

NATIONAL COMMISSION FOR LEBANESE WOMEN

TERMS OF REFERENCE (TOR)

Lebanon

I. GENERAL INFORMATION

Consultancy Title	Company to organize Sexual Harassment Law Teaser Campaign 2021
Project	
Duty Station	Beirut, Lebanon
Reports to	Executive Director (NCLW)
Duration of Consultancy	14 days

II. BACKGROUND

The National Commission for Lebanese Women (NCLW) is Lebanon's National Women's Machinery and is an official institution affiliated with the Presidency of the Council of Ministers. NCLW was established by law in 1998 to promote women's rights in the Lebanese society and to enhance gender mainstreaming in public institutions.

Since 2006, NCLW has been collaborating with the United Nations Population Fund (UNFPA) towards mainstreaming gender aspects and mitigating gender based violence (GBV) in various platforms, policies, and strategies. The long-term joint-partnership between UNFPA and NCLW has always aimed at ensuring advocacy for gender equality related activities and interventions, generating evidence to make better informed policies and regulations related to the status of women in Lebanon, and the development and monitoring of the National Women Strategy as well as the National Strategy to end Violence against Women and Girls. .

On December 21, 2020, Lebanon passed the "Law to Criminalize Sexual Harassment and [for] Rehabilitation of Its Victims", or law #205". The law is a qualitative progress such that it criminalizes sexual harassment and triggers whistleblower protections. In addition to punishing the perpetrators, the law affords protection to both the victims and any witness who testifies against the accused. It also creates a specialized fund at the Ministry of Social Affairs tasked with offering support and rehabilitation to victims and raising awareness about sexual harassment, and explicitly gives victims the right to seek compensation.

To ensure that this law is operationalized, NCLW in collaboration with United Nations Economic and Social Commission for Western Asia (ESCWA) and UNFPA are developing a set of Standard Operating Procedures (SoPs) that would translate the law in the work environment through concrete measures and actions. Once developed, the SoPs will be further refined and eventually validated through discussions with representatives from the private sector and the Ministry of Labor. The process will be finalized when the SoPs are officially launched (expected date end of October 2021 - Date TBC)

Based on the above, it is envisioned that a media campaign would be developed to accompany the preparatory work until the launch of the SoPs. The campaign is expected to start in end of September 2021 and would include a teaser that introduces the new law and the procedures to report on sexual harassment at the workplace in addition to a social media package that contains the listed deliverables below.

III. SCOPE OF WORK: (Description of services, activities, or outputs)

Purpose of the consultancy

To develop a media campaign that includes a video teaser and a promoting social media package about the Sexual Harassment law and its SoPs that have been developed by NCLW, ESCWA and UNFPA.

Specific objectives

- Create a media campaign teaser (TVC) to be disseminated on national TV and social media platforms 1) to raise awareness on the new sexual harassment law and 2) to encourage speaking about sexual harassment at the workplace in Lebanon while ensuring the branding of NCLW, UNFPA and ESCWA.
- Create multimedia content aligned with the media campaign teaser to promote the sexual harassment law and its SoPs to be published on social media platforms 1) to raise awareness on the new sexual harassment law and 2) to encourage speaking about sexual harassment at the workplace in Lebanon while ensuring branding of NCLW, UNFPA and ESCWA.

Target Audiences

- Employees and workers particularly women
- Public audience on social media living in Lebanon particularly women
- Employers in Lebanon
- Media outlets

Expected Deliverables

The deliverables/tasks are as follow:

- Create a branded concept for the entire campaign
- Create an online page on different social media platforms for the launch of the media campaign.
- Create a media campaign teaser to be disseminated as TVC on national channels in Lebanon for 4-6 weeks and to be published as a promotional video on the respective pages of the social media platforms
- Create multimedia content for dissemination for 4-6 weeks as per follows: 1) 6 social media designed share cards on the drafted law - 2) 4 social media designed cards of testimonies from employees who were exposed to sexual harassment at work – 3) Create interaction posts for social media like polls
- Develop a social media digital campaign plan that lasts for 4-6 weeks that mobilize a hashtag (Example: A frame for profile pictures on Facebook) for the law in alignment with the multimedia content
- Ensure the branding and visibility of entities (i.e. NCLW, UNFPA and ESCWA) collaborating on this work in all produced content
- Ensure the promotion of the social media campaign to target the audiences listed above
- Measure the impact/reach of the media campaign (Organic and Paid)

Duration of the assignment

A total of 14 working days dedicated for the completion of the assignment. The deliverables should be completed and submitted by TBC

Selection Criteria

The offer will be evaluated by using the best value for money approach (combined scoring method). Technical proposal will be evaluated on 80%. Whereas the financial one will be evaluated on 20%.

Supervision

The agency will be executing the required tasks in direct coordination with NCLW and UNFPA Communications and Media Officer. The agency will also meet and receive feedback from with Programme Specialists and Office Representatives at UNFPA and ESCWA.

Payment methods

Postpaid: NCLW shall make payment, within one week (7 days of invoice date) upon satisfactory receipt of services.

IV. REQUIRED QUALIFICATIONS

Required expertise, qualifications and competencies, including language requirements

The Consultant should fulfill the following requirements:

- Demonstrated experience in developing successful social media strategies and campaigns, ideally in a non-profit context, knowledgeable in social media platforms and in creative and innovative approaches.
- The company personnel especially those engaged in this task should have an advanced university degree in communications and digital marketing, media campaign, gender studies, or other relevant fields.
- A minimum of 4 to 6 years of professional experience in media and digital campaigning on the national and regional levels.
- Good ability to understand and interpret laws and policies into media content.
- Familiarity with the Lebanese context able to create local Arabic and English content
- Experience with UN agencies is desirable
- The agency must have a good understanding and expertise in Gender and GBV issues including in Lebanon
- An excellent versatile team of experts (graphic designers, expert in audience behavior-specific strategies, audiovisual creators) – Resumes and portfolios must be provided along with similar work.

V. Application process and deadline

The agency/ company is required to share:

- Company's detailed information
- A copy of legal company registration
- Company's experiences and work
- Sample of previous work
- Financial offer in US dollars

The above-mentioned documents should be submitted together **by September 22, 2021** COB through the email link info@nclw.gov.lb ; specifying in the subject

Technical expertise to organize Sexual Harassment Media Campaign, NCLW/UNFPA/ESCWA

Incomplete submission will be ground for disqualification