

## ANNEX II - TERMS OF REFERENCE

### FOR PROFESSIONAL SERVICE TO IMPLEMENT COMMUNICATION ACTIVITIES ON VIETNAM AND PARLIAMENT TELEVISION TO ADVOCATE FOR THE ADOPTION OF THE AMENDED DOMESTIC VIOLENCE PREVENTION AND CONTROL LAW

#### 1. BACKGROUND

The violence against women (VAW) is a manifestation of a pervasive human rights violation and happens in many countries, including Viet Nam. The common forms of gender-based violence (GBV) are physical violence, sexual violence, emotional abuse, economic abuse, and human trafficking. Other types of GBV outside of family settings have been overlooked. Adolescent girls and young women are especially at risk of various forms of GBV including sexual violence and abuse, rape, incest, harmful practices such as child marriage, and cyber violence. They are at risk at home, at work, in school, or on the street.

According to the 2019 national study on violence against women in Vietnam, about 62.9% of ever-married women aged 15-64 reported that they had experienced some forms of violence at least once in their lifetime by their husbands or intimate partners, while 90.4% of them never sought help from formal service providers or the authorities.<sup>1</sup> VAW affects not only individual victims and their families but also Vietnam's economic development. The overall productivity loss caused by VAW was estimated at 1.81% of GDP in 2018. The results of the study bring out the serious situation of VAW in association with the slight change in public awareness about this issue.

The findings from the 2019 National Study on VAW showed that the VAW, especially domestic violence against women has not changed much since 2010. Furthermore, the recommendations raised from the review of 10 year-implementation of the Domestic Violence Prevention and Control (DVPC) Law as well as the 2019 national study on VAW have brought into attention the amendment of the DVPC Law based on the human rights approach to ensure the rights and meet the needs of domestic survivors and promote socialization in addressing domestic violence.

Since 2020, UNFPA has financially and technically supported the Ministry of Culture, Sports and Tourism (MOCST) for the amendment of the DVPC Law. The revised DVPC Law has been drafted taking into consideration of feedback from several technical meetings and consultation workshops with the participation of representatives from line ministries, related agencies, and senior experts in this field. According to Resolution 17/2021/QH15 dated 27 July 2021 of the National Assembly (NA), it is planned that the draft amended Law will be submitted to the NA for discussion in May 2022 and adoption in October 2022.

In Q4/2021, UNFPA technically supported MOCST in conducting advocacy communication activities related to the revised DVPC Law on VTV1 and VTV3 channels. These activities significantly contributed to increasing the public and policymakers' support for the newly proposed provisions in the revised law. Consequently, in Feb 2022, the Government approved of submission of the revised DVPC Law to the NA as planned.

To continue supporting MOCST in vigorously advocating for the adoption of the revised DVPC Law by the NA in Oct 2022, UNFPA wishes to engage an entity on a professional service contract to widely circulating messages regarding the newly proposed provisions of the revised DVPC Law and conduct talk show/reportages on VTV channels and the Parliament TV to promote public

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<sup>1</sup> Results from the National Study on Violence against Women in Viet Nam: Journey for Change, 2019.

discourse on the new proposed regulations and advocate for the adoption of the revised DVPC Law by NA.

## **2. PURPOSE/OBJECTIVES**

The main objective of the professional service is to widely circulate messages regarding the newly proposed/revised provisions of the revised DVPC Law and conduct talk shows/reportages on the VTV and Parliament TV to promote public discourse on the new proposed regulations and advocate for the adoption of the revised DVPC Law by NA.

## **3. SCOPE AND FOCUS**

3.1. To develop and run 20 messages associated with newly proposed/revised provisions of the revised DVPC Law on the red news bar of the 10 VTV1's 19h news program for 2 periods (10 messages/period) as follows:

- 3.1.1. Period of running 10 messages: from 01/5 to 30/5 for a total of 10 programs. Each message will be run at least 3 times per program.
- 3.1.2. Period of running 10 messages: from 15/9 to 30/10 for a total of 10 programs. Each message will be run at least 3 times per program.

3.2. To conduct talk show/ reportages on VTV1 channel and the parliament TV (Truyền hình Quốc hội) to promote public discourse on the newly proposed/revised provisions and advocate for the adoption of the new revised DVPC Law as follows:

- 3.2.1. 01 talk show on the "Today Story" (Câu chuyện hôm nay) program on Parliament TV, duration of about 30 minutes (to be broadcast once and replay twice during the period of 10/5-20/5/2025) focusing on the Domestic Survivors Centered Approach in the development of the revised DVPC Law (covering but not limited to intervention and survivors protection policies, human rights-based approach in providing support services, etc to figure out the gaps in the current DVPC Law which are in need of being amended);
- 3.2.2. 01 reportage on the "National Assembly and voters" (Quốc hội với cử tri) program on the VTV1, duration about 12 minutes (to be broadcast once during the period of 10/5-20/5/2025) focusing on the provision of support services for the DV survivors at the community (covering but not limited to the gaps in the provision of support services to the DV survivors in the 2007 DVPC Law and the respective newly proposed/revised provisions of the revised Law)
- 3.2.3. 01 reportage on the "Administrative Reform" (Cải cách hành chính) Program the VTV1 (duration about 12 minutes (to be broadcast once during the period of 10/5-20/5/2025), focusing on the process of receiving and handling reports of the DV incidents (covering but not limited to the gaps in the 2007 DVPC Law and the respective newly proposed/revised provisions on the revised Law, as well as international experiences)

- This activity is implemented in Ha Noi
- Implementing time: from 20 April to 30 Oct 2022

## **4. FINAL PRODUCTS**

The final products are:

- A final technical and financial proposal to deliver this ToR;

- The excerpts of the VTV1's 19h news programs with the 20 approved messages on the news bar; and
- The excerpts of the 01 talk show on the Parliament TV and the 02 reportages broadcast on the VTV1.

All of the above-mentioned final products will be submitted in Vietnamese.

## **5. INTENDED USES AND USERS**

### **5.1. Intended uses:**

- To raise public awareness on domestic violence, especially on VAW;
- To promote the public discourse on the newly proposed/revised provisions of DVPC Law.

### **5.2. Intended users:**

- *Primary user:* Domestic violence survivors
- *Secondary users:* MOCST, UNFPA, policymakers, professionals, managers, and others from relevant ministries, government agencies, and CSOs.

## **6. APPROACH AND METHODOLOGY**

-The assignment will be conducted in gender and human rights responsive, inclusive, victim-centered approach.

-Interested service providers will submit a technical and financial proposal that includes a concrete implementation plan with detailed key deliverables, timeline, budget, and approach to risk management.

## **7. ACCOUNTABILITIES**

### **7.1. The selected entity will:**

- Be technically and contractually accountable to UNFPA Country Office for all aspects of the assignment;
- Deliver the TOR in close consultation and collaboration with the assigned officers from UNFPA;
- Consult and agree with UNFPA on the 20 messages, the scripts of talk show/reportages;
- Brief UNFPA on the progress of activity implementation against the planned timeframe;
- Consult UNFPA to address challenges and problems arising during the consultancy assignment; and
- Be responsible for the quality of the activities, final products/deliverables.

### **7.2. UNFPA Country Office (CO) will:**

- Develop a contract for signature between UNFPA and the selected entity;
- Facilitate the selected entity in completing its assignment, as mentioned in the TOR;
- Monitor the progress and quality of the activity's implementation, including the conduct of spot-check of actual posting work.
- Assign a person to participate in the talk show/reportages as the role of a speaker/interviewer and arrange an interpreter accordingly (in the case of a foreigner).

### **7.3 Family Department/MOCST**

- Provide the selected entity with all necessary related documents, including the revised DVPC Laws.
- Provide technical support to the selected entity for the development of 20 messages and the talk show/reportages' scripts;
- Propose the speakers for each talk show and support the selected entity to liaise with and invite speakers.
- Assign a person to participate in the talk show/reportages as the role of a speaker/interviewer to guide and circulate information of revised DVPC Law

## 8. PROVISION OF MONITORING AND PROGRESS CONTROL

The selected institution will implement the listed activities to deliver the expected products in close consultation with UNFPA as per the following timeframe.

	<b>Task</b>	<b>Deadline</b>
1	Sign the contract	W3 of April
2	Submission of the 10 messages for review and clearance by UNFPA and concerned parties and run 10 messages on the news bar in the VTV1's 19h news program	W3-W4 of April
3	Submission of the scripts of the talk show and reportages for review and clearance by UNFPA and concerned parties.	W3 Apr – W2 May
4	Conduct the talk show/reportages on designated programs	W2 May – W4 May
5	Submission of the 10 messages for review and clearance by UNFPA and concerned parties and run 10 messages on the news bar in the VTV1's 19h news program	W1 Sep – W4 Oct
6	End of contract	W4 of Oct

## 9. REFERENCE DOCUMENTS

The following document will be provided to the selected agency:

- The DVPC Law;
- Report of the National Study on Violence against Women 2019;
- The policy brief on ending gender-based violence at home in Vietnam;
- The draft amended DVPC Law.

## 10. QUALIFICATIONS

- A legally established entity with 03 years of practical experience in providing this consultancy service in Viet Nam
- Proven expertise and experience in communication activities via mass media, especially working with VTV for policy advocacy, organizing talk show/reportages via a demonstration of a list of projects with similar scope and values
- Organizational capability (having clear governing bodies including organisation chart – staff size for undertaking the consultancy work), coordination and financial management (having appropriate project management capacity including financial management system)
- Has experience working with multi/bilateral programmes/projects, UN agencies, particularly UNFPA and/or other development partners in Viet Nam, will be an asset.

## 11. PAYMENT TERM

A contract for professional services will be signed between UNFPA Viet Nam and the selected entity. The payment procedure should follow UNFPA General Terms and Conditions for contracts and will be made upon the receipt of the final products by the contractor with information of numbers of views and satisfactorily accepted by UNFPA. Specifically, two payment instalments are as follows:

- First payment: maximum of 70% of the contract value upon completion of activities under 3.1.1 and 3.2
- Final payment: the remaining 30% of the contract value upon completion of activity under 3.1.2

## **12. ESTIMATED BUDGET**

The total budget for implementing this activity is **USD30,000** (including VAT) which includes all costs to deliver this Terms of References.