



Request for Proposals
National Media Campaign
on Women's Leadership and Political Participation
Issued on September 3, 2018

National Democratic Institute - Ukraine

To help increase public awareness about the benefits of gender equality, National Democratic Institute for International Affairs (NDI) will engage with a public relations firm to conduct a national media campaign highlighting the importance of women in leadership and women's political participation.

NDI reserves the right to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI shall not be liable for any costs associated with the preparation, transmittal, or presentation of any materials submitted in response to the RFP.

BACKGROUND

When all citizens are able to participate in political processes and decision making, policies are more likely to be transparent and responsive to their needs, thereby advancing democracy and stability more broadly. Profound societal changes to enable a more responsive and representative democracy have started to take hold in Ukraine. Key among these is the role that women play in Ukrainian public life.

Since Ukraine's Revolution of Dignity, citizens are demanding new faces in politics—an arena traditionally dominated by men. As a result, more women have begun to enter politics, particularly at the local level. These gains were, in part, the result of work done by local partners under NDI's public information and advocacy campaigns on the benefits of women's political participation and gender equality. These campaigns, which were based on evidence-based messaging, produced commitments from local party leaders to nominate at least 30 percent women to party lists and, ultimately, contributed to an increase in the number of women elected to local councils in 2015.

At the national and oblast levels, women leaders also are becoming more visible and advocating more openly and successfully for gender equality. For example, following the 2014 parliamentary elections, women began to play more prominent roles in parties, parliament, government and other state offices. With parliamentary elections currently scheduled for 2019, the next year will be an important period for consolidating gains made toward greater gender inclusion and ensuring that they take hold on a national level.

In recent years overt sexism in the media has become less accepted and is generating more resistance. For example, when the appointment of 24-year-old Anastasia Deyeva as deputy interior minister generated sexist comments on social media, the online platform [Povaha](#) (Respect), which NDI supports, posted several articles, analyzing the damaging impact of this sexist coverage. Following Povaha's lead, other media outlets raised questions about sexist attitudes toward young women leaders. Experts have

pointed to greater inclusion of women's perspectives in news stories, the normalization of women's presence in high level positions and the use of "feminitives" as examples of growing awareness of gender equality in the media.¹

Despite important progress, challenges remain:

- Women leaders continue to face **discrimination and remain severely underrepresented**, particularly at the national level, in government, political parties, and parliament.
- Some political leaders continue to **express overtly sexist** views inside and outside parliament, resist moves toward the inclusion of underrepresented groups and challenge the adoption of international standards.
- **Attitudes regarding stereotypical images of women** as homemakers and of men as decision makers remain deeply embedded in Ukrainian society. In 2015, NDI used implicit association tests (IATS) which showed that most Ukrainians do not associate women with political life. More importantly, the IATs highlighted that women are even less likely to associate women with political life than men. Though these biases do not appear to affect voting behavior, yet they do prevent women aspirants from running for political office and national political leaders from nominating women to party lists.
- **Ukrainian media continue to perpetuate stereotypes** that negatively impact women and contribute to the lack of equal representation in Ukraine. Men are more prominently featured in the media and coverage of women is concentrated in sections devoted to family life, fashion and other topics traditionally associated with women.
- **Women candidates in Ukraine also report violence**, off and online, which impedes their campaigns and discourages women from running. Violence against women in politics (VAW-P) restricts the political participation of women and encompasses all forms of aggression, harassment, coercion and intimidation against women as political actors, simply because they are women.

Campaigns/projects to pushback on sexism and call for increase in gender equality and leadership:

- [Povaha](#) – platform to pushback on sexism in media and politics
- [Women are 50% of Ukraine's Success](#) - Multilayered campaign/action for women's leadership²
- **Campaigns to challenge stereotypes and encourage women's leadership**
- **"I am Not Afraid to Say"** (against sexual harassment)
- **"She did it"** – a book showing accomplishments of women
- **"Not a Woman's Job"** - Promotion of the cancellation of women's jobs
- **"Women's Faces of Leadership"** - Profiles of women

¹ A feminitive is the female version of a Ukrainian word that has both male and female variants, such as 'businesswoman' instead of 'businessman.' Because Ukrainian media tend to use the male variants of words as a default, gender activists in Ukraine have launched a campaign to encourage the use of feminitives.

² The Women's Faces of Leadership initiative features short interviews with Ukrainian women leaders from different sectors speaking about their careers and seeks to highlight women leaders as agents of change.

SCOPE OF WORK

To help increase public awareness about the benefits of gender equality, NDI is seeking to engage with a Ukrainian public relations firm to conduct a national media campaign highlighting the importance of women in leadership and women's political participation. The national media campaign should amplify and build upon the existing communication platforms and projects on women's political participation and leadership.

NDI is planning to conduct a two-wave national media campaign. The first wave will be conducted in February-April 2019, while the second wave will be conducted in May-July 2019 and continued in September 2019.

Communications/Advocacy Objectives. There are four central aims of the communication campaign, which should fall under a common framework and theme:

Wave 1

1. Explain benefits of equality between men and women

Wave 2

2. Encourage more women to see themselves as political leaders
3. Encourage political parties to support and nominate women/create more leadership space within the political party
4. Challenge myths about women's effectiveness and qualification for leadership

Communication Analysis and Strategy

The media campaign should be evidence-based, focused, strategic and include specific calls to action. NDI will provide the selected firm with all programmatic reports and previously designed strategies and communications products as well as the results of a public opinion surveys and focus groups conducted on these topics. NDI will also use Focus Group Discussions (FGDs) throughout the design of the strategy to support the formation of a communication analysis. The selected firm will not bear the cost of these. The communication analysis should include a scrutiny of the participant groups, behaviors that may hinder or enable their desired behaviors and an analysis of communication channels.

Products to include within the Communication Analysis:

- **Social and behavioral outcomes for the target audience and communication objectives** - recommended behaviors to be promoted for information/awareness raising/knowledge and will select the few key behaviors for achieving change should be outlined.
- **Target audience analysis.** Target audiences should be defined in-line with the communications and advocacy objectives. Audience personas should also be developed. Furthermore, an audience analysis that identifies key participant groups in the communication process as well as networks of influencers of community mobilizers who can be called upon to support behavior and social change among the key participant groups should be articulated.

- **Communication messages and activities:** The firm will focus the communication messages more strategically to respond to underlying causes of gender bias in-line with research that shows the best way to engage target audiences in such a conversation. The stages of behavior change should be outlined with the accompanying role of communication. Behavioral and communication objectives should be clearly articulated as well as the accompanying communication activities.
- **Creative approaches for engagement** that consist of a cross-channel plans for the development of content, materials and channels of communications. The creative approaches should be technically sound, consider local ethos and cultural modes of communication, be gender sensitive and be inclusive and accessible to persons living with disabilities. Approaches should include creative and experimental elements that engage and empower the target audience to generate awareness and influence preferred behaviors and social norms. The creatives and communications should be pre-tested.
- **Delivery of accurate, sensitive and culturally appropriate messages** should be strategically spread across multiple channels of communication. Participants should be involved in translating technical information and complex socio-behavioral messages into creative and effective approaches.

National Media Products

The media campaign includes all development of public service announcements promoting women in leadership that would be distributed on national television, social media, and websites. The campaign could feature information about the new office on gender issues, outlining its responsibilities and highlighting benefits of its work to society at large. The materials should be packaged in a friendly, entertaining, engaging and culturally appropriate way.

Implementation Plan

The implementation plan should include a timeline and resource implications of events and actions for activating the development, dissemination and utilization of messages and materials and any other plans for training other participating stakeholders such as community mobilizers, civil society leaders, elected officials, candidates and political parties. The implementation plan should also include a budget. As part of the information campaign, NDI and the public relations firm likely would partner with Ukrainian national television channels, such as 1+1 and Pershyi, to distribute the videos and other material developed under this program and to help these national broadcasters implement gender-responsive policies and programming. NDI would ensure that the public information campaign would reach Ukrainians in both urban and rural environments.

Leveraging Partner Platforms

In addition to developing new messages and content based on the public opinion research findings³, the campaign could draw on and expand messaging and initiatives developed under NDI-partner supported public information campaigns. For example, building upon the [“Жінки - це 50% успіху України”](#) (Women are 50 percent of Ukraine’s success) public information campaign, the Faces of Women’s

³ NOTE: Interested bidders can contact NDI with request to see the research presentation prior to submitting the bid.

Leadership, and [Povaha](#) into a national campaign⁴. This would increase the audience reach of the media information campaign. Under the proposed program, the public relations firm would be expected to expand these initiatives by producing additional videos, such as short videos featuring EOC leaders and the vice prime minister who heads the newly created office on gender. Such material would be disseminated on television, social media, and other online platforms.

Monitoring and Evaluation

A monitoring and evaluation plan that clearly lays out the indicators and research methods for measuring performance and impact of the media campaign. Successful implementation requires constant measurement with a high degree of responsive adjustments to build on successes and overcome challenges. The data generated from monitoring and evaluation feeds into the next round of strategy development and revisions. It should include methodologies that tease out qualitative changes in mindsets, behaviors and power relationships.

TIMELINE

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|---------------------------------------|----------------------------|
| ● RFP Distributed | September 3, 2018 |
| ● RFP Due | September 30, 2018 |
| ● Firm selected | October 15, 2018 |
| ● Communication Analysis and Strategy | October 30, 2018 |
| ● Product development | December 1, 2018 |
| ● Products tested | December 15, 2018 |
| ● Revised Products | January 15, 2019 |
| ● Launch of campaign | January 30, 2019 |
| ● Implementation and monitoring: | |
| Wave 1 | February - April 2019 |
| Wave 2 | May - July, September 2019 |

BUDGET

The period of performance to develop and implement the above-named strategy is for 11,5 months from the mid-October 2018 until the end of September 2019.

All service providers must be non-partisan and non-political.

The budget ceiling for this work (including media buy and all material development) is USD \$300,000 inclusive of VAT. Proposals are not required to reach the ceiling, and cost effectiveness will be a significant component of the proposal review process.

⁴ Targeting producers and consumers of media, such as journalists, editors, and television and radio producers, Povaha seeks to combat sexist media coverage by covering discrimination and sexism in daily life. The 50 Percent website focuses on increasing women's political participation by developing and publicizing information for women interested in running for political office. Given that these two websites have a combined readership of more than 175,000 people, disseminating the campaign materials on these sites would increase the number of people able to access them.

RFP REQUIREMENTS

To undertake this work, the service provider should provide a detailed technical and financial proposal for the work as listed below in the requirements section. The technical proposal should outline how the service provider will approach the development of the strategy. The technical proposal should also outline how the service provider will inform themselves so that they can deliver the strategy and how the service provider plans to work with NDI and its partners. The technical proposal should outline what format the strategy will be in and should include presentations to NDI and its partners for review and validation.

A technical proposal in English outlining how the service provider will address all elements described in the above Scope of Work demonstrating the following:

1. A detailed timeline for the development of the approach.
2. A detailed budget in Ukrainian Hryvnia with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request. Prices quoted must be valid for entire length of contract.
3. Relevant past experience to include: (1) examples of similar projects; (2) list of clients, and; (3) names, addresses, and telephone numbers of three past clients as referees, and (4) approval to contact the listed references.
4. A contact name, email address, and telephone number to facilitate communication between NDI and the prospective contractor.
5. A brief outline of the company, including:
6. Full legal name and address of the company or individual;
 - a. Corporate and tax registration documents
 - b. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
 - c. Name of any individuals or entities that own 50% or more of the company;
 - d. Year business was started or established;
7. The prospective contractor must disclose in writing with its response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration.
8. Prospective contractor must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work.

DELIVERY DUE DATE AND ADDRESS:

The deadline for submission of all offers is September 30, 2018. All offers must be submitted to itakhtarova@ndi.org.

Shall you have any questions, please contact Luliia Takhtarova at +380 95 4036463 or itakhtarova@ndi.org.

TERMS & CONDITIONS

NDI reserves the right to require any prospective contractor to enter into a non-disclosure agreement. All information provided by NDI in this RFP is subject to change at any time. NDI makes no certification as to the accuracy of any item and is not responsible or liable for any reliance on or use of the information or for any claims asserted therefrom.