



The Palestinian Working Woman Society for Development-PWWSD
Feminist Power in Action for Women's Economic Rights
(FEMPAWER)

Terms of Reference (TOR)

Production and Broadcasting of Muwatinat (Citizens) Platform

70-80 hours of media programming & advocacy/media content

1. About PWWSD:

The Palestinian Working Woman Society for Development (PWWSD) is a leading women's rights organization that contributes to the feminist struggle against all kinds of discrimination entrenched by the prolonged Israeli occupation and patriarchal structures and norms of Palestinian society. Famous for its solid relationship with the grassroots, PWWSD is a reference for women, individuals, institutions, and CBOs interested in women's rights. It works on creating a supportive public opinion of women's rights with a focus on promoting women's rights on the base of human rights, peace and security agenda, gender equality, social justice, and equal citizenship.

2. About the project:

The Programme MENA Feminist Power in Action for Women's Economic Rights (Fem PAWER) will strengthen young women who face multiple discrimination and economic gender-based violence (E/GBV) in some MENA targeted countries (Jordan, Lebanon, Palestine, and Tunisia) to be the leaders for change, by holding duty bearers accountable towards Women Economic Rights (WER) and improve conditions for young women in the informal economic sector.

FEM PAWER is a partially capacity development Program in lobbying and advocacy (in the field of combating economic gender-based violence and promoting WER), targeting Women's Rights Organizations (WROs) and young women in 4 MENA countries, (Palestine, Jordan, Lebanon, and Tunisia) aiming at improving the gender-responsive accountability mechanisms of duty bearers. The Program is engaged in inclusive collaboration including providing small grants to partner organizations (POs), capacity development, networking and creating coalition opportunities, and lobby and advocacy-related actions. The inclusive partnerships are the backbone of the Program and are intended to be applied also among POs, across PO's lobbying and advocacy interventions as well as on the Consortium level. A total of 11 POs have been supplied with sub-grants in Palestine (9 POs in the West Bank and 2 in the GAZA Strip).

3. Purpose of Assignment:

The Muwatinat (Citizens) Platform is an initiative designed to empower Palestinian women by providing them with a dedicated space to express their viewpoints, advocate for their rights, and engage in media and economic decision-making processes. The platform will focus on addressing women economic rights, economic gender based violence gender-related economic challenges, promoting alternative feminist discourse, and enhancing women's participation in the economic sector through media campaigns, and advocacy.

This Terms of Reference (TOR) outline the objectives, scope, activities, roles, and deliverables of the platform to ensure effective implementation and measurable impact.



The awarded firm will have all the program and campaign details after a meeting with the PWWSO project's staff to clarify the idea from the Muwatinat (Citizens) Platform.

4. Objectives:

The overall objective is: To empower Palestinian women to actively participate in public, media, and economic decision-making processes by offering a platform that elevates their voices, experiences, and proposals and counters incitement and gender-based discrimination.

The objectives of the Muwatinat (Citizens) Platform are to:

1. Promote feminist media discourse advocating for women's rights, economic gender-based violence EGBV, and economic participation.
2. Enable women to develop and lead media campaigns addressing issues such as, justice, gender-based violence, and socio-economic exclusion.
3. Advocate and influence policies to support women's rights, economic empowerment, and political participation.
4. Provide media airtime to raise awareness of economic constitutional rights and economic gender-based violence EGBV.

5. Scope of Work:

The Muwatinat Platform will implement the following activities:

A. Media/Social Media Campaign

- **Monthly Episodes:** Produce and broadcast 6-hour monthly episodes on TV, IPTV and Radio, covering topics such as:
 - Women's economic rights and participation.
 - Economic gender-based violence and protection mechanisms.
 - Women's representation in the economic decision-making process.
 - Cooperative works in Palestine.
 - Young women's participation in informal labor sector.
 - Strategies and policies plan to reduce economic violence against women and young women.
- **Digital Advocacy:** Leverage social media (Facebook, YouTube, Twitter) to disseminate content and engage a wider audience.
- **Content Creation:** Develop news stories, interviews, and discussions featuring prominent women leaders and activists.

B. Promoting Alternative Women's Discourse

- **News Stories:** Develop 10 news stories and 10 inspirational quotes highlighting women's achievements and challenges in the economic sector.
- Active social media dissemination to counter harmful stereotypes in the economic sector.

6. Target Group

- Young women.
- Economic women leaders, community activists, and professionals.
- Broader Palestinian public (men and women).
- Policy makers and public institutions.



7. Deliverables

1. 70-80 hours of broadcasting “media programming” (TV + Radio).
2. 10 advocacy stories and 10 quote cards produced and published.
3. Comprehensive reports with gender-disaggregated data and media analytics.

8. Monitoring & Evaluation (M&E)

➤ Indicators:

- Number of episodes aired and views garnered.
- Engagement metrics (social media reach, audience feedback).
- Policy changes influenced by advocacy efforts.

➤ Tools: Surveys, focus groups, and media analytics.

9. Timeline:

Duration: (May – December, 2025) months (exact dates to be confirmed).

Phases:

1. **Preparation** (two weeks): content planning.
2. **Implementation** (May - December): Media broadcasts, advocacy stories and quotes.
3. **Evaluation** (December): Impact assessment and reporting.

10. Qualifications:

The service provider should have:

1. an active registration certificate and a valid Source of deduction certificates.
2. Proven experience of not less than 3 years in producing and broadcasting high-quality advocacy or episodes.
3. The team has a strong research and scriptwriting skills.
4. A good understanding of the Palestinian economic context, especially in relation to women's economic participation and EGBV.
5. Availability to accomplish these services during the specified period.

11. Application Process:

Interested media agencies or production companies are invited to submit their technical and financial proposals, which should include the following:

1. A portfolio of relevant work.
2. A brief technical proposal outlining their approach to the services.
3. CVs of team and links to similar productions.
4. A detailed breakdown budget in USD, including the tax.

Applications should be submitted no later than April 30, 2025, to the following email addresses: jobs@pwwsd.org.

Contact Information:

For further details, you can contact: Mr. Mahmoud Al Fiyy, Communication and Development Manager: m.elfiqy@pwwsd.org