

Dear Sir/Madam,

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure services from a local company/organization to Produce and promote Video PSA to Fight Gender Stereotypes and Gender-Based Violence as described in this Request for Proposal and its related annexes. UN Women now invites proposals from qualified proposers for providing the requirements as defined in these documents.

2. To prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:

- a. This letter
- b. Terms of Reference (TOR)
- c. Evaluation Methodology and Criteria
- d. Format of Technical Proposal
- e. Format of Financial Proposal
- f. Statement of Confirmation
- g. Proposed Model Form of Contract

3. The proposer will be selected based on the Evaluation Methodology and Criteria indicated in the questionnaire.

4. This letter is not to be construed in any way as an offer to contract with your organization.

Yours sincerely,



27/10/2020

Erika Kvapilova
Representative UN Women in Ukraine

Terms of Reference

I. Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

Within its Country Strategy for 2018-2022 and as part of international commitments on gender equality and the empowerment of women, UN Women's work in Ukraine is focused on the following thematic areas: Making gender equality priorities central to national reforms, governance, planning and budgeting; Ending violence against women and girls; and Strengthening implementation of the Women, Peace and Security agenda.

The Ukrainian legislation guarantees equality for men and women in Ukraine in all sectors. However, despite the political commitments, structural barriers to gender equality have not been fully addressed and gender-based discrimination remains widespread. Moreover, the ongoing armed conflict in Ukraine, which started back in 2014, has created new challenges in advancing gender equality and enjoyment of women's human rights. In the conflict-affected areas of eastern Ukraine the needs and priorities of women, especially vulnerable groups, are largely neglected.

According to the most recent surveys, 1.1 million women aged 15-49 in Ukraine suffer from physical and sexual violence annually². High concentration of military and armed groups – coupled with a proliferation of weapons, weak law enforcement and impunity – has increased the risk of gender-based violence (GBV) for people living along the “contact line”, particularly women, adolescent girls and young men. The 2015 UNFPA Survey³ on GBV in the Conflict Setting confirmed the increased vulnerability of women to various forms of violence during the conflict; 90.6% of rape survivors and 73.5% of domestic violence survivors are women. According to UNDP's Assessment of Security and Justice in Ukraine (2017)⁴, which was conducted in Luhansk, Donetsk and Zhytomyr regions, one third of women do not feel safe in their own homes at night, and two thirds do not feel safe in their community at night.

Patriarchal attitudes, gender norms and stereotypes are deeply rooted and widely spread in the country including in the conflict-affected regions of Donetsk and Luhansk. Media often reproduce the gender stereotypes, they contribute to discriminatory and victim blaming attitudes. UN Women survey⁵ on attitudes towards violence revealed that 25% of women and 39% of men in Donetsk and Luhansk oblasts believe that rape never occurs between the spouses. 60% of respondents think that women's behaviour and clothing can provoke violence; and 44.5% think that women are sometimes beaten because of their own fault.

Rapid Gender Assessment of the situation and needs of women in the context of COVID-19 in Ukraine conducted by UN Women in spring 2020 showed that the restricting measures due to the outbreak led

² Economic costs of violence against women in Ukraine, UNFPA, 2017, available at: <http://ukraine.unfpa.org/en/publications/economic-costs-violence-against-women-ukraine-0>

³ Gender-based violence in the conflict-affected regions of Ukraine, UNFPA (2015), available at: https://reliefweb.int/sites/reliefweb.int/files/resources/gbv_study_2015_final_eng.pdf

⁴ Security and Justice in Ukraine, Report on Findings. UNDP, 2017, available at: <https://www.ua.undp.org/content/dam/ukraine/docs/DG/CBA-III/Security%20and%20Justice%20FINAL-ENG.pdf>

⁵ UN Women Baseline survey on attitudes to GBV. Results, February 2017. The survey was conducted in hromadas of government-controlled areas of Donetsk and Luhansk oblasts in Ukraine.

to dramatic rise in domestic violence incidents, as evidenced from the data from national hotlines. In April 2020, the national hotline on GBV response operated by La Strada, supported by UNFPA, received 2,048 calls, i.e. 56% increase compared to March 2020, and 97% of cases of violence addressed by UNFPA-supported services are attributed to domestic violence. According to the Ministry of Social Policy of Ukraine, since March 2020, in nearly a month of lockdown, mobile teams conducted more than 2,400 telephone and online consultations, more than half of which were related to gender-based and domestic violence^{6,7}.

The 2018 Law of Ukraine “On Domestic violence” assigned the number of duties to the Ministry of Internal Affairs related to responding and preventing domestic violence. The Action Plan of the Ministry on implementation of gender policy for the period until 2021 also includes the series of measures aimed at preventing and responding to violence against women and girls, men and boys. The Law Enforcement Reform implemented by the Government of Ukraine aims to make systems more transparent and improve the protection of human rights and community security. Based on the latest Training Needs Assessment conducted by UN Women in 2017⁸, 60% of police officers from Donetsk and 84% from Luhansk have never completed training on GBV and sexual violence. Survivors of violence do not always seek protection from the law enforcement authorities or turn to specialized medical and psychological assistance due to low awareness of the services availability, inaccessibility of service providers at the local level, or low credibility of specialists in these institutions, fears of possible retaliation from perpetrators and anticipation of stigmatizing by the community⁹.

UN Women Survey on attitudes towards GBV in Donetsk and Luhansk regions (2017) revealed that 45% of the respondents did not trust the police. According to the results of the Baseline Survey of Public Perceptions and Attitudes towards Gender-Based Violence (GBV) Against Women conducted by UN Women in 2019 in three conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia, only 59% of people witnessing the a man beating up his wife / partner will call the police, 58% will not call the police when they witness sexual harassment in a public space.¹⁰

In order to contribute to the change of attitudes towards GBV and violence against women in Donetsk, Luhansk and Zaporizhzhia oblasts of eastern Ukraine, as part of the UN Joint Programme for Recovery and Peacebuilding (2018-2020), UN Women, in partnership with UNDP, UNFPA and FAO, with the financial support from the governments of Denmark, Norway and European Union conducted the “Violence Has no Excuse” campaign. The objective of the campaign was to increase awareness on GBV in the target 36 conflict-affected communities through sensitizing women, men, boys and girls about GBV prevention and response; promoting trust in the police; and addressing victim-blaming attitudes to violence survivors and contributing to promote gender-sensitive reporting. In this context UN Women generated innovative audio-visual and informational materials such as video and radio public service announcements on GBV within *Sprovokovala? (Did She Provoke?)* campaign that reached over 1,5 million people. The videos also caused major discussion both on Facebook and YouTube among the

⁶ La Strada Ukraine website: <https://la-strada.org.ua/novyny/elementor-1965.html>

⁷ Rapid gender assessment of the situation and needs of women in the context of COVID-19 in Ukraine - https://www2.unwomen.org/-/media/field%20office%20eca/attachments/publications/2020/05/rga%20summary%20report_eng_web-min.pdf?la=en&vs=4314

⁸ The Assessment covered 43 (15 female and 28 male) district and patrol police officers, as well as crime prevention specialists from the Donetsk and Luhansk police units, UN Women 2017.

⁹ Masculinity Today: Men’s Attitudes to Gender Stereotypes and Violence Against Women, UNFPA, Kyiv, 2018, available at: http://ukraine.unfpa.org/sites/default/files/pub-pdf/Masculinity%20Today%20Men%27s_Report.pdf

¹⁰ Baseline Survey of Public Perceptions and Attitudes towards Gender-Based Violence (GBV) Against Women - <https://eca.unwomen.org/en/digital-library/publications/2020/03/analytical-report-of-the-findings-of-the-baseline-survey>

viewers related to existence of victim blaming stereotypes, inadmissibility of tolerance towards GBV and harmful influence of gender stereotypes.

UN Women intends to continue the series of videos *Sprovokovala?* as part of *Violence Has no Excuse* campaign and its cooperation with the Ministry of Interior with the aim to encourage bystanders and women and girls suffering from violence to contact the police when being subjected to or witnessing violence as well as raise the awareness on the available services for survivors, promote unacceptance of violence and encourage survivors to seek assistance. The awareness-raising campaign will specifically target three conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia and will contribute to: raising knowledge of women and men in the communities of different forms of violence and their ability to identify violence, reducing the level of acceptance of violence, increasing knowledge on available services for survivors of violence, increasing trust to police.

With this purpose, UN Women seeks to hire a media production company experienced in but not limited to socially oriented production and advertisement to develop, produce and promote a video public service announcement (PSA) to support zero tolerance to silencing the cases of violence and increase the trust in and cooperation with the police for both the survivors and witnesses of violence.

II. Scope of Work/Duties and Responsibilities

This Request for Proposals is launched in the context of the project “Building Democratic, Peaceful and Gender-Equal Society in Ukraine” funded by the Government of Norway. The objective of the contract is to reach and sensitize men and women, including the most vulnerable, on unacceptance of silencing GBV, promote zero tolerance to violence and encourage survivors to seek assistance, including from the police.

Target groups:

Principal target audience:

- Women and men, boys and girls who are survivors of violence from conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia;
- Silent majority / bystanders within the communities who witness violence but do not act, residing in conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia.

Additional target audience:

- Law-enforcement and security officials, representatives of organizations / institutions, state services, leaders of local civic unions, located in conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia;
- Regional service providers (social services), especially those located in conflict-affected regions of Donetsk, Luhansk and Zaporizhzhia.

Under the supervision of the Programme Specialist and in close collaboration with the Communication Specialist the Contractor will be responsible for the following tasks:

TASK 1. Develop one video public service announcement (PSA) to promote zero tolerance to the culture of silencing the cases of violence and increase the trust to and cooperation with the police.

At least five creative ideas must be developed, one will be selected for the final video PSA. The ideas suggested should be in line with the previous four videos “Sprovokovala?” developed by UN Women earlier (indicated below). The content of the final script should be discussed and reviewed with the UN Women Ukraine programme specialist and communication specialist. The Contractor will address the

instructions and recommendations on the content/messages for improving the product. With regards to the media plan, the Contractor shall also advise on the platform, duration, etc. for the digital and TV promotion.

Did she provoke? There is no “boys’ sport and girls’ sport” -

<https://www.youtube.com/watch?v=vKioi6EwKmw>

Did she provoke? Harassment is not a compliment- <https://www.youtube.com/watch?v=FIlseXo3OZA>

Did she provoke? [Women are not just caregivers](https://www.youtube.com/watch?v=Zt-fXwFxA3Y) - <https://www.youtube.com/watch?v=Zt-fXwFxA3Y>

Did she provoke? [Stalking is not love](https://www.youtube.com/watch?v=NIEEe6pNQZA) - <https://www.youtube.com/watch?v=NIEEe6pNQZA>

The video shall meet the following criteria:

1. The video is expected to be of maximum 30-60 seconds long.
2. The script will be written by the Contractor in English and Ukrainian.
3. High image quality, a meticulous editing, a coherent text, graphic and mixing will be used in the video.
4. Meticulous editing will be performed to incorporate all corrections made by UN Women.
5. The video will be narrated (in Ukrainian) and include music.
6. The video must be accompanied with subtitles – one version with English subtitles, and one version – with Ukrainian subtitles, adapted to be appropriate for people with hearing disabilities.
7. One master copy of video should be in Ukrainian, and two others – with English/Ukrainian subtitles as described in point 6 above.
8. The standard used for the video shall be in High Definition (HD) or High Definition Video (HDV) format.
9. The master copies of video should be submitted in WMV 9 format.
10. 3 master DVV CAMs and 10 DVDs will be delivered to UN Women.

The Contractor shall be responsible for all logistical aspects, including travels, photo coverage, etc.

The final version of the video will be approved by UN Women.

The creative ideas for the video PSA shall be informed by existing surveys and researches on GBV, including UNFPA Survey on Masculinity¹¹, UN Women Baseline survey on attitudes to GBV¹², UNFPA Study on Gender-based violence in the conflict-affected regions of Ukraine¹³, Baseline Survey of Public Perceptions and Attitudes towards Gender-Based Violence (GBV) Against Women and UN Women’s Rapid Gender Assessment of the situation and needs of women in the context of COVID-19 in Ukraine.

TASK 2. Support digital and TV promotion of the produced video PSA and four other video *Sprovokovala?* PSAs on YouTube and/or other digital platforms, and TV channels.

The contractor will develop and implement a media plan for the promotion of the video PSA taking into account the selected tools and mechanics, target audience etc. The contractor will ensure that the

¹¹ Masculinity Today: Men’s Attitudes to Gender Stereotypes and Violence Against Women, UNFPA, Kyiv, 2018, available at: http://ukraine.unfpa.org/sites/default/files/pub-pdf/Masculinity%20Today%20Men%27s_Report.pdf

¹² UN Women Baseline survey on attitudes to GBV. Results, February 2017. The survey was conducted in hromadas of government-controlled areas of Donetsk and Luhansk oblasts in Ukraine. The new perception survey by UN Women will be completed by the beginning of 2019. The results of both surveys will be shared with the Company.

¹³ Gender-based violence in the conflict-affected regions of Ukraine, UNFPA (2015), available at: https://reliefweb.int/sites/reliefweb.int/files/resources/gbv_study_2015_final_eng.pdf

produced video PSA and first four videos already produced will reach at least 1 million reviews in particular in regional/local TV channels of Donetsk, Luhansk and Zaporizhzhia regions.

The Contractor will submit a report on the results of the digital promotion of the video PSAs. The report shall be submitted in English and shall include:

- The frequency, views, reach, impression and duration period of video PSAs promotion on digital and TV platforms; social-demographic and sex disaggregated data, geographical breakdown, audience engagement and activity data, recommendation for future similar campaigns including on the optimization, monitoring mechanics;
- Detailed results and analytics of the media monitoring that must be systematically collected and conducted during the whole period of promotion (blogs, forums, social networks etc.) to inform the project of the number of beneficiaries by target group that were reached by the PSA’s messages, general coverage, and provide other relevant data and insights that are normally included as part of the media monitoring analytics to evaluate the efforts and progress made;
- Visualization of the analytical data presented in the report (graphics) to demonstrate the patterns in the reach, perception, engagement etc.

The Contractor is expected to strictly comply with UN Women, UN RPP and donor’s (Norway) branding guidelines (use of logo, disclaimer, copyright etc).

II. Assignment Deliverables:

#	Deliverables	Payment amount	Deadline
1.	Submit 1) at least 5 creative ideas for one video public service announcement (PSA) of max.30-60 seconds, 2) final script, story board and implementation plan to produce video PSA, 3) developed media-plan of digital and TV promotion of the video PSAs for digital and TV platforms.	30% of the contract amount	15 December 2020
2.	Produce and submit one video public service announcement on gender-based violence of a duration of maximum 30-60 seconds for digital and TV distribution as per the criteria referred to under TASK 1	30% of the contract amount	10 February 2021
3.	Submit a report on the results of the promotion of the video PSAs as per the specifications referred to under TASK 2.	40% of the contract amount	31 March 2021

III. Inputs

- UN Women will provide the Contractor with key messages for the content and video PSA developed earlier as well as background materials; relevant project related materials; GBV perception survey report, project communication and visibility plan and branding guidelines.

- UN Women will provide the Contractor relevant technical support and feedback during the development of the product.
- UN Women will guide the Contractor on visibility of the projects and of the donors.

IV. Warranties, Consent and Intellectual Property

- a) The Contractor represents and warrants that it has not, and undertakes that it shall not, infringe any third party intellectual property rights in performing any activities pursuant to the Contract. The Contractor represents and warrants that that he/she shall perform the activities pursuant to the UN Women Video Policy and Guidelines including obtaining written consent when required, including from survivors of violence and from the legal guardian/s of children under 18 years of age.¹⁴
- b) The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UN Women, its officials, employees, Contractors, agents or other representatives from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses arising out the Contractor's violations of the representations and warranties above.
- c) The indemnity set forth, above, shall not apply to:
 - a. A claim of infringement resulting from the Contractor's compliance with specific written instructions by UN Women directing a change in the specifications for the Deliverables or directing a manner of performance of the Contract not normally used by the Contractor; or
 - b. A claim of infringement resulting from additions to or changes in any Deliverables furnished under the Contract if UN Women or another party acting under the direction of UN Women made the changes.
- d) UN Women shall advise the Contractor about any such suits, proceedings, claims, demands, losses or liability within a reasonable period of time after having received actual notice thereof. The Contractor shall have sole control of the defence of any such suit, proceeding, claim or demand and of all negotiations in connection with the settlement or compromise thereof, except with respect to the assertion or defence of the privileges and immunities of UN Women or any matter relating thereto, for which only UN Women itself is authorized to assert and maintain. UN Women shall have the right, at its own expense, to be represented in any such suit, proceeding, claim or demand by independent counsel of its own choosing.
- e) In the event the use by UN Women of any Deliverables provided to UN Women by the Contractor, in whole or in part, in any suit or proceeding, is for any reason enjoined, temporarily or permanently, or is found to infringe any patent, copyright, trademark or other intellectual property right, or in the event of a settlement, is enjoined, limited or otherwise interfered with, then the Contractor, at its sole cost and expense, shall, promptly, either:
 - a. procure for UN Women the unrestricted right to continue using such Deliverables provided to UN Women;
 - b. replace or modify the Deliverables provided to UN Women, or part thereof, with the equivalent or better product, or part thereof, that is non-infringing; or,
 - c. refund to UN Women the full price paid by UN Women for the right to have or use such Deliverables, or part thereof.

¹⁴ For a model UN Women consent form, see Annex 1 of the UN Women Photo Policy and Guidelines.

UN Women confirms that the whole of the copyright present, future or contingent whatsoever and all other right, title and interest in and to the Deliverables shall be vested in the Contractor throughout the world in accordance with all applicable copyright laws. The Contractor further acknowledges and agrees that UN Women shall have the unconditional non-exclusive and perpetual right to make use of the Deliverables including but not limited to the entire take of all video footage from the Assignment in such manner as UN Women shall in its sole discretion think fit including without limitation the right to include the Deliverables on its own website and/or in any other public relations materials used to promote UN Women. UN Women may re-edit the Deliverables or any part thereof as convenient for its own exploitation of the Deliverables in any medium. UN Women may provide the Deliverables to other UN agencies and the media at no cost and may apply a Creative Commons Attribution-NonCommercial-NoDeriv 2.0 Generic license to the Deliverables.