

TERMS OF REFERENCE

National consultant(s) hire for developing a guidebook for lecturers and students in universities in Hanoi, Da Nang and Ho Chi Minh City in gender equality promotion and gender stereotypes address

PO reference: CSO-LA/2019/411-849

Time frame: October 2020 to January 2021

Project title: Youth address gender stereotypes and promote gender equality.

1. BACKGROUND

The Consultative Institute for Socio Economics Development for Rural and Mountainous Areas (CISDOMA) was established in 2000, is a Vietnamese non-governmental organization. CISDOMA is working in partnership with local people; organizations and government bodies to help poor people in Vietnam meet their basic needs as well as expand their opportunities to reach their full potential.

Oxfam is a confederation of 19 organizations working together in more than 90 countries. We are part of a global movement for change, empowering people to create a future that is secure, just, and free from poverty. Oxfam in Vietnam is working to seek transformative changes in policies, practices and beliefs in ways that will fundamentally improve the lives of poor and marginalized women and men, and ensure that all citizens have the same opportunity to enjoy their rights.

The project “Youth address gender stereotypes and promote gender equality” is funded by the European Union and implemented by Oxfam in Vietnam and CISDOMA, aiming at promoting gender equality in Vietnam by increasing youth engagement and participation in addressing gender stereotypes. This Project has been implemented in three cities of Vietnam including Hanoi, Da Nang and Ho Chi Minh City from April 1, 2020 to March 31, 2024 with the following expected outcomes of the Project:

Overall Objective of the Project: To promote gender equality in Vietnam by increasing youth engagement and participation in addressing gender stereotypes.

Outcome 1: Youth become gender equality change makers in the community.

Output 1.1. Knowledge and practices on challenging and changing gender stereotypes are effectively introduced to students through extracurricular programs in universities.

Output 1.2: Youth groups receive technical and financial supports to lead initiatives on promoting gender sensitive practices among women and men.

Outcome 2: Media and businesses have transformed practices to gender sensitive communications and advertisements.

Output 2.1: Media and enterprises have enhanced knowledge, capacity and encouragement to mainstream gender sensitivity in media products and advertisements

Output 2.2: Media and enterprises actively challenge gender stereotypes through media reports and business advertisements

Outcome 3: Men and women in Hanoi, Danang and Ho Chi Minh City have acquired gender sensitive behaviours.

Output 3.1: A public campaign on challenging and changing gender stereotypes is completed with active participation of youth, media, social enterprises and social activists.

The *target groups* of this Project comprise 1,000 youth in 5 universities; 20 community- and university-based youth groups in 3 cities; marketing managers and Chief Executive Officers (CEOs) of 50 enterprises; 100 journalists; and 3 million people in 3 cities.

2. SCOPE OF THE WORK

CISDOMA and OXFAM developed a guidebook which will be used by lecturers of subjects related to journalism, communication, marketing, public relations etc; from five universities in Hanoi, Da Nang and Ho Chi Minh City to conduct an extracurricular program in those five universities aiming to enhance students' knowledge on gender equality and gender stereotypes in Vietnam and specific skills and methods to challenge and change gender stereotypes among urban communities. The guidebook includes basic knowledge of gender equality, gender sensitiveness, gender stereotypes, more specific description of the stereotypes identified by the baseline research and how to change the stereotypes among the public in Hanoi, HCMC and Danang. It also includes training methods for lecturers to deliver the contents in creative and attractive ways to students.

The guidebook will include the following contents:

- Basic knowledge: Definitions/ Clarifications of gender equality, gender sensitiveness, gender stereotypes
- Specific description of the stereotypes identified by the baseline research (Most being-seen)
- How to change the stereotypes among public
- Training methodology suggested for lecturers

COSDOMA is seeking for a consultant to conduct a TOT training for the project. The consultant will develop and conduct a 3-day TOT training for 30 lecturers from 5 universities in Hanoi, Da Nang and Ho Chi Minh City in using the guidebook for extracurricular program in those five universities. The training will be conducted on-line.

Duties and deliverables:

Under the overall supervision of CISDOMA, the Consultant will do the following:

- Study the content of the guidebook which is provided by the project
- Develop content and conduct a 3-day TOT training for 30 lecturers in using the content of the guidebook
- Collect feedback from lecturers to improve content of the guidebook

3. PROPOSED METHODOLOGY

Participatory method will be used in the training. Due to the outbreak of Covid-19, the training will be conducted on-line

4. TIMELINE AND EXPECTED OUTPUTS

No.	Deliverables / Outputs	Estimated of day work	Timelines
1	Desk review of the guidebook draft provided by the project	2	October 8-9, 2021
2	Develop the agenda for the training	2	October 10-11, 2021
3	Conduct the TOT training for 30 lecturers in 3 days	3	October 15-17, 2021
4	Collect, analyze feedback and comment from lecturers and develop training report	2	October 18-19, 2021
	Total	9	

5. DURATION OF THE WORK

9 consultancy days

6. ETHICAL AND CHILD PROTECTION STATEMENTS

Ensuring appropriate, safe, non-discriminatory participation, ensuring process of free and un-coerced consent and withdrawal; ensuring confidentiality and anonymity of participants. The consultant must comply with CISDOMA's child protection policy. A copy of Child protection policy will be sent to the consultant(s) for reading and acknowledgement of compliance to the policy.

7. MANAGEMENT

The guidebook development will be carried out by a consultant or group of consultants. CISDOMA will be responsible for the overall management of this consultancy. Designated staff from CISDOMA will be in charge of reviewing the drafts and provide consultants with assistance if required. Consultants will closely work with the designated CISDOMA staff for the agreed plan, but the time frame should be as stated.

8. REQUIREMENTS FOR THE CONSULTANT

- Post graduate degree in social sciences (gender related); Communications experience is an advantage.
- Have excellent experience/knowledge in developing guidebook, training manual etc, researches/surveys, referable in KAP study.
- Demonstrated supervisory and training skills.
- Previous same products in the areas of gender equality, communication and media, marketing and advertisement preferred.
- Good command of English (written and oral).
- Good report writing in Vietnamese and English, and presentation skills.
- Ability to meet required date of report's submission.

9. SUBMISSION OF PROPOSAL

Interested consultant(s) should send proposal with the following information:

- Outline of the work approach, methodology, and work plan to undertake the assignments, profile of consultant(s) and sample of similar works done in the similar areas
- Detailed quotation for the study, in human, day and cost

Please send the proposal to the following email addresses: recruitment@cisdoma.org.vn date to apply for this consultancy service: **17:00, 5th of October, 2021**. The short-listed consultant(s) will be contacted for interviews. Please no telephone contact after submitting the technical proposals.