non-profit organization, registered in 2003 by Tirana First Instance Court. The mission of the organization is to empower women and youth in the Pogradec - Korça area. UG has worked in institutional level to establish and build the capacities of the Technical Working Groups in each of the Administrative Units, part of the Coordinated Referral Mechanism of Domestic Violence in the Municipality of Pogradec. The organization has consistently been actively supported by the community. The community of Pogradec has witnessed a high level of motivation, commitment, professionalism and readiness in service delivery by offering services with high quality to the community members. “Unë, Gruaja” is member of AWEN (Albanian Women Empowerment Network).

The Association "Unë, Gruaja" Pogradec (UG) has started the implementation of the project “Equity in food, rights and participation for a sustainable rural development”, which has the main purpose to empower rural communities in Pogradec Municipality, especially women and youth, through education, services, access to resources and active involvement in sustainable development.

One of the outcomes of the project is: Raised community awareness to influence national and local policies and laws related to gender equality, gender-based violence social care and services. To achieve this, amongst other activities, UG will conduct the annual Campaign of “16 Days of Activism against Violence against Women” (25th November–10th December). Activities will be organized in all municipalities of Korça district.

These activities will attract the attention and inclusion of the community by having different themes and different formats. They will be held in visible places of urban and rural areas with the participation of women, girls, boys and men. On the highlight will be the promotion of the theme of the 2023 campaign with messages promoting gender equality, SDGs, inspiring models, as well as information on legislation on violence against women and girls, violence in intimate relationships between adolescents, violence in internet, sexual harassment, economic empowerment of women, property rights, etc.

In this respect 6 moderators are required to organize activities in the framework of the Campaign of 16 Days of Activism during the period 1 November 2023 - 15 December 2023.

The moderator's role is to design, organize, and lead engaging activities that promote awareness, education, and dialogue related to gender-based violence and gender equality among the target

groups.

Each of the moderators will hold at least 3 activities, in Korça District, reaching a target of 90 persons (women, men, girls and boys), considering a participation of 50/50 Female -Male.

## II. Objective of the assignment

UG is looking for 6 qualified experts who can organize activities in the framework of “16 Days of Activism Campaign” of 2023 in 6 six Municipalities of Korca District.

In this context, the selected experts will be responsible to:

- Attend one orientation session organized by “Unë, Gruaja” association, to understand the Campaign's goals, key messages, and objectives.
- Collaborate with the campaign coordinator and UG staff to compile the calendar of activities and also to ensure that discussions align with campaign objectives and messages. Adapt the content and delivery style to the age, background, and preferences of each target group.
- Facilitate and lead at least 3 activities, in Korça District, reaching a target of 90 persons (women, men, girls and boys), considering a participation of 50/50 Female -Male.
- Create a safe and respectful environment for participants to share their thoughts and experiences. Promote active participation and dialogue among participants.
- Prepare social media content, accompanied with photos for each activity and sent it to UG, at the right time.
- Collect feedback and evaluate the impact of each activity.
- Compile a summary report for the activities, (place and time, number of participants, data for gender and young people participation), including lessons learned and recommendations for future campaigns.

## III. Duty travel & accommodation

All travels should be organized by the consultant and all assignment-related travel/accommodation expenses should be arranged, calculated and reimbursed as per UG’s financial rules.

**Reference:** Consultancy services will be provided in the frame of the **Activity A. 5.3 Campaign “16 Days – 16 Subjects – Hundreds of Voices”**

## IV. Coordination & reporting

The selected experts will work under the direct supervision of the UG’s project manager. The project manager will be responsible for sharing the available assignment-related documents with the consultants and replying to the question/s that the selected consultant might have.

Logistical support to the experts is expected to be delivered by UG’s project team members and coordinated by the project manager. The staff members of UG will also provide contacts of the stakeholders if there is a need for clear bilateral communication.

Experts will be reporting directly to UG’s project manager.

<b>Deliverables:</b>	<b>Timelines</b>
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1. Attend one orientation session organized by “Unë, Gruaja association, to understand the campaign's goals, key messages, and objectives.	By 1 <sup>st</sup> November 2023
2. Collaborate with the campaign coordinator and UG staff to compile the calendar of activities and also to ensure that discussions align with campaign objectives and messages.	By 20 November 2023
3. Submit the detailed plans for each activity, including content, materials, and methodology.	By 20 November 2023
4. Facilitate and lead at least 3 activities, in Korça district, reaching a target of 90 persons (women, men, girls and boys), considering a participation of 50/50 Female -Male.	By 10 December 2023
5. Submit a summary report for the activities, (place and time, number of participants, data for gender and young people participation), including lessons learned and recommendations for future campaigns and circulate it with UG staff for comments and suggestions.	By 13 December 2023
6. UG’s approval provided, and payment implemented	By 20 December 2023

Table 1. Timeline for delivery of the expected products

## V. Qualification requirements

The experts shall hold the following skills and experience:

- Strong commitment to gender equality and the goals of the 16 Days of Activism campaign.
- Proven experience in designing and facilitating interactive workshops, discussions, or educational activities.
- Sensitivity to gender-related issues and an understanding of the challenges faced by girls, boys, women, and men.
- Excellent communication and interpersonal skills.
- Familiarity with social media platforms and online engagement.
- Cultural competency and an ability to adapt to diverse audiences.
- Experience working with community organizations or schools is a plus.
- Fluency in English is preferred.

The contracted experts will be obliged to perform the following competences:

- Demonstrates integrity and fairness by modeling “Unë, Gruaja” values and ethical principles.
- Demonstrate professional competence and conscientious and efficient in meeting commitments.
- Observing deadlines and achieving results.
- Demonstrate ability to work independently and in the team.
- Display cultural, gender, ethnic, religious and age sensitivity, and adaptability.

Selected moderators will be requested to communicate with the project manager for any unclear situation or challenge that the consultant might face during the implementation of the tasks, especially the challenges in practicing the above-mentioned competences.

## **VI. Application procedure:**

- Offers should be submitted by 6<sup>th</sup> October 2023 deadline until 5 pm.
- Interested candidates should submit their CV, a cover letter detailing their qualifications and commitment to the campaign's objectives, a short description for each activity, including, type of activity, theme, target groups, as well as the available municipality/ies from Korca District where the activity/ies will be organized.
- The financial offer, which should be inclusive of any other costs (such as health and travel insurance) and taxes.
- The contact person who should be contacted in case of any questions related to the ToR.
- The signed Declaration of Relationships.

All the above-mentioned documents should be attached to one email sent to [une\\_gruaja@yahoo.com](mailto:une_gruaja@yahoo.com) and Cc to [afrovitig@yahoo.com](mailto:afrovitig@yahoo.com)

## **VII. Evaluation of the offers**

The incomplete applications or applications received after the deadline for submission will not be taken into consideration.

The evaluation of offers will be based on the “best value for money principle” by using a weighted scoring method to evaluate the combination of the applicants’ qualification (70%) and financial proposal (30%).

The most responsive/compliant/acceptable proposal, having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation, will be selected. The offers will be evaluated based on the technical criteria and financial criteria.

### **1. Technical evaluation (70%): [1+2+3/30% + 30% + 10% = 70%]**

- a) Evaluation of professional experience (relevance, 30%). Expertise and experience: Number of years of experience in the fields relating to Terms of Reference; Similar assignments; Proven track-record of delivering consultancy services.
- b) Evaluation of the topics/issues the module contains (30%):
- c) Evaluation of communication, teamwork, and reporting skills (10%)

Only the candidates which will reach the threshold of 60% of the technical qualification will be considered for the financial evaluation.

### **2. Financial evaluation (30%)**

Based on the formula:  $30 * (\text{Lowest Price} / \text{Proposed Price})$ .

## **VIII. Cost of the mandate & Terms of payment**

The moderator’s engagement will last for 6 weeks, covering the duration of the 16 Days of Activism Campaign in 2023 with a budget of 50,000 ALL. Payments will be as follows: A 100% final payment upon receipt and approval of a final invoice.

Due to the expected value and duration of the contract, this assignment considers payment to be realized in one (final) installment upon approval of the deliverables described with this TOR.

The payment will be realized based on the email sent to [une\\_gruaja@yahoo.com](mailto:une_gruaja@yahoo.com) and [afrovitig@yahoo.com](mailto:afrovitig@yahoo.com). The email should contain the following components:

- Email Body Text (preferably in English language):
  - Official request for payment.
  - Link for downloading the pictures and video materials if applicable.
- Email Attachments:
  - A brief summary report (maximum 2-3 pages) on the process and results of the

assignments as well as any recommendations coming out of the assignments.

- Copies of the educational/support materials used during the activities.

## **IX. Declaration of relationships**

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from UG, We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

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