TERMS OF REFERENCE

Safer Campuses!
End Gender-Based Violence Together on Campuses!

Safer Campuses is a campaign by UNESCO and its partners to prevent Gender-Based Violence and other forms of violence in Higher and Tertiary Institutions

UNESCO is looking for the services of a firm/entity to develop and run the Safer Campuses! campaign, a social and behaviour change campaign aimed at preventing gender-based violence (GBV) and other forms of violence in Higher and Tertiary Institutions in east and southern Africa. While it is a regional campaign, in-country campaign activities will focus on 6 countries where the O3 PLUS project is implemented: Namibia, Kenya, Tanzania, Uganda, Zambia, and Zimbabwe.

1. Background

The campaign takes place within the context of the O³ PLUS project whose goal is to ensure that young people in higher and tertiary education institutions in the ESA region realize positive health, education, and gender equality outcomes through sustained reductions in new HIV infections, unintended pregnancy, and gender-based violence. Working closely with relevant regional structures, national ministries, HTEIs, and key partners, UNESCO supports innovation in access to life skills-based sexuality education and sexual and reproductive health services for HTEI students while advocating for policy and practice changes to make campuses safe and inclusive learning environments for students and staff.

The campaign is the result of a recognition of high levels of sexual and gender-based violence affecting students in higher and tertiary education institutions (HTEIs) throughout the ESA region and the need for increased behavioural change communication to prevent and respond to this violence.

A baseline study conducted by UNESCO called “Our Rights, Our Lives, Our Future (O³ PLUS): Baseline study; Zambia and Zimbabwe” established that there are gaps in terms of GBV prevention for students in HTEIs. The study also found that HTEIs were at different stages in terms of institutionalizing GVB prevention programmes for students. As a result, the study recommended the implementation of systematic GBV prevention programs that equip students with knowledge,
attitudes, and skills for behaviour change, leading to positive outcomes such as reduced sexual and gender-based violence and sexual harassment.

2. The safer campuses! Campaign

The **Safer Campuses!** campaign is a social and behaviour change campaign to prevent gender-based violence (GBV) and other forms of violence in Higher and Tertiary Institutions. The campaign is commissioned by UNESCO and in partnership with ministries responsible for higher education and other stakeholders.

The **Safer Campuses!** sensitization efforts commenced in 2022 during the 16 days of activism against GBV. This initial phase, organized by the Our Rights, Our Lives, Our Future Plus (O³ PLUS) project, featured an initial campaign called *“Safer Campuses! Activism to End Gender-based Violence in tertiary institutions!”*. In response to the urgent need to address GBV in the higher and tertiary education sector, as emphasized by students and other stakeholders, UNESCO decided to expand the campaign into a comprehensive initiative in 2023.

3. Social and behaviour change campaign

The aim of the **Safer Campuses!** campaign is to inspire action from all stakeholders to act against GBV in the higher and tertiary education sector and to contribute towards safer campuses for all students.

UNESCO and its partners decided to use a social and behaviour change campaign because it is an evidence-based, organized effort that combines innovation and creativity to deliver messages to motivate individuals to change behaviours and social norms. The regional **Safer Campuses!** campaign aims to create momentum for change at each level of the social ecological model ESA, with a special focus of the 6 countries covered by the O³ PLUS project by providing information and communication materials to students, stakeholders and campuses communities on sexual and gender-based violence prevention and response.

The **Safer Campuses!** campaign is conceived as a regional-level campaign that will also be used as a template to amplify messages at the national level and local levels. The regional campaign will bear the flagship theme, brand, logo, and slogan/tagline that will be a part of all regional-level materials created for the multimedia campaign. Country-level campaigns will use the regional-level branding and approach, including key messages and materials and will also adapt those to the national and local level in order to make the campaign more specifically tailored to each country’s context and communication dissemination capacity.

4. Vision and Mission

1. **Vision:**

A higher and tertiary education sector in the ESA region free of violence where all students and all stakeholders are empowered with knowledge, information, agency, and resources to prevent gender-based violence (GBV) and other forms of violence.
2. **Mission:**
Engage relevant stakeholders to motivate policy, social, and behaviour change that contributes to reducing and ultimately eliminating GBV in HTEIs throughout Eastern and Southern Africa.

5. **Theory of change, Objectives and Expected Outcomes**

1. **Theory of change**

<table>
<thead>
<tr>
<th>Problem Statement</th>
<th>High incidences of GBV and other forms of violence among students in HTEIs</th>
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<tbody>
<tr>
<td><strong>Impact</strong></td>
<td><strong>Reduction in GBV and other forms of violence in HTEIs</strong></td>
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<td></td>
<td>• Improved knowledge and attitudes of students and academic and non-academic staff towards GBV</td>
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<td>• Improved knowledge of referral pathways and whistle-blower mechanisms among students</td>
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<td>• Increased reporting of GBV and uptake of services</td>
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<td>• Campus communities demonstrate positive shifts in social and gender norms related to GBV and other forms of violence</td>
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<td><strong>Outcomes</strong></td>
<td>• Students and all staff are reached with information on GBV, including referral mechanisms for reporting, existing campus-based services, and external services for survivors</td>
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<td>• Students and staff commit and adopt practices to prevent and manage GBV</td>
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<td></td>
<td>• HTEIs are safe and inclusive, and campus environments are supportive of students and staff Commitments and actions by students and staff to end GBV</td>
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<td><strong>Outputs</strong></td>
<td>• Deliver violence prevention messages through various platforms, including bullying and cyberbullying prevention messages.</td>
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<td>• Implement activities focused on addressing GBV and strengthening knowledge of referral pathways, including workshops, training, and awareness campaigns.</td>
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<td>• Raise awareness about existing services available around HTEIs, such as national helplines, institution-based counselling and health services for GBV survivors, and services offered by civil society organizations (CSOs) to support GBV survivors.</td>
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<td>• Engage campus communities to identify and map out unsafe physical spaces and develop strategies for increasing safety</td>
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<td></td>
<td>• Promote violence prevention and facilitate the transformation of positive social and gender norms within HTEIs.</td>
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2. **Campaign Objectives**

- Increase student and staff (academic and non-academic) knowledge and awareness of GBV and violence prevention and response systems on campus
- Engage students, staff and stakeholders in violence prevention and response efforts
- Enhance awareness and understanding of referral pathways, whistle-blower and sexual harassment prevention mechanisms by staff and students
- Deliver violence prevention messages through various platforms, including prevention against bullying and cyberbullying

6. **Key Audiences**

The Safer Campuses! campaign takes a multi-sectoral, holistic approach to prevent GBV in higher and tertiary education and create safer campuses. Its aim is to bring about broad shifts in attitudes and behaviours related to GBV in HTEIs. By contextualizing materials, the campaign strives to provide students and stakeholders with the necessary knowledge, resources, and support to prevent violence. The campaign is intended to reach different audiences whose actions have an impact on the prevention and management of GBV for students in the ESA region.

Each key audience for the campaign will have particular materials which are intended to encourage the necessary attitude and behaviour change objectives in order to reduce violence. The key audiences include the following groups:

1. **Primary Targets:**

   - Students in higher and tertiary education institutions in O3Plus countries, with a specific focus on young female students.
   - Campus lecturers, HTEIs administrators, non-academic and support staff, healthcare providers and counsellors.

2. **Secondary Targets:**

   - Young people and representatives of youth organizations, peer educators, youth-focused CSOs, and networks.
   - Teaching bodies, higher and tertiary education institutions, and academic partners.
   - Students’ clubs, sports clubs and associations, civil society and women's rights organizations, organizations working with men and boys.
   - UN partners, government partners

By targeting these key audiences, the Safer Campuses! campaign aims to create a comprehensive approach to GBV prevention, involving individuals, communities, institutions, and policy influencers, ultimately leading to safer and inclusive campuses for all students.
7. Synergies

The Safer Campuses! campaign will create synergies with other UNESCO initiatives including the O3 ambassadors, the Smart campuses concept, and campus radio. It will leverage existing digital innovations, such as the mobile apps in Namibia, Kenya, Zambia, and Zimbabwe. In particular, the campaign will benefit from UNESCO’s ongoing work supporting students to develop podcast and use radio shows to expand reach of messages and information on GBV, building on existing campus radios presence. The campaign will also leverage on the existing digital platforms including the mobile app RADA in Kenya, Future+ in Zimbabwe, Own-u in Zambia and Buzzer in Namibia to reach students with messages on GBV. The campaign is an opportunity to build on those existing platforms while also further expanding and improving it to maximize reach. Synergies will also be created with UNESCO work to support HTEIs to develop and implement policies on gender-based violence and sexual harassment and ensure functioning referral mechanisms. Notably, the campaign will build on the establishment of gender desks in HTEIs in Kenya and Tanzania. The campaign could also extend its reach to other countries in the Eastern and Southern Africa (ESA) region where the UNESCO O3 project is implemented. This expansion may include countries like Botswana, Eswatini, Ethiopia, Lesotho, Madagascar, Malawi, Mozambique, Rwanda, South Africa and South Sudan.

8. Deliverable

The selected firm/entity will produce the following deliverables:

Develop and run the Safer Campuses! campaign at regional level: Conceptualise a campaign strategy and campaign material with a clear dissemination plan including a timeline. The Firm will conceptualise the innovative Safer Campuses! campaign, detail the entire narrative and create a compelling story. The Firm will launch and run the campaign at regional level.

Campaign material and activities at the regional level could include the Regional launch, videos series, social media campaigns, TV and radio shows, TV and radio advertisements, radio drama, competitions, digital innovations and any relevant materials and events.

Run the Safer Campuses! campaign at country level: Support the 6 O3 PLUS countries in their rollout including launch, main events and campaign milestones. The rollout will focus on Namibia, Kenya, Tanzania, Uganda, Zambia and Zimbabwe.

Campaign material and activities at the national level will be implemented in collaboration with O3 PLUS teams in countries and could include: country launch, digital and students innovations, students debate, students led-initiatives, capacity building on GBV, festivals, songs, public events, boarding houses outreach, radio shows, sports activities and any relevant materials and events.

Expected result: The Safer Campuses! campaign aims to reach more than 500 000 students, and its reach in the wider community should be more than 5 million.
<table>
<thead>
<tr>
<th>No</th>
<th>Activity</th>
<th>Timeline</th>
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<tr>
<td>1</td>
<td>Inception meeting to align expectations</td>
<td>Before 10 September 2023</td>
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<td>2</td>
<td>Social Behaviour Change Campaign strategy and campaign materials ready for</td>
<td>Before 30 September 2023</td>
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<td></td>
<td>rollout, including a detailed timeline</td>
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<td>3</td>
<td>Start the Rollout of the campaign at Regional level, including Launch</td>
<td>Before 30 October 2023</td>
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<td>event for the campaign at the regional level</td>
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<td>3</td>
<td>Launch events at country level in 6 countries - Namibia, Kenya, Tanzania,</td>
<td>Before 31 December 2024</td>
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<td>Uganda, Zambia, Zimbabwe</td>
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<td>4</td>
<td>Rollout of the campaign at regional level and in 6 countries - Namibia,</td>
<td>Ongoing rollout until 31 August 2024</td>
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<td>Kenya, Tanzania, Uganda, Zambia, Zimbabwe - and continued rollout at the</td>
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<td>regional level, including monthly reporting on the campaign</td>
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<td>5</td>
<td>Report on the campaign capturing reach, lessons learned, opportunities and</td>
<td>Before 31 August 2024</td>
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<td>next steps</td>
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All documents and material will be adapted and revised, as requested, to integrate UNESCO’s feedback.

### 9. Required expertise and qualifications

Interested **Firm/Entity** is expected to meet or exceed the following expertise and qualifications:

**Mandatory**
- It is mandatory for the firm to have minimum five years’ experience in marketing and communication
- It is mandatory for the firm to demonstrate relevant areas of institutional expertise including extensive professional knowledge in the field of health promotion, education, marketing and advertising supported by at least 3 examples/references
- It is mandatory for the firm to demonstrate evidence of similar work undertaken previously, and submit three samples of previous work which is no more than 5 years old
- It is mandatory for the firm to be familiar with ESA contexts, and specifically registered in Africa or have affiliation with an Africa-based firm, with preferably a physical presence in at least one of the countries covered.
- It is desirable for the firm to have access to African talent, preferably in the countries covered
- It is desirable for the firm to have worked in the past on a project/assignment with the United Nations system
- It is desirable for the firm to have proven experience in CSE and sexual and reproductive health and rights

**Team Leader** is expected to meet or exceed the following expertise and qualifications:
- It is mandatory for the Team Leader to possess minimum 10 years of experience in media and communications and at least a master's degree in a related field of studies
• It is mandatory for the Team Leader to have experience developing such strategies, evidenced by a minimum of 3 examples/references
• It is desirable for the Team Leader to have worked with the United Nations system on previous assignments

10. Management
The firm/entity will report to the UNESCO ESA Regional Advisor for Education for Health and Well-being. The firm/entity will be responsible for its own overheads and logistical requirements such as office space, administrative and secretarial support, and telecommunications. UNESCO Regional Office for Southern Africa will manage the consultancy and provide support, including review of products.

11. Copyright, Patents and Other Proprietary Rights
All rights, including but not limited to title to property, copyright, trademark and patent, in any work produced by virtue of this contract, shall be vested in UNESCO which alone shall hold all rights of use.

12. Evaluation of proposals
All interested companies are required to submit a Technical and Financial proposal separately via email.

The technical proposal of max 10 pages (font: Calibri, size: 11) will be assessed based on the following:
• Approach to assignment that demonstrates the extent to which the company understands the requirements as set out in the terms of reference
• Feasible and technically sound methodology, appropriate for fulfilling the overall purpose of the assignment
• Realistic work plan with specific treatment of key deliverables and priorities
• Expertise and experience of the entire team attaching brief technical bio of core team members explaining how their competencies meet the requirements of the assignment
• Examples of communication strategies, communication plans and campaigns developed (including samples and portfolios) and evidence of similar work undertaken recently (Not more than 5 years) and references.

The financial proposal should be no more than 3 pages (font: Calibri, size: 11) and should detail the following:
• An appropriate Price Schedule which includes, as a minimum total amount
• Number of workdays per main activity
• Unit to determine, which items may be negotiated, if applicable, or which items can be modified as per the budget.

*All prices shall be quoted in US dollars.*

13. Budget and Payment
The firm/entity will be selected following a competitive bidding process. Candidates must submit a cost estimation as an expression of interest, clearly itemizing costs per production
stage. Payment will be done upon submission of each deliverable.

14. Duration of the assignment and payment modality
The contract will run for 12 months from September 2023 to September 2024. Payment will be in arrears upon submission of satisfactory deliverables.

15. Submission of proposal
Interested firms may submit a technical and financial proposal separately via email to vacancies.harare@unesco.org no later than 20 August 2023.