



Organization for Security and
Co-operation in Europe

PROMOTION OF WATER MANAGEMENT WITH A GENDER PERSPECTIVE THROUGH ENHANCED
VISIBILITY AND CREATION OF COMMUNICATION MATERIAL

Date of issuing: **13 August, 2021**

Date of closure: 03 September, 2021 – (12:00 CET)

Ref#: IP-C/SEC/08/2021 – PROMOTION OF WATER MANAGEMENT WITH A GENDER
PERSPECTIVE THROUGH ENHANCED VISIBILITY AND CREATION OF COMMUNICATION
MATERIAL

In the context of the activity *“Promotion of Water Management with a Gender Perspective through Enhanced Visibility and Creation of Communication Material”*, which will start in September 2021, the Office of the Co-ordinator of OSCE Economic and Environmental Activities seeks to hire an implementing partner, a non-profit organisation, with strong experience in visual communication and graphic design in the field of environmental protection and sustainable development.

1) Background information

The water sector is traditionally a male-dominated field. However, including gender mainstreaming in water management is important because unsustainable water management often disproportionately affects women. Women remain widely excluded from decision-making over natural resource management in local, formal or informal governance institutions and Water User Associations (WUA). In order to achieve truly equitable and inclusive development, their needs and interests have to be taken into account, and they should have access to decision-making power. Gender-sensitive policy interventions in the water sector contribute to fair sharing of water and maximize the social, economic and environmental benefits of sustainable development. In this respect, gender mainstreaming in water governance can lead to more effective and responsive policies that reduce social imbalances for the benefit of the society as a whole, and therewith contribute to conflict prevention in the region.

The project *“Women, Water management and Conflict Prevention – Phase II”* (ExB 1101899) addresses the above-mentioned gaps through capacity building activities for individuals and institutions in the region and by raising awareness through communication campaigns. The overall aim of the project is to foster the incorporation of gender perspectives in water governance and the participation of women in conflict resolution and water management at all levels in Central Asia and Afghanistan, as a contribution to conflict prevention and comprehensive security in the region.

This specific activity aims to raise awareness on the importance of gender mainstreaming and women’s participation in water management and governance.

Target audience

The target group for the visibility material will be water professionals from Central Asia and Afghanistan, working in the water sector for government, non-governmental organizations, and academia as well as students in the water sector.

2) Specific tasks of the implementing partner shall include:

Under the direct supervision and in co-ordination with the OCEEA Project Staff, the Implementing Partner will be involved in the overall realization of the activity. The selected IP will collect and produce communication materials for the project *Women, Water Management and Conflict Prevention –Phase*

II. The overall budget allocated for this activity is up to EUR 32,000.

The IP will prepare a communication package consisting of:

1. Training aids and informational materials (content to be developed based on information gathered through OSCE gender & water materials, additional open sources as needed, and consultations with the OSCE and partners), these will include:
 - 7 visual fact sheets (one per country and one covering the region);
 - 5 infographics of women's role in the water management cycle, including interactive elements such as storytelling scrolls.
2. Social media material for the announcement of a photography competition [3-4 slides to be posted on social media accounts of the OSCE and partner organisations]. Once digital files of photographs are selected by the OSCE project staff through an art competition with submissions by all beneficiary countries, the partner develops:
 - The layout of a photography booklet [e-book]; and,
 - The online storytelling photo story dedicated to the role of women in water management (text provided by OSCE and edited and translated by partner).
3. Online storytelling: development of a social media plan for dissemination of developed material, including social media cards/PowerPoint slides for launching events and for use in social media outreach, communicating different narratives of Women in Water Management and Conflict Prevention in the OSCE area and identifying relevant online and social media channels for outreach to the target audience.

The expected actions from IP are to:

- Design and deliver the communication materials in co-ordination with Project Staff as stated above;
- Ensure high quality and factual accuracy of all developed materials including country fact sheets;
- Develop all communication packages in both English and Russian;
- Edit and translate material provided by the OSCE and partners as inputs to the communication material;
- Timely and efficient communication with Project Staff throughout the implementation of the activity.

3) Qualifications of the IP (mandatory requirement):

- Minimum 10 years of international experience in visual communication, graphic design, as well as development of training and capacity-building material in the field of environmental protection and sustainable development;
- Experience in developing publications in the desired fields for more than 5 years;
- Availability of experts with at least 5 years of experience in the production of similar communication material;
- Logistical and technical capacities to collect, produce and disseminate communication material;
- Experience in working with governmental/intergovernmental entities and institutions in the OSCE area;
- Strong communication skills in English and Russian;
- Experience working in Central Asia and Afghanistan in the desired field.

Applicants will be evaluated based on the following criteria:

1. Experience and qualifications of the selected organizations: communication material
 - 40 out of 100 points.
2. Experience and qualifications of staff assigned to the project: number of communication material produced, experience and online presence
 - 30 out of 100 points.
3. Quality of the description and cost-effectiveness of the budget to complete activities related in section 2.
 - 30 out of 100 points.

4) The project proposal should provide:

Technical Proposal (no prices should be included to the Technical Proposal):

- a) Background information about the applicant organization with justification of its eligibility to participate in the public call based on the qualifications:
 - a. Information on the communication package proposed;
 - b. Information on background (CVs), qualifications and experience of the staff who would be assigned to the project;
 - c. List of sample publications and similar communication packages available;
- b) Timeline of activities;
- c) Supporting documentation, as requested under 6) below.

Financial Proposal:

- d) The Financial Proposal shall cover all expenses to be incurred for performing the services as specified including, but not limited, to the cost of the remuneration of the Bidder's personnel and all other compensations, insurance and social charges as well as overheads, technical assistance,

supervision costs, travel costs (to and from training location of venue) and any other costs incurred by the contractor's personnel for the purpose of performing the services; and shall show a detailed cost breakdown per price categories.

As the OSCE is always interested in delivering products of the highest quality, the applicants are welcome to present any suggestions or comments on how to improve the delivering of this activity.

5) Entities eligible to apply:

- Non-profit organizations in the OSCE area.

6) Supporting documentation:

Applicants shall provide information on their operational capacities:

- Registration certificate (accreditation);
- Statute (in English);
- Documentation proving expertise in organizing and developing training programmes;
- A list of key management personnel and proposed project staff;
- Bank account details;
- Short description of similar projects implemented in the last 5 years.

7) How to apply and the procedures to follow:

The Public Call documents are available on request by e-mail to: ipcalls-at@osce.org. The Public Call documents include:

- This document;
- Acknowledgement letter - ANNEX A; (applicants are required to submit Participation form **not later than 27 August 2021, 17:00 CET (local time)**)

Applicants must apply in English. Hand-written applications will not be accepted.

Applications (Technical Proposal and Financial Proposal) must be delivered in separate, password protected PDF files to ipcalls-at@osce.org **on or before 3 September, 2021, 12:00 CET (local time)**.

Any application submitted after the deadline at **12:00 CET on 03 September, 2021** will be automatically rejected.

Please address all your queries or questions in writing to Alena.Hahalinskaya@osce.org up to 5 days before the submission deadline and kindly refrain from any telephone calls or personal visits.