

Feminist Power in Action for W/omen's Economic Rights (FEMPAWER)

Terms of Reference (TOR)

Consultancy to conduct capacity building on “Investigative and Mobile Journalism for Economic Rights Advocacy-Using mobiles on creation visual content”

1.About PWWSO:

Established in 1981, Palestinian Working Woman Society for Development (PWWSO) is a non-governmental women's, developmental, and learning human rights organization that contributes to developing feminist struggle within national, social, and developmental dimensions. The organization believes that liberating women is connected directly with ending the occupation and establishing a full Palestinian democratic sovereign civil state. PWWSO is active all-over West Bank including East Jerusalem, and the Gaza Strip, and is an active member in several local, regional, and global networks and coalitions.

Palestinian Working Woman Society for Development (PWWSO) aims for a free and democratic Palestinian society based on gender equality, respect for human rights and social justice. The organization promotes women's empowerment, women's participation in the national struggle against the occupation, women's contribution to the development processes, the entitlement of women to political, economic, and civic rights, women's access to justice and their right to a life free of violence.

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 the MENA specific countries (Jordan, Lebanon, Palestine and Tunisia) to be the leader 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 partially capacity development Program in lobby and advocacy (in the field of economic gender-based violence and WER), targeting WRO's 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 into inclusive collaboration including providing small grants to partner organizations (POs), capacity development, networking and creating coalitions opportunities and lobby and advocacy related actions. The inclusive partnerships are the backbone of the Program and is intended to be applied also among POs, across PO lobby and advocacy work, as well at Consortium level. A total of 11 POs have been supplied with sub-grants in Palestine (9 POs in the West Bank, 2 POs in GAZA Strip)

3. Purpose of Assignment:

The field of journalism has transformed due to recent technological advancements, benefiting traditional practices. These shifts are crucial for media to meet evolving audience expectations in credibility and timeliness. Smartphones, digital tech, and Wi-Fi have significantly impacted journalism, with mobiles becoming vital for news consumption and journalistic use.

Mobile journalism innovatively equips journalists and human rights defenders with smartphones to cover and document stories promptly and safely. It overcomes challenges, reinforcing freedom of expression and information accessibility. For instance, reporting on disasters traditionally demanded costly equipment, but now smartphones eliminate setup time. Conflict zone reporting is also streamlined, as smartphones replace bulky gear and allow discreet work.

Beyond mobility, mobile journalism provides creative advantages. Sophisticated cameras, apps, and equipment enable diverse content creation. It defines news gathering and delivery via smartphones or tablets, trending in broadcasting and news coverage. It could become the standard, especially for breaking news.

PWSD is soliciting an experienced consultant/s (organizations or firms) for conducting a capacity building and development for the targeted POs and young women, and Women Rights Organizations (WROs) on Mobile Journalism for Economic Rights Advocacy -Using mobiles on creation visual content.

4. Scope of Work

The consultant/consultancy firm is expected to conduct the following tasks:

1. Conduct 4 days training course divided into 2 phases as follow:

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| Phase 1: | <ul style="list-style-type: none"> • Conduct 3 days training sessions for 15- young women from different areas in the West Bank. The target group will be trained on the: concept, basics, data collection of investigative Journalism, and how to use mobile on creation and editing visual content. trainees will be asked to develop at least one short film /investigative related to WER and or EGBV. The film/investigative will be presented, reviewed and modified in session (Day 4) after one or two weeks of Phase one |
| Phase 2: | <ul style="list-style-type: none"> • Conduct one day training, as follow up session for the same trainees. The objective of this day is to review, comment and modify short films produced by participants after the 1st phase. |

DELIVERABLE

- Training action plan, training detailed program Training materials and presentation.
- Training Pre and post questionnaires.
- 15 short films/investigative
- Prepare training materials, training presentation, Pre and post questionnaires that examine the trainees' knowledge of the topic covered in the training.
- Training materials: The proposed materials should include four main phases of Investigative and Mobile Journalism Workflow. Planning; includes story angel, potential sources and/or interviewees, and potential shots script ideas. News gathering includes; research, find sources and collect and verify data. Shooting, scripting and editing includes; shoot still photo/video, extract stills from video footage, capture audio, write for pic/video, editing and format files. Publish and broadcast includes desirable digital platforms or others media platforms.
- Submit final training report including results of Pre and post questionnaires, recommendations and quotes from trainees and photos, etc...

5. Qualifications:

- Background related experience of the firm for similar contracts/ or for the individual consultant: BA or Master Degree in Journalism, media, digital media or communication, or related field.
- Proven and documented experience for more than 5 years in capacity building, economic rights advocacy, developing and leading training session on media, investigative mobile journalism for youth and WRO
- Experience in gender equality, including women economic rights, social and human rights.
- Flexibility to work with trainees with variety in levels of knowledge and multicultural context.
- Similar service with recognized organizations.
- Excellent English and Arabic reporting skills.
- Submit all the valid registration certificates of the firms

Timeframe:

The trainer has to undertake the above-mentioned tasks including conducting the training and submitting the training report between 10 – 31 July, The produced materials /productions will be reviewed by PWWSD, and feedback will be provided to the trainer/s

8.Evaluation criteria's:

Submitted offers will be evaluated based on technical and financial proposals. **Technical will be given 70% while financial offers will be given 30%.** Technical offers will be evaluated according

to the following: (1) profile of similar assignments (15%), (2) CVs and certificates (10%), (3) description of work and methodology and approach (25%), (4) action plan and timeframe (10%), and (5) at least three references for similar services for the last three years (1

10% will be deducted as income tax in case no resource of deduction certificate provided.

9.How to apply:

The technical offer should include:

- 1) A CV and cover letter of no more than 1 pages introducing the consultant/firm/organization and how the skills and competencies described above are met, with concrete examples and references.
- 2) Examples of similar previous Consultancy related to the same field.
- 3) An outline of no more than 5 pages of the proposed process and key considerations including:
 - a. Key considerations.
 - b. Proposed methodology and training methods.
 - c. The proposed timeframe.
- 4) Consultant/ Firm or organization profile

The Financial proposal should contain the following information:

1. Prices are valid for 60 days.
2. The submitted offers should be in US \$ including VAT& Income Tax. The tendered should be able to issue tax invoice, and source of deduction certificate, if not 10% from the total contract amount will be deducted as income tax.
3. Financial offer should include the all types of expenses such as consultant/trainer transportation, or accommodation if needed, calls ..etc.
4. Daily rate, and total financial offer (cost).

Interested consultant(s) are required to submit a technical offer and a financial offer with detailed breakdown budget to PWWSO through email admin@pwwsd.org, the submission deadline is **June. 29, 2025**.

PWWSO, as an employer, will not tolerate instances of exploitation and sexual abuse. All potential candidates will be subject to background checks and screenings.