



Location: Paris, France

Type of contract: Service contract

Deadline for submission: 15 April 2019

Terms of reference

Background information

UNESCO's Culture Sector, namely the Diversity of Cultural Expressions entity, is responsible for ensuring the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The primary objective of the Convention is to create an environment in which artists and cultural professionals can create, produce, distribute and disseminate their own goods and services.

The project:

The UNESCO | Sabrina Ho initiative "You Are Next: Empowering Creative Women" (hereafter "You Are Next" programme) is funded by Sabrina Ho, a young entrepreneur from Macao (People's Republic of China), and in line with the 2005 Convention's activities.

The "You Are Next" programme supports the achievement of the United Nations Agenda 2030 for sustainable development, contributing more specifically to Sustainable Development Goal 5 (SDG5) on gender equality. "You Are Next" is UNESCO's first initiative that focuses on young women in the creative and digital industries. In 2018, four projects were funded in Senegal, Mexico, Palestine and Tajikistan.

As a new programme, it is essential that "You are Next" increase its visibility in order to:

- promote gender equality in the creative industries
- raise awareness among decision-makers and the public regarding the issue of gender equality in the creative industries

Objective

Under the authority of the Diversity of Cultural Expressions (DCE) entity and under the direct supervision of the Chief of Programmes and Stakeholders Outreach Unit, the agency will:

- Design a two-year communication strategy for the "You Are Next: Empowering Creative Women" programme.

This campaign is part of a global strategy for gender equality that aims to combat the stigma and challenges faced by women in the creative and cultural industries.

The objectives of the communication strategy is to create a global advocacy campaign that will:

- increase the visibility of the "You Are Next" programme
- highlight Sabrina Ho's commitment to gender equality by funding projects in developing countries.

Mission

Under the authority of the Diversity of Cultural Expressions (DCE) entity and under the direct supervision of the Chief of the Programme and Outreach Unit, the selected agency will:

1. Design and develop a communication strategy, in accordance with UNESCO's communication practices and channels, which meets both short-term (one year) and long-term (two years) needs.

The strategy should include:

- A proposed communication strategy outline (identifying audiences and targeted messages in particular),
 - An action plan for the implementation of the strategy,
 - A recommendation of communication tools for the targeted audience (press articles, web content, social networks posts, posters, videos, etc.),
2. Design a website and provide a detailed plan that includes multimedia content to make it dynamic and compelling. This multimedia content will showcase the various actions undertaken as part of the "You Are Next" initiative, including social media campaigns, in order to promote young women working in the digital and creative industries.

Deliverables

The agency will deliver the following:

1. A communication strategy including a two-year action plan for its implementation
2. A proposed outline for a website dedicated to "You Are Next," to be launched in June 2019.

Criteria

- Agency working in the field of communications with proven expertise in advocacy campaigns (awareness-raising)
- At least 10 years of experience in the fields of communication, social campaigns and/or advertising
- At least 5 years of experience in content creation (audiovisual, graphics, press articles, etc.) for an international audience
- Knowledge of the United Nations system

- Good knowledge of digital information management, as well as website and social media management
- Experience with art and culture funding agencies would be an asset
- Experience in corporate communications would be an asset

Languages

- Excellent content creation skills in English and French
- Knowledge of Spanish would be an asset

Timeline

- 14 March: Launch of the Call for proposals
- 15 April : Closing of the Call for proposal
- 30 April : Start of the contract

Each application must include:

- A detailed cost estimate for each deliverable
- A proposed communication strategy outline
- A description of the organization and project team (names, CVs and mandates)
- A portfolio including examples of activities/products

For more information, contact Diana Ramarohetra: hd.ramarohetra@unesco.org

All files must be sent before midnight, Monday 15 April 2019 (Paris time) to convention2005.ifcd@unesco.org