Ref: **TOR-ALBA-2024-031**

# TERMS OF REFERENCE

## Institutional Consultancy for the provision of media services in the framework of the human trafficking project in Albania.

### 1. UNICEF IN ALBANIA

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs, and to expand their opportunities to reach their full potential. In Albania, the overarching goal of UNICEF's engagement with the Government and partners is to achieve, by 2026, the progressive realization of the rights of all children in Albania, accompanied by the reduction of equity gaps, based on effective child-focused policies, systematically enforced accountabilities with adequate public resources, and strengthened respect for and protection of children's rights. Specifically, UNICEF works with the government and other partners towards strengthening governance for equity and social inclusion and ensuring protection and justice for all children.

### 2. BACKGROUND AND CONTEXT

In Albania, women and girls account for an alarming majority of victims of trafficking, especially for sexual exploitation (the most common purpose), but also for forced labour, human trafficking may often be considered one of the worst forms of gender-based violence.

UNICEF's Country Office in Albania ("CO") is committed to tackling the human trafficking of Albanian children and women (young girls in particular).
The CO will work to address and take into account issues such as gender-based violence, especially domestic, intimate partner, and sexual violence, steadily changing recruitment methods used by traffickers (e.g. via social networks or within a close family), political volatility linked to the transition from the communist rule to a market economy which has lead to an increase in emigration, a dire socio-economic context offering only limited opportunities to the local population and finally an important gap between a strong legislative framework and the faltering implementation thereof.

### 3. JUSTIFICATION

Problems of journalism ethics remain still among the most serious problems in Albania.
Albanian Media is increasingly reporting on social issues; however, the general trend seems to cover only the news of the day and not provide follow-ups and analysis on these worrying problems that will affect the future development of Albanian society. Real investigative journalism is lacking, first, due to professional reasons.
Media Rules of Professional Practice are currently in place for those reporters who feel committed to these issues. The Code of Ethics has been approved, but its implementation is at a low level.

UNICEF is seeking to select a company to improve ethical reporting on Human Trafficking through in- service training and document human stories through pod cast production.

- the series will be a mixture of showcasing success stories and talking about HT issues/ prevalence in Albania.

## 4. PURPOSE & OBJECTIVES, EXPECTED RESULTS

- Improve journalists' skills on ethical reporting on human trafficking issues.
- Increase awareness among general population by producing podcasts based on success human stories.

## 5. DESCRIPTION OF THE ASSIGNMENT (STATEMENT OF WORK)

The company will oversee organizing field visits with journalists (4-5 journalists per visit) in the regions covered by the HT program. During the in-service training, the students will learn about ethical reporting and responsive journalism.
The company will ensure that journalists will publish articles following the field visits.

The company will oversee the production of f short podcasts using contemporary storytelling and artistry. The podcasts will explore personal stories as well as success stories, to emphasize the work done about trafficking, and raise awareness for internal trafficking (or other topics related to the focus of the organization). The podcasts will be a novelty in Albania and will be widely distributed on a few traditional media. The podcasts will engage a high level of high-profile actors, with an aggregate fan base of 2 million. This will ensure the high popularity of this limited series.

### KEY DELIVERABLES AND TIMEFRAME

**DELIVERABLE 1** - Coordinate the work with the Department of Journalism at the University of Tirana aiming to improve ethical reporting to students of journalism on HT issues (in-service training).

Tasks: **Field Visits**

1. **Organization and Execution of Field Visits:**
   a. Planning and Logistics: Detailed plan for the 2-3 field visits including travel arrangements, accommodations, and itineraries.
   b. Participants: Selection and invitation of 4-5 journalists per visit, along with professors from the Faculty of Journalism.
   c. Training Session: Development and delivery of a short training module on ethical reporting and responsive journalism during the visits.
2. **Content Creation and Publication:**
   a. Articles: Each journalist to write and publish at least one article post-visit. Target of at least 5-8 articles in total.
   b. Social media content: 8-10 SM posts generated by the journalists following the field visit.
   c. Feedback and Review: Collect feedback from participants and assess the impact and quality of the articles published.
3. **Engagement with University of Tirana:**
   a. Faculty of Journalism Involvement: Formalize collaboration with the Faculty of Journalism, including their participation in field visits and possibly guest lectures or joint publications.
4. **Reporting and Documentation:**
   a. Field Visit Reports: Comprehensive reports documenting the field visits, including objectives, activities, participant feedback, and outcomes.

b. Compile a final report on the reach and impact of the published articles and training sessions.

Duration: —Sept- October 2024
Actor – Contractor
Completion Date: 30 October 2024

**DELIVERABLE 2** - Produce 2 podcasts of 20-30 minutes per episode to document real-life stories on HT.

Tasks:

1. **Production of Podcasts:**
   a. Concept, Research, and Script Development: Create detailed outlines and scripts for each podcast episode, ensuring alignment with UNICEF's key issues and storytelling approach.
   b. Recording and Editing: Professional recording and editing of podcasts to ensure high production quality.
   c. Guest Engagement: Coordination with first-line professional and high-profile actors and influencers to participate in the podcasts.
2. **Distribution and Promotion:**
   a. Broadcasting: Schedule and secure slots for airing the podcasts on traditional media.
   b. Marketing Campaign: Develop and implement a marketing strategy to promote the podcasts, including social media promotion, collaboration with influencers, and traditional media outreach.
3. **Content and Impact:**
   a. Episode Details: Focusing on personal and success stories related to UNICEF's contribution.
   b. Audience Engagement: Track listenership statistics, audience feedback, and engagement levels.
4. **Evaluation and Reporting:**
   a. Impact Analysis: Assess the reach and impact of the podcast series, including audience demographics and feedback.
   b. Final Report: Compile a final report summarizing the podcast series production, distribution, audience reach, and impact on awareness of UNICEF's issues.

**Duration** – October -November 2024
**Actor** – Contractor
**Completion Date:** 30 November 2024

**Note:** Exact deadlines will be mutually agreed upon contract signature.

## 6. REPORTING REQUIREMENTS

- Trainings/packages of the training materials or any field visit concepts, agenda, and materials, will be presented to UNICEF 7 working days before the respective events, in commonly agreed formats, such as Word for concepts and agendas and PPT for presentations. All presentations will be prepared in English.
- Final report on the assignment, including the package of materials produced as part of the assignment, will be presented to UNICEF in Word format 10 working days before the expiry of the contract.

## 7. LOCATION AND DURATION

The exact dates for starting and ending the contract will be negotiated upon awarding the contract.

Tentative starting period: **September 10, 2024**

- Foreseen finishing period or duration: **30 November 2024**
- **Location(s)**: The project will be implemented in three Northern regions of Albania.

## 8. MANDATORY DOCUMENTS REQUIRED TO BE SUBMITTED BY THE COMPANY

The applicants must submit to the UNICEF Albania office for review the following required documents. The documents must be filed in the order and with the numbers stated below:

1. Request for Proposal for Services Form, (see attached form).
2. Company profile, summary of previous working experience (example of similar assignments) # max 4-5 pages.
3. Organization's / institution's registration in the court, (if applicable).
4. Copy of the NIPT and Simple extract released by the National Center of Businesses, if applicable.
5. Licenses and other work-related certificates obtained by the institution/company.
6. List of staff proposed to be engaged in the implementation of the assignment and description of their proposed positions and responsibilities.
7. CVs of each proposed staff, focused on the qualifications required for the implementation of this assignment.
8. Sample of similar completed assignments in the last 3 years;

## 9. QUALIFICATION REQUIREMENTS FOR THE PROPOSED STAFF

- Minimum of 10 years of experience in consulting, conceptualizing, designing, and/or managing projects in communication of which at least two in a practical / field-tested context.
- Previous work with UNICEF or other UN agencies is an asset.
- Excellent command of English, both written and oral.

**Work-related requirements**:

- Ethical accountability and teamwork
- Flexibility in responding to UNICEF's needs

## 10. FINANCIAL PROPOSAL

The entity is required to provide a quotation for provision of the services to complete the following deliverables, based on the above description of the assigned tasks:

**Deliverable 1 – Improve ethical reporting on Human Trafficking**
**Deliverable 2 – Document human stories through pod cast production**

## 11. EVALUATION CRITERIA

The award criteria for this solicitation process will be:

***1. Overall Response -*** *20 %*

1.1 Completeness of response

1.2 Overall concord between RFP requirements and proposal

***2. Company and Key Personnel -*** *20* **%**

2.1 Range and depth of organizational experience with similar projects
2.2 Samples of previous work

***3. Proposed Methodology and Approach -*** *40* **%**

3.1 Proposed approach of implementation of the tasks as per the ToR
3.2 Technologies used - compatibility with UNICEF.
3.3 Innovative approach

*4* ***Financial offer*** *– 20%*

## 12. CONTRACT MANAGEMENT

The company will work under the direct supervision of the UNICEF Communication Officer, Child Protection Specialist and Human Trafficking Focal Point. Fees will be rendered upon written approval by the UNICEF Supervisor, and contingent upon the quality of deliverables.

UNICEF will regularly communicate with the selected company and provide formats for reports, feedback, and guidance on performance and all other necessary support to achieve the objectives of the research, as well as remain aware of any upcoming issues related to the expert's performance and quality of work.

## 13. PAYMENT SCHEDULE

The payment will be done in two installments 30% in advance and 70% upon certification of completion of the above-stated deliverables.

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Date: 29.07.2024

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Date: July 29, 2024

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Date: 29/07/2024