



TERMS OF REFERENCE

A Consultancy for Advertising and Conceptualising a Campaign. “Awareness Programs on Sexual Bribery and Sexual Exploitation”

1. Profile

Centre for Equality and Justice (CEJ) is a women’s organization that works with a focus on war- affected women’s issues and has a strong action-oriented research and advocacy focus. CEJ’s mission is the achievement of gender justice so that men and women live in a society that is free, just and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women’s advancement and economic empowerment, advocating for the commitment to international human rights standards and by fostering partnerships with grassroots level women’s networks.

2. Background

CEJ is currently implementing a project which aims to empower military widows (predominantly Sinhalese widows in the North-Western and North Central Provinces) and war widows (predominantly Tamil widows in the Northern Province) by addressing the high incidence of sexual bribery and sexual exploitation against them, which also acts as a significant barrier to their socio-economic advancement and perpetuates vulnerability and intergenerational conflict. It will empower the targeted women and their families by improving access to information and services, supporting the formation of women’s collectives, and supporting sustainable income-generation. It will also collaborate with public officials and state institutions to strengthen their commitment to prevent and respond to sexual bribery and to protect military and war widows from sexual exploitation. This will be complemented by the strengthening of civil society to hold systems and decision-makers accountable.

3. Scope of Work

The consulting party will be responsible for supporting CEJ’s overall communications plan of the project, by conceptualizing and creating an advertisement campaign and a sticker campaign. In more detail the consultant will:

- Attend a briefing by CEJ on our approach to communicating the issue of sexual bribery.

Advertising campaign:

- Conceptualize an advertisement campaign to be featured on mainstream media/ new media.
- Refine the concept and with CEJ’s approval.
- Select and block relevant advertisement slots in consultation with CEJ.
- Create content for the advertisement campaign.
- Submit content to CEJ for review, incorporate feedback and refine content in close consultation with CEJ.
- Submit the final edition of the content in a timely manner.

Sticker Campaign:

- Design a logo in consultation with CEJ which will be used in the overall campaign against sexual bribery.
- Design/layout material in all three languages to be printed and disseminated among different audiences.
- Print material in order to execute the sticker campaign three districts- (Kilinochchi, Anuradhapura, and Kurunegala.)
- Produce press releases, teasers and concept notes to generate organic media interest in the sticker campaign among local and regional media outlets.
- Tailor/produce content relating to the sticker campaign to be shared across CEJ's social media, in English, Tamil, and Sinhala.
- Coordinate payments to third parties (when applicable.)
- Archive and report (to CEJ) on the sticker campaign in terms of public sentiment and attendance.
- Generate and submit report/s to CEJ on the projected reach of the advertisements and monitor if the air-time has been utilized as agreed.

4. Time Line

Activity:	Deadline:
Attend briefing by CEJ	September 25 2019
Block-out and contract the advertising slots and produce design/logo and concept for sticker campaign	October 10 2019
Present first draft concept for overall add campaign and refined edition, including CEJ feedback on the sticker campaign	October 20 2019
Finalize material for sticker campaign, with CEJ's approval complete printing.	October 31 2019
Refine concept and incorporate feedback for overall advertisement campaign	November 05 2019
Execute sticker campaign in three districts	November 08 2019- November 20 2019
Submit content for review-overall campaign	December 05 2019
Incorporate changes/adjustments	December 10 2019
Finalize content and other elements of the campaign	February 10 2020

5. Duration

The above consultancy is for the duration of 09 months, from September 2019- May 2020.

6. Payment

Remuneration will be agreed upon between CEJ and the consultants and set-out in the contract.