

TERMS OF REFERENCE

National consultant(s) for developing a framework of extra-curricular and guidebooks for university lecturers and students in addressing gender stereotypes and promoting gender equality

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 20 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:

The *target groups* of this Project comprise students in five universities; 20 community- and university-based youth groups in Ha Noi, Da Nang, Ho Chi Minh City; marketing and management teams of enterprises; journalists and men and women in the three cities.

This TOR is under Outcome 1 of the project which aims to improve knowledge and practices among students and young people in challenging and changing gender stereotypes.

CISDOMA and Oxfam are looking for a gender expert to facilitate designing:

- 1) an extracurricular program; and
- 2) a guidebook for lectures in the five (05) universities participating in the project.

2. DESCRIPTION OF PRODUCTS

2.1 An extracurricular program aims 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. It should include various engaging and participatory activities, rather than traditional in-class lecturing style, to nurture students' interests in promoting gender equality as a part of their contribution to the society.

The extracurricular framework will include but not limited the following contents:

- Definitions of gender, gender equality, gender discrimination, gender sensitiveness, gender stereotypes.
- Specific description of the stereotypes identified in the project's baseline research
- Consequences of gender discrimination and stereotypes.
- Gender-sensitive communications: in public relations, marketing and journalism
- How to make positive impact for promoting gender equality in public relations, marketing and journalism
- Risk management marketing and journalism relating to gender equality

2.2 A teacher guidebook will help lecturers of subjects in journalism, public relations and marketing (including advertising and public relations) to deliver the extracurricular program (described in 2.1) to students in those five universities.

The guidebook presents knowledge about gender equality and gender sensitive communications and provides training and coaching methodologies to equip students with necessary skills through lesson plans, case studies, scenarios and simulations for practices.

2.3 A students' book

To be developed alongside the teacher's book (in 2.2) in order for students to learn and practice the knowledge and skills.

3. WAYS OF WORKING

The consultant will work under the overall supervision of CISDOMA and closely with Oxfam team. The parties will discuss and agree on:

- The structure of the **extracurricular program** and the guide book
- The material development process and a detailed plan
- The consultant works with Oxfam and CISDOMA to conduct consultations and pre-test the materials with communication industry, lecturers and students, and other stakeholders if needed
- The consultant finalises the materials based on consultation inputs.

3. PROPOSED METHODOLOGY

The development of the extracurricular framework and the lecturer's guidebook will be undertaken between October 2020 and January 2021. The consultant will develop the first framework of the extracurricular and guidebook. CISDOMA will lead the guidebook development with inputs from all sides.

Ten lecturers from the 05 universities will be invited to provide comments and inputs for the draft of the guidebook. Oxfam will facilitate various discussions and consultation with the core group on the guidebook framework and its specific contents. A series of testing trainings will be conducted in the five universities.

The core group will then discuss adjustments in the guidebook and the extracurricular design to address feedback collected from the test trainings and the consultant will finalize the materials.

4. TIMELINE AND EXPECTED OUTPUTS

No.	Deliverables / Outputs	Estimated of day work	Timelines
1	Desk review and guidebook 1 st draft development	14	December 14, 2020 to January 30, 2021
2	Consultation and feedback from core group of 10 lecturers from 5 universities (including 2 days for a consultation workshop)	5	February 1 to February 28, 2021
3	Combine feedback and revise the 2 nd draft of guidebook and training guideline for lecturers	4	March 1 to March 10, 2021
4	2 nd draft of the guidebook is used for test trainings in 5 universities. Core group of lecturers and students provide feedback and comments.	4	March 11 to March 25, 2021
5	Combine feedback and comments from lecturers and students and revise the final draft of the guidebook.	5	March 26 to April 5, 2021

5. DURATION OF THE WORK

32 consultancy days

6. ETHICAL AND CHILD PROTECTION STATEMENTS

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

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. Oxfam team will be working closely to ensure the technical quality of the products.

8. REQUIREMENTS FOR THE CONSULTANT

- Post graduate degree in social sciences (gender related). Experience in communications 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, 1st of December, 2020**. The short-listed consultant(s) will be contacted for interviews. Please no telephone contact after submitting the technical proposals.