

Pancevo, 23rd November 16, 2022

Terms of Reference: agency for planning and implementing online and media campaign

Project: Replicating the Femicide Watch model developed in Serbia in Albania and Montenegro, and lay the foundations for the establishment of a Regional Femicide Watch

Implemented by: [FemPlatz](#)

About the project

Violence against women is a global phenomenon, which affects women and girls in all states and cultures regardless of social institutions, religion, norms, values, and attitudes. Its root causes are in the patriarchal tradition and gender norms entrenched in gender stereotypes and prejudices. Femicide is the most extreme manifestation of violence against women – a gender-based killing of a woman by man, which is motivated by hate towards women, contempt, feeling of ownership and power over women.

Project aims to improve the prevention of violence against women and girls (VAWG) and prevention and eradication of femicide by providing reliable and up-to-date data on characteristics of femicide in Albania and Montenegro. This is mainly done on the basis of the research methodology and an advocacy process implemented in Serbia, conducted under the project “Eradication and Prevention of Femicide in Serbia” by FemPlatz and Women’s Research Center for Education and Communication (available [here](#)). The project has been implemented since May 2021 and it is now in its final phase when the results and products have to be promoted and shared with the relevant stakeholders.

So far, partners on the project conducted comprehensive research on the characteristics, patterns, and causes of femicide in Montenegro and Albania, through research on court casefiles, capacity assessment of institutions relevant for prevention and protection of women from violence, interviews with perpetrators, desk research in legislation and policies, and the creation of country-specific reports and recommendations. In addition, the project team works consistently on advocating for the establishment of a femicide watch in each country with the prospective of initiating a Regional Femicide Watch in Western Balkans on the grounds of international standards, similarities between countries, consolidated data, and models for data collection. About 140 final court decisions on killings of women have been analyzed in three countries, over 350 professionals participated in the capacity assessment of institutions relevant for the prevention and protection of



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women from violence, and partnerships have been established with various actors. Also, over 100 cases of femicides in the period 2020 to 2022 that have not been covered by the judicial research have been tracked and analyzed through media reporting. Similar patterns and challenges with systemic data collection, data quality, and institutional capacities are observed in all countries, while there is a range of legal and social similarities.

The project "Replicating the Femicide Watch model developed in Serbia in Albania and Montenegro, and lay the foundations for the establishment of a Regional Femicide Watch" is implemented by FemPlatz within the UN Women regional programme on ending violence against women in the Western Balkans and Turkey "Implementing Norms, Changing Minds," funded by the European Union.

Description of the service

Within the project, FemPlatz and its partners in Albania (Center for Legal Civic Initiative) and Montenegro (Helpline for children and women victims of violence Niksic) are planning an online and media campaign.

Objectives of the online campaign:

1. To inform public about the characteristics of femicide, its patterns and scope in each partner country and the region of Western Balkans
2. To inform stakeholders about the bottlenecks and challenges in prevention of femicide and offer solutions
3. To strengthen the support base for the advocacy actions for the establishment of femicide watch

The campaign will be planned during December 2022 and implemented in the period between January and March 2023.

For the purposes of the online and media campaign, the prospective agency will produce:

- Three short explanatory videos about 1) prevention and eradication of femicide in the region, 2) the need to establish femicide watch, 3) femicide map and evidence-based policy. The videos should be up to 30 seconds (depending on the costs) in Serbian language with English subtitles. Videos will be shared on social media and websites.
- Media appearances package for the FemPlatz project and expert team: media appearances (TV, radio, newspapers, magazines, online portals) with the mix of national and regional coverage.
- Content for social media (Facebook, Instagram, Twitter) based on the inputs provided by the FemPlatz team (research data, main findings, recommendations, advocacy demands) and visual identity produced by the FemPlatz designer.



- Releases and promotion of the femicide map that will be launched at the end of November 2022.

All material and content produced has to follow the communications and visibility guidelines of the UN Women and the European Union that will be provided by the FemPlatz team.

Requirements

Prospective contractors need to have:

- 1) legal registration in the Republic of Serbia, duly registered with the relevant authority,
- 2) proven previous experience in implementing campaigns about the prevention and protection from violence against women (short description in the portfolio and links to the campaign),
- 3) experience or proof of partners to implement the online and media campaign in all three countries,
- 4) at least one person, who has a working knowledge of Serbian and English language, dedicated to working with the FemPlatz project team on planning and implementing the campaign.

Prospective bidders should send 1) a letter of interest stating its availability and interest to take on the engagement, 2) a short description of the agency (portfolio) listing the similar campaigns implemented, outreach in the region, two references, and 3) a financial offer.

The letter of interest and documents should be sent to email address femplatz@gmail.com by 30th November 2022.

Scoring of the offers:

Mandatory requirements (yes/no)	<ul style="list-style-type: none">▪ offer complete▪ offer received on time▪ duly registered in Serbia and active status
Quality of the offer	
Relevant experience of the bidder	35
Regional outreach of the bidder	20
Relevance and understanding of the FemPlatz requirements laid out in ToR	15
Financial offer	30
Total	100

After the selection process, FemPlatz will choose the best offer in accordance with its procurement procedure and sign a contract with the agency. Based on the offers received, FemPlatz reserves the right not to hire any of the bidders. FemPlatz supports diversity and social inclusion and values



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participation of women and communities of diverse background and encourages their participation in the procurement.

Timeline

Activity	Deadline
Announcing the ToR	23 rd November 2022
Application process	30 th November 2022
Review and selection	7 th December 2022
Contracting	10 th December 2022
Deliverables	Deadlines
Online and media campaign plan: final and approved	25 th December 2022
Production of material and content	25 th January 2023
Approval of final material and content	30 th January 2023
Online campaign implementation	February to March 2023
Media appearances	February to March 2023
Final report on the campaign	20 th March 2023