

Terms of Reference

Women Rights Program UNHCR & UNFPA Funded Projects

Media Campaign for Women Rights projects 2022

CARE Egypt Foundation (CEF):

Care Misr Foundation for Development is a civil institution registered in the Central Administration of Associations at the Ministry of Social Solidarity with the number “833 for the year 2018” and its address is 25 Asmaa Fahmy Street - Fifth Floor (Plot No. 1 - Square Y) Qesm 1st Nasser City, Cairo, Egypt, and that the institution is subject to the provisions of the law regulating the practice of civil work No. 149 of 2019.

CARE Egypt Foundation for Development is building on the legacy and expertise of CARE International in Egypt since 1954, by designing, implementing and managing development programs and projects aimed at helping the neediest communities in Egypt, by building strategic partnerships with the government sector, the private sector and the private sector, to help in Meeting the basic needs and improving the quality and standard of life in a sustainable manner and consistent with the culture, reality and the local and national context.

The Foundation focuses its interventions and designs its programs in the areas of economic and social empowerment of Egyptian women, developing and improving the educational environment, supporting the agricultural sector, especially small farmers, improving government performance and supporting confidence-building processes among development partners through the application of tools and methodologies for governance and social accountability, through investing energies and ideas And adopt initiatives that are in line with the development and improvement of the economic and living conditions of these communities to deal with addressing the root causes of poverty.

The Foundation is also committed to strengthening the role of the local civil society by including it as a partner in all the Foundation's projects in a manner that ensures building its capabilities and enabling it to play the developmental role required in the government's sectoral and geographical development plans and programs.

The Foundation works on extracting the most important international experiences in all areas of development, and presenting them in the local and national contexts, in addition to working to shed light and disseminate local experiences at the global level, in order to benefit from global experiences and present Egyptian development models to interested and actors at the global level.

Women’s Rights Program

The Women’s Rights (WR) Program is designed to empower poor and marginalized women in Egypt who suffer from rights’ violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt

are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

The WR program works with the duty bearers to support their role to protect and uphold the rights of women, and also with the women to encourage them to understand voice and demand their rightful entitlements. The program works on three domains (agency, relations and structure) in order to empower poor women in Egypt to gain their rights. Through the focus on agency, women's self-esteem and confidence are built, and women have increased financial independence to fulfill their potential as productive and income-earning members of their households and society. In addition, when power relations (families) are gender sensitive whilst tackling all forms of gender-based violence (GBV) within and outside the household, and when structures (social norms or laws) particularly in the area of personal status, domestic violence are reformed, passed and implemented, gender equality can be achieved.

The program has three themes, which are:

1. Tackling Gender-based Violence (GBV).
2. Women's Social and Economic Empowerment.
3. Engaging Men and Boys (EMB).

UNHCR Project: Prevention and Response to Sexual and Gender-Based Violence for Refugees, Asylum Seekers, and Host Communities in Egypt Project

For 2022, the project objective is to reduce GBV amongst refugee communities in Greater Cairo & Giza, Alexandria and the North Coast, while enhancing the community-based approaches. This will be achieved through the following strategy: this project will address Gender Based Violence protection issues facing the targeted population through social-cultural and economic empowerment interventions.

Through this project, CARE Egypt Foundation (CEF) will address the gap in GBV prevention and response, including providing a range of innovate approaches that both support the immediate needs of survivors as well as supporting longer-term changes through empowering women and engaging men to shift harmful gender norms. CEF proposes a one-year project that aims to create an enabling environment to change harmful gender norms, reducing SGBV, build the capacities of potential active participants to have a pool of actors and volunteers to enhance community-based protection approaches and to foster resources mobilization. The proposed project is anticipated to achieve the following results:

1. Women, Girls, Men & Boys, are empowered to tackle GBV through gained knowledge and awareness on their rights and available services for SGB
 1. Values, beliefs, attitudes, behaviors and practices shift to recognize Violence Against Women and Girls (VAWG) as unacceptable.
 2. Response Services & Case Management.
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3. Gender-Based Violence Awareness and Community Engagement

UNFPA Project: Comprehensive approach to eliminate Harmful practices in Upper Egypt

The Women's Rights Program is designed to empower poor and marginalized women in Egypt who suffer from rights' violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

One of the main issues women face as gender-based violence is domestic violence, however, harmful practices still widely prevail within the society's traditions. Female Genital Mutilation (FGM) and early marriage practices/crimes.

CARE Egypt has been selected by UNFPA to implement a project addressing Gender Based Violence against women in Upper Egypt. This project works towards ending FGM and early marriage, and supporting survivors who experienced any types of violence, exploitation, or abuse in the areas of Assiut, Sohag, Menya and Beni Suef.

The project will contribute to the long-term impact of "women and girls in target communities fully enjoy their lives free of the risk of FGM and early marriage". It seeks to address the root causes of FGM and early marriage, develop a set of interventions targeting various stakeholders. These interventions aim to raise community awareness on reproductive health and girls' education, actively engage men and boys in the discussion against early marriage, equip a cadre of local volunteers with the knowledge and skills needed to actively participate in the efforts to reduce the prevalence of harm practices and finally, networking all efforts in organized advocacy campaigns capable to achieve more gains that give women and girls a safe environment free from harmful practices in the targeted governorates.

Objective of the Assignment:

The proposed assignment will serve UNHCR and UNFPA projects under the Women's rights program. The two projects are tackling the issues of gender-based violence in its all form including early marriage, sexual harassment, exclusion, FGM, etc. The main objective of the assignment is contracting a media agency that can develop a creative way of advocacy, and promotion for women rights program main projects for the period of 4 months. The media campaign will be under the supervisor of CARE's communication team in coordination with the respective project managers. The campaign will target refuge communities and Egyptian beneficiaries.

Scope of Work and Deliverables:

The consultant's main deliverables are:

- a. **Our scope of Work** is promoting women rights program's main projects in a creative way that can reach CARE Egypt target audience.
- b. **Main deliverables:**
 1. The consultant shall provide up to 4 campaign concepts for women rights projects to choose from them.
 2. Creation of a comprehensive social media, video, documentary, and photographic content package highlighting core GBV prevention messages, anonymized survivor stories, and information on services available to be developed in all key refugee languages.
 3. Hard copy materials (posters, flyers, leaflets) will also be developed and distributed to all partners and frontline services on GBV and Protection against Sexual Exploitation and Abuse (PSEA).
 4. The consultant shall provide covering and advocating for the program's activities through its media platforms.
 5. The consultant shall provide social media plan for promoting the program's activities.
 6. The consultant shall provide analytical insights monthly reports that reflect the performance of the 2 campaigns.

Duties and Responsibilities

- 1) Meet with the projects' teams and communication focal person to discuss and agree on the content of the campaign and refine the work plan for the execution of the assignment.
 - 2) Make a map of the most important issues that we will be highlighted during the consultancy mission period.
 - 3) Developing 4 concepts to be discussed with CARE team to choose 1 social/digital media campaign that addresses Gender-based violence targeting refugees and Egyptian communities and to reach approximately 2-3 million.
 - 4) Developing promotion plan for two social/digital media campaigns for the projects of the Women's Rights Program.
 - 5) Developing and creating all the material for the campaign (including the designs) – designers/illustrators should be approved by care team to ensure the art direction is compliment with care policy and brand identify
 - 6) Executing the promotional plan for the duration of the consultancy mission.
 - 7) Make monthly analytical reports on the performance of promotional campaigns.
 - 8) Design, develop and issue the hard copy materials.
 - 9) Moderate Care Facebook page comments and messages for the promoted posts throughout the campaign period
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P.S. All the designs and concepts should be approved from CARE's team and project donors prior to the execution. All deliverables are subject to CARE's copy right and is not allowed to be used by the consultant without a pre-written approval. In addition, all open source /application for deliverables should be provided to CARE (if applicable).

IMPORTANT NOTES:

- the campaign deliverables will all be in Arabic
- all reports must be in English.

Consultant's Qualifications:

Knowledge and Expertise in the area of media consultation:

- The consultant should be a registered company/agency.
- The consultant should have not less than 5 years of experience working on promoting women related issues through development and humanitarian projects.
- The consultant must submit previous samples of similar work they managed to do for previous clients with a demonstrating result for the campaigns done previously.
- The company must have an inhouse content creator Illustrator and graphic designer.
- The company should submit the company profile including company objectives, partners and company's activities.

Consultancy Level of Effort

A total of 4 months is foreseen for this assignment.

Execution of Assignment:

Consultancy start and end date: September'22 – December'22 .

Coordination and Reporting:

The Consultant will work and report on progress to the CARE Egypt Communication Advisor who shall within 7 working days of receipt notify the Consultant of its decision concerning the documents or reports received, giving reasons should s/he reject the reports or documents, or request amendments.

Conditions of Implementation:

Interested applicants should submit the following documents in their offers:

1. Technical Proposal.
 - i. A brief statement in understanding of the assignment, and general approach to it.
 - ii. A brief description of the methodology proposed to be use in the assignment, including techniques and tools,

- iii. A capabilities statement of the consultant organization and/or brief description of relevant (similar) consultancies that would qualify for this assignment. This statement should be included as a separate annex, in addition to the five-page proposal.
- iv. Consultant company profile; with links to previous similar experience.
- v. Consultancy Timeline
- vi. It should indicate a complete list of deliverables and a proposed time-frame.

2. **Financial Proposal:**

The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates.

CARE Egypt will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement

Consultant Professional Service Fees- may be subject to taxation

Description	Daily Rate in EGP	Number Days	Amount

Consultant Administrative Costs – may not be subject to taxation

Description	Unit Cost in EGP	Number Days	Amount

The evaluation will be based on the following criteria according to the submitted documents:

<u>Evaluation type</u>	<u>Percentage</u>
Qualifications	10%
Service proposed (Methodology of work and expected results)	10%
Experience (company profile and previous working samples)	40%
Financial Evaluation	40%

P.S. applications rated less than 40% in the technical evaluation will be excluded.

Payment Schedule:

All payments (done within 20 working days from invoice submission and linked with deliverables and timeline. No down payment (advance) is provided.

CARE Egypt foundation will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement. Thus, the financial proposal should include all taxes.

Deadline for sending the technical and financial proposal is 30 August ,2022 Prior 5 pm.

To be submitted via CARE Egypt Foundation website – [Consultancy – CARE Egypt](#)

* Any proposals received after the deadline mentioned, will not be considered. Please accept our apology for not giving any exceptions or accepting any justification for late receive. CARE Egypt will respond to applicants with its decision within 3-7 working days from the proposal deadline.

For Inquires

For any needed inquires; please contact us **prior 29 August 2022**, To be sent to Mrs. Nermin Mohamed, Procurement Officer to Nermin.Mohamed@cef-eg.org

Proposals will be assessed against weighted criteria that include understanding of the task; proposed methodology; previous experience and value for money.

CARE Egypt Foundation will respond to applicants with its decision within 5-7 working days from the proposal deadline.

CEF keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection.
