

# **Terms of Reference**

## **Development of Media Toolkit & Conduct of Trainings on Gender and GBV Mainstreaming in Humanitarian Settings**

### **Introduction:**

The National Disaster Management Authority (NDMA) is the lead agency at the Federal level responsible to deal with the entire spectrum of disaster management nationwide. The Disaster Management Act of 2010 mandates NDMA to develop guidelines and SOPs for adequate response to disasters with a special focus on the needs and concerns of vulnerable groups. Gender and Child Cell (GCC), NDMA, primarily focuses on the needs of vulnerable groups in disasters both at policy and operational levels.

As part of its agenda to increase national and provincial capacities in preparing and responding to disasters, as well as early recovery, NDMA developed a comprehensive Media Toolkit on Disaster Risk Reduction/Management (DRR/M). The toolkit is aimed at providing basic information for journalists reporting natural and human-induced disasters. It also covers key principles to strengthen their role in building resilient communities through media.

The Gender and Child Cell (GCC) NDMA aims at prioritizing, mainstreaming gender and other vulnerable population to ensure their needs, concerns and vulnerabilities are addressed in humanitarian response, crisis management and DRR/M initiatives. GCC in collaboration with UNFPA, is currently working to enhance the national and sub-national capacity of marginalized and affected population in humanitarian settings. It aims to strengthen capacity of public sector and civil society partners to advance gender equality, prevent and respond to gender-based violence in humanitarian settings.

NDMA intends to engage the services of a reputed Firm/Consultant to develop a Media Toolkit on Gender and GBV mainstreaming in humanitarian settings for a gender balanced and gender-sensitive reporting. The selected firm will also conduct training workshops to pretest the Toolkit in Islamabad, Karachi, Lahore and Peshawar.

### **Rationale:**

Pakistan has suffered 133 climate change-induced disasters from year 1996 to 2015, which have caused huge life and economic losses, ranking it the seventh most affected country in the world because of climate change-related disasters. Protecting lives and livelihoods of the people, particularly in the country's disaster-prone areas through advocacy and capacity building initiatives is important to reduce their vulnerabilities to natural and human-induced disasters. In this regard, the role of the government and media along with other stakeholders is key to highlight importance of disaster risk

reeducation in the country which is ranked among the top 10 most vulnerable countries to climate change-caused disasters.

Studies prove that disasters affect women differently, as they are the vulnerable population of the society & have to face greater challenges and risks due to gender equalities in the society. It is further amplified in communities in which poverty and conflict are pervasive. In Pakistan, this is mainly because of the urban/ rural divide and a patriarchal social structure, in which women are subservient to men. Gender equality is at the heart of International Conventions, Frameworks and Agreements on Humanitarian Actions, Climate Change Disaster Risk Reduction and Human Rights, which Pakistan is a signatory of. In a country, where tradition and religion rule the lives of women, it is fundamental to provide gender-sensitive community education on the root cause of violence, gender stereotypes, and violence against women.

Disaster risk communication is the foundation of disaster risk management (DRM) process and is especially useful in conveying pertinent information from the authorities to the public and from the public in disaster stricken areas to the relevant organizations. Knowledge management, preparedness and response are a few key tools that have proven valuable in DR communication before, during and after disasters.

Disaster risk reduction and management activities involve communication among multiple stakeholders. This makes it imperative that they have a common platform to share their opinions and identify commonly agreed solutions. Mass media is effectively used to communicate information to large groups of people, by regularly conveying information to the media personnel, general public, government and international decision makers. Media constituents are also stakeholders with respect to adequate preparedness and response to disaster. They can greatly influence the decisions of policymakers, legislators, communities and other sectors in terms of reducing and responding to crisis and disasters. Hence, media is among the most important allies to the humanitarian community which makes sensitizing journalists an integral part of any effective media outreach campaign.

A gender-centric approach towards reporting in disasters becomes imperative for media personnel in times of crisis, as it has far wider implications and determines the extent to which women, the vulnerable group of the society receive assistance in response and recovery.

### **Objectives of the Activity:**

- To enhance the capacities and knowledge base of journalists reporting disasters on gender and GBV related issues, encourage adaptation and strengthen their role in building gender-sensitive resilient communities
- To sensitize the journalists on the basics of GBV and their role before, during and after disasters for gender-sensitive responsible reporting

- To highlight the vital role of disseminating accurate and timely information to the public in all phases of disaster by adopting a gender-centric approach
- To enhance the role of local mainstream media in times of disasters across Pakistan in DRR/M and mainstreaming gender and GBV
- To identify gaps and challenges and propose gender-inclusive recommendations to address them at national and provincial level
- To reflect on the best practices/SOPs/Code of Conduct for gender-sensitive media
- To identify priority areas and strategic directions for gender mainstreaming in media

### **Major Deliverables of the Activity:**

Deliverable 1: Develop, design and print booklet on Gender and GBV Mainstreaming in Humanitarian Settings in English and Urdu as part of the current Media Toolkit on DRR/M

Deliverable 2: Pre-test the Media Toolkit & booklet by conduct & facilitation of half-day training workshops for national/provincial journalists/media representatives, media personnel from leading media agencies in Karachi, Lahore, Islamabad and Peshawar.

Deliverable 3: Develop a Training Module for the trainings (based on the Media Toolkit/booklet)

Deliverable 4: Develop a 3-5 min documentary to mainstream GBV in the Pakistan School Safety Framework

Deliverable 5: Develop a comprehensive training report including the details of the entire activity, observations, recommendations etc.

Deliverable 6: Provide training coverage in the form of high-resolution photographs

### **Detailed Scope of Work:**

The TORs are as follows:

1. Develop a detailed work plan with clear timelines and submit for approval to NDMA
2. Develop training agenda and schedule in close consultation with NDMA, including dates and venues
3. Conduct desk review to understand the needs, capacities, issues and opportunities faced by the Pakistani media in terms of disaster risk, gender and crisis management

4. Develop and design draft media booklet on Gender and GBV Mainstreaming in Humanitarian Settings in Urdu and English and submit to NDMA for approval. Finalize after incorporating technical review and comments. Print 300 copies of the same.
5. Develop training module for trainings, based on the Media Toolkit, in English & Urdu and submit draft to NDMA for approval
6. Develop a 3-5 min documentary mainstream GBV in the Pakistan School Safety Framework to be run at the training workshops
7. Develop IEC material and key messages for the training participants designed and printed in innovative style (samples can be obtained from NDMA)
8. Print CD for documents and documentary for all participants
9. Design and print jacket to enclose Media Toolkit, GBV Booklet, IEC material, key messages, CD) for training participants
10. Conduct/facilitate sessions with NDMA endorsed training materials and module
11. Develop and print venue branding with key messages on role of media and gender in all phases of disasters, backdrop of the trainings, X-stands, training kits/folders etc.
12. Propose a list of participants comprising renowned journalists from mainstream national and regional newspapers, TV channels and radio stations reporting on disasters
13. Liaise with media groups/associations/union to invite selected participants to the training session
14. Ensure follow-up of all participants invited to the training
15. Ensure proper seating arrangement for all participants (approximately 50)
16. Provide on ground rapporteur for the proceedings including high-res photographs
17. Produce a comprehensive post activity report of the event
18. Provide complete multimedia support, video screens, internet facility at the venue, public address system. Provide and ensure complete IT, communication and technical support throughout the event
19. Provide a complete record of attendance of participants
20. Provide refreshment for around 50 participants
21. Liaise with leading media houses and ensure coverage of all trainings

### **Qualification & Experience:**

1. Post graduate degree in Communication, Journalism, Social Sciences or equivalent
2. More than 10 years of prior experience of media engagements at national and provincial levels and a demonstrated ability (through previous similar assignments) to conduct trainings of similar stature with the government and renowned media agencies
2. Knowledgeable in areas of disaster risk reduction/management, role of media in disaster reporting, gender and gender mainstreaming in disasters
3. Demonstrated ability to successfully conduct participatory sessions and use interactive approaches for media engagements on similar platforms
4. Experience in development of documentaries, Public Service Messages (PSMs), advocacy and trainings in the context of national disasters and emergency response
4. Good understanding of the political, economic and cultural landscape of all provinces where media trainings will be conducted
5. Excellent written and spoken English/Urdu language skills
6. Evidence will be required of similar work done in the past (sample submission with the proposal)

### **Technical Specs for Printing of Booklet (Urdu/English):**

- Size: A5
- Paper: 128 gm, Matt Finish
- Title: 300 gm, Matt Lamination (Outer Card Tags in Title (atleast 5, 300 gm, matt finish on both sides)
- Spiral Binding
- Total No. of pages: 50
- Total No. of copies: 300

### **Technical Specs for Documentary:**

- Full Frame: HD 1080
- Duration: 3-5 minutes
- Voice Over- English

**Payment Schedule:**

- First installment (10%) - on submission of Inception Report including agenda and timeline of activities
- Second Installment (40%): on submission of approved booklet on Gender and Gender Mainstreaming in Humanitarian Setting (as part of the current Media Toolkit), approved Training Module for media trainings and documentary
- Third installment (40 %)- on conduct of trainings in 4 provinces
- Fourth Installment (10%)- on submission of photographs and final report (after approval and technical review and incorporation of all changes suggested by NDMA)

All related travel will be sole responsibility of the firm/technical consultant etc.

**Duration of the Assignment**

The consultancy is open to organizations/event management companies. It is anticipated that the trainings will take place in Sept/Oct.

**Disclaimers:**

NDMA will not be responsible for booking and payments of training venues

NDMA will not be responsible for boarding and lodging of participants

NDMA will not be responsible for travel allowance of any of the participants

NDMA may require the applicant to clarify their quotation during presentation. However the applicant may not modify their quotation after the deadline for submission of quotations.

NDMA reserves the right to stop the service hiring procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations applicants are not entitled to reimbursement of any costs or damages incurred in connection with this service hiring procedure.

Financial quotations should be valid for at least three months after the deadline for handing in quotations.

NDMA cannot be charged in any way for costs related to preparation and submission of a quotation. This can also include interviews and/or providing further information about the quotation.

The risk of any costs and/or damages which may arise by not awarding this contract to a bidder lay solely with the bidder. NDMA cannot be held responsible for any such costs or damages.

By submitting a proposal to NDMA, the applicant/firm agrees all the terms and conditions specified in this procedure and the provisions of the contract template. The proposal will not contain any reservation(s) to these terms and conditions. A proposal with one or more reservations can be excluded from the procedure.

**All interested candidates may send their technical and financial proposals [maryamtaidin@gmail.com](mailto:maryamtaidin@gmail.com) by January 18th, 2019 COB**