



EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed

TERMS OF REFERENCE COMMUNICATION AGENCY

EUROMED FEMINIST INITIATIVE (EFI)

1. Background information about the EuroMed Feminist Initiative

EuroMed Feminist Initiative (EFI) is a policy network that provides expertise in the field of gender equality, democracy building and citizenship, and advocates for political solutions to all conflicts, and peoples' rights to self-determination. EFI encompasses women's rights organizations from the two shores of the Mediterranean and has its Headquarters in Paris, with offices in Amman, Beirut and Erbil. You can visit our website to know more about our work: www.efi-ife.org

Since 2007, EuroMed Feminist Initiative has worked with women's rights activists in Syria and has supported the building of a large network of Syrian women's rights defenders, involving women's rights organizations and activists who stand up and advocate for gender equality and women's rights as central to a sustainable peace in Syria. In the frame of the projects *"Supporting political transition in Syria through gender-sensitive social reconstruction"* (2021-2023) funded by the Swedish International Cooperation and Development Agency (SIDA) and *"Combating Violence Against Women in the Southern Mediterranean Region"* (2019-2022) funded by the European Union (EU), EFI seeks to launch a social media campaign promoting gender equality and zero tolerance to VAWG, and to end Victim Blaming.

2. Context

The "16 Days of Activism" is an annual campaign that takes place between **November 25 (International Day for the Elimination of Violence Against Women) till December 10 (Human Rights Day)**. First initiated by activists at the first Women's Global Leadership institute in 1991, it has become the global yearly moment to raise awareness about the plight of women and girls worldwide.

EFI wants to run a broad digital campaign to mark the 16 Days of Activism (all together 2 weeks of campaign and 14 working days).

The campaign can start before 25th November and go beyond 10th December.

3. Required services

EFI is looking for a communication and media agency specialized in the South Mediterranean Region to develop and implement a visible and efficient (results-oriented) online campaign. The communication agency will have to show a proven record of expertise in digital campaigns. The campaign will include:

- i) Developing the visual identity of the campaign in coherence with EFI visual identity
- ii) Designing visuals to go along with social media posts
- iii) Producing videos

- iv) Producing messages for the different EFI social media: YouTube, Facebook, Instagram, Twitter and LinkedIn.

4. Scope of assignment and required profile of the communication agency

The communication agency will have to develop and implement a campaign for the whole Region taking into account the Syrian context and valuing EFI expertise and rationale as well as evolving in parallel with a global campaign. Therefore, the selected agency will have to comply with the following requirements:

- A proven track record with Digital campaigns, experience and expertise in online communication planning and sponsoring; in content creation for social media; banner advertising (adapted to the different social media platforms); design of visual identify and publications; production of videos and any animation films or drawings.
- Experience in gender-sensitive content creation is desired.
- Experience with the non-for-profit sector is an asset. Experience with women's rights organizations is desired.
- Working knowledge in Arabic, English.
- Experience working with the audience in the MENA region and capacity to produce videos in Syria, Morocco, Algeria, Tunisia, Egypt, Lebanon, Jordan, Palestine.

5. Objectives of the campaign

- Shed light on violence against women and girls (VAWG) in the region and in the Syrian context, raise awareness driving to changes in perceptions and practices (end victim-blaming) and encourage the audience to stand up against VAWG (zero tolerance for VAWG)
- Inform the international community on the actions led by women's rights organisations in combating VAWG and sensitize them to provide more political support and increase funding allocated to gender equality and women's rights.
- Contribute to the overall work on national and regional levels on advocating for comprehensive legislation on combating VAWG.

6. Role and responsibilities of the communication agency

The communication agency is expected to provide the following services:

6.1. Strategy, action plan and evaluation

- Developing a comprehensive strategy including target audiences, messaging, activities, content creation, and a detailed timeline for implementation
- Monthly weekly metrics on campaign progress and performance (per post)

6.2. Designing the visual identity of the campaign

- Proposing different layouts in keeping with EFI's visual identity and the global campaign.

6.3. Production of videos: short video spots and animation films

- Developing the scripts,
- Production of one 3-minute video,
- 2 videos to be produced: one regional for all 8 countries, reflective the common challenges and actions to address these, and one on Syria context, with a regional perspective, reflecting the continuum of VAWG in peace times and its exacerbation in armed conflicts (it can be interviews of influencers, testimonies, animation films),
- Strategy posting for social media and broad outreach.

6.4. Social media content creation

- Developing a social media strategy posting
- Designing 10 messages accompanied with visuals. The main dates being 25 November and 10th December.

6.5. Outreach

- Encouraging engagement to support the visibility of the campaign and monitor the performance level and audiences reached.
- Provide a full and detailed analytical report on the campaign, including on the performance, number and type of audiences reached.

7. Timeframe

From Mid-October 2022 until 31st of December 2022

8. Selection process

Proposals will be evaluated in two distinct phases:

- First, evaluation of the technical offers (50%, prior to the opening of the financial offer), based on i) criteria of relevance and creativity of the proposal; ii) profile and experience of the tenderer.
- Second, evaluation of the financial offers (50%, following the acceptance of the technical one).

The technical score will be combined with the financial score to determine best value for money.

9. Submission of technical and financial offers

Technical and financial offers should be submitted in two separate documents and include a detailed breakdown for each of the expected deliverable as listed in Article 5.

Technical and financial offers should be submitted in English by email to: application@efi-ife.org indicating the reference: “Digital Communication Campaign” in the e-mail subject.

The deadline for tenders’ submission is 21st October 2022.