

CALL FOR PROPOSAL

Title	<p style="text-align: center;">Promoting Gender Equality, In and Through the Media</p>
Background	<p>Within the framework of UNESCO's action to strengthen free, independent and pluralistic media through the Multi Donor Project “Advancing Freedom of Expression and the Diversity of Cultural Expressions for sustainable Development” specifically PI 1 and PI 2. Number of media institutions (incl. journalism schools) with improved awareness of UNESCO resources, on Linking Generations , the GSIM or editorial guidelines for quality reporting and coverage of specific gender concerns, such as “honour” killings, violence against women, toxic masculinity, bias in sports media. That will seek to empower regulatory and legislative bodies and other relevant authorities with improved capacities to support implementation of SDG5 (concerns gender equality) by promoting policies interventions or ethical codes to improve gender equality in media operations and content. UNESCO will support activities aimed at promoting gender equality through and in the media with the hope to achieve the below objectives;</p> <ul style="list-style-type: none"> • Improved capacities of regulatory and legislative bodies to support SDG5 by promoting policies interventions / ethical codes to improve gender equality in media operations and content • Improved awareness of UNESCO resources, including Linking Generations², the GSIM or editorial guidelines for quality reporting and coverage of specific gender concerns, such as “honour” killings, violence and discrimination against women, toxic masculinity, bias in sports media for media institutions including Journalism schools • Journalists/media practitioners, civil society groups empowered with skills to promote gender equality and equal representation of women in and through the media.
Terms of Reference	<p>Under the authority of the UNESCO Juba Head of Office and direct supervision of the Communication and Information Specialist, the contractor shall:</p> <ol style="list-style-type: none"> 1. In close collaboration with UNESCO Juba Office, implement activities aimed at promoting a conducive media environment aimed at promoting gender equality in and through the media.. On this note, the contractor shall in close collaboration with UNESCO implement 3 major activities; <ol style="list-style-type: none"> a) Conduct 2-days orientation capacity building workshop for regulators, legislators, media associations and academia on gender mainstreaming and

promotion of gender equality within and through the media and ensure women participation in the planned workshop

- b) Conduct 2-day capacity training for journalists, editors and journalism students on gender responsive reporting, VAW and Gender equality in the media. The workshop will be aimed to increase and improve women portrayal in and through the media
- c) Provide technical support and in-house training for five community radio stations with packaging, production and airing of programmes focused on gender and tackling violence against women

In this context:

- 2. The contractor shall coordinate all project implementation as well as ensure partner engagement including government partners, Journalists and CSOs during implementation.
- 3. The contractor shall, identify a local gender/media expert that will support the capacity building training for duty bearers, journalists and CSOs. The consultant will bring on board a wealth of experience and knoweldge in the field from South Sudan and within the region.
- 4. The selected partner will liaise with UNESCO and the media/gender consultant to prepare the training programme and content/material for the three (3) capacity building initiatives respectively.
- 5. Prepare evaluation forms to gather views/feedback of participants to best capture, capacity gaps and areas to be tackled
- 6. Provide a brief assessment/analysis of SDG 5 implementation in media sector
- 7. Identify and mobilize participants well in advance, with a full briefing and background information related to the capacity training.
- 8. Identify and support five community radio stations with packaging, production and airing of programmes focused on gender and tackling violence against women
- 9. Carry out visibility (online and offline) of the activity ensuring that UNESCO and other partner logos are included in all visibility materials and reports shared with the media or other partners.

	<p>10. Carry out all logistics related to the entire project activities such as identify venue, print visibility material, mobilize participants, panelists/speakers, community radio stations and key stakeholders to participate,</p> <p>11. Contractor shall monitor all activity implementation and ensure timely reporting and provide feedback to UNESCO</p> <p>12. The contractor shall ensure high resolution photos of the trainings are taken as well submit a professionally prepared narrative report with action plans and financial report.</p> <p>Expected Outcomes</p> <p>It is expected that by the end of the project, capacities of decision-makers, practitioners and civil-society groups shall be strengthened to support SDG 5, hence</p> <ul style="list-style-type: none"> • Duty- bearers will have a better understanding of gender matters and with the aim to increase gender mainstreaming in policy and practice • An Improved and increased women portrayal in the media by national and community radio broadcasters including print media to be witnessed. • Improved Media competency and enhanced skills for journalists/media practitioners on covering gender to be realized during the project period • Awareness raised to increase and enhance understanding of SDG 5 and its implementation
<p>Expected Deliverables</p>	<ol style="list-style-type: none"> 1) Submit to UNESCO a detailed work plan indicating approaches and interventions to the assignment and budget for activities. This should include a preliminary list of participants and list of selected community radio stations, CVs of trainers, and dates of the planned three activities and draft training agenda outlining training topics and themes by 20 June 2021; 2) Submit to UNESCO a progress report providing update on activities carried out with recommendations as well as high resolution photos by 30 July 2021; 3) Submit to UNESCO detailed final report on the overall implementation of the project activities by 30 September 2021. This should include outcomes of the overall process including workshop and highlighting key issues raised,

	partners engaged, key recommendations on the challenges, lesson learned, and way forward, and financial statement (signed and stamped) outlining how UNESCO funds were used.
How to Submit	Submit your proposal and budget to implement stated activities. via; j.recruitment@unesco.org by 28 May 2021, 3:00PM (CAT)