

## Evaluation of Technical Proposal

1.0 Expertise and Capability of Proposer		Points obtainable
The expertise of the organization submitting a proposal		
1.1	<p><b>The company profile</b> includes:</p> <ul style="list-style-type: none"> <li>• The company's valid registration (Document in Vietnamese is accepted)</li> <li>• Business result of the current 3 years in which mention company's compliance with Vietnamese legal regulations (Document in Vietnamese is acceptable; however, English is preferred)</li> <li>• List of related experience/record to work with well-known national and international clients (Document in English)</li> </ul>	10
1.2	<p>Adverse judgments or awards:</p> <ul style="list-style-type: none"> <li>• The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history</li> <li>• The proposer has not declared bankruptcy, is not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future</li> </ul>	10
1.3	General Organizational Capability which is likely to affect performance (i.e. size of the organization, the strength of management support)	10
1.4	The extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	10
1.5	Quality assurance procedures, warranty	10
1.6	<p>Relevance of:</p> <ul style="list-style-type: none"> <li>• Specialized Knowledge: Women's rights, migrant women workers, media, gender equality, and gender-based violence</li> <li>• Experience on working with the private sector and networking with factories and Vietnam Chamber of Commerce and Industry (VCCI)</li> <li>• Experience on developing training materials, working with the private sector, women's entrepreneurship, women's empowerment, and human resources development and facilitating these training and experience in producing training materials</li> <li>• Experience in conducting gender based violence-related campaigns</li> <li>• Work for other UN agencies/ major multilateral/ or bilateral programmes</li> </ul>	50
		100
2.0 Proposed Work Plan and Approach		Points obtainable
Proposed methodology		
2.1	<p>Technical proposal includes</p> <ul style="list-style-type: none"> <li>• Ideas on key objective, key content (outline only), training methods, communications approaches of which topics are mentioned in Section III. SCOPE OF WORK and IV. ACTIVITIES (Document in English)</li> <li>• Proposal on timeline and deliverables which are mentioned in section III. SCOPE OF WORK and IV. ACTIVITIES and Section V. PAYMENT in the TOR. (Document in English)</li> </ul>	350

	<ul style="list-style-type: none"> <li>An example of training documents and events that the supplier (company) already produced and implemented (Document in Vietnamese is acceptable)</li> </ul>	
2.2	Management Services – Timeline and deliverables.	100
2.3	<p>Environmental Considerations: Compliance Certificates, Accreditations, Markings/Labels, and other evidence of the Bidder’s practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures.</p>	50
		500
<b>3.0 Resource Plan, Key Personnel</b>		<b>Points obtainable</b>
Qualification and competencies of proposed personnel		
3.1	<p>Composition of the team proposed to provide, and the work tasks (including supervisory) The team composition is expected to include at least an overall team leader and several members The overall team leader should have:</p> <ul style="list-style-type: none"> <li>Master’s degree (or equivalent) in gender and development, media, development studies, human rights, or related field.</li> <li>Minimum of 10 years relevant experience conducting campaign and working with the private sector on gender equality and women’s empowerment in Viet Nam</li> <li>A record of at least 2 previous projects with a focus on women workers and gender equality and women’s empowerment at workplaces</li> <li>Good analysis and presentation skills</li> </ul> <p>The team member should have:</p> <ul style="list-style-type: none"> <li>Bachelor’s degree (or equivalent) in gender and development, media, development studies, human rights, or related field.</li> <li>Minimum of 5 years of relevant experience working on gender related projects/programme in Viet Nam and have a strong understanding of gender issues.</li> <li>A record of at least 2 previous projects with a focus on women workers and gender equality and women’s empowerment</li> <li>Good analysis and presentation skills</li> </ul> <p>Curriculum vitae of the proposed team that will be involved either full or part-time.</p>	100
		100
		700



## TERMS OF REFERENCE (TOR)

---

### I. BACKGROUND

Grounded in the vision of equality enshrined in the Charter of the United Nations, the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of substantive, equality between women and men. The fundamental objective of UN Women is to enhance national capacity and ownership to enable national partners to formulate gender responsive laws, policies, and upscale successful strategies to deliver on national and international commitments to gender equality.

On 30 December 2019, a new strain of coronavirus (2019-nCoV, or COVID-19) was reported to the World Health Organization (WHO). Since then, the COVID-19 virus has rapidly spread worldwide and turned into more than a global health crisis, but socio-economic as well. Viet Nam, like virtually all countries, has been deeply affected by the COVID-19 pandemic. As of 18<sup>th</sup> August 2020, there were 989 confirmed cases of COVID-19 reported in Viet Nam, with a sharp increase in the latter half of March and July. Over 81,585 people, including girls, boys, and women, are quarantined at home and in facilities as of 19th August 2020 (Ministry of Health). Starting from April, the Government of Viet Nam has imposed stricter social distancing measures than those previously in place since the outbreak of COVID-19 pandemic in neighbouring China. These included the closure of schools, suspension of public transports, shut down of non-essential service facilities, ban of public gatherings, and nationwide social distancing.

The COVID-19 pandemic, together with these control measures, has had major multidimensional impacts on the lives of all people in Viet Nam, especially children, women, and other vulnerable groups. History has demonstrated that in any country, disease outbreaks impact men and women, adults, and children differently. For women and children, disease outbreaks like COVID-19 can place them at greater risk of violence, including gender based violence (GBV), particularly in contexts where gender inequality is already pronounced. For women, outbreaks can include increased exposure to intimate partner violence due to tensions in the home in the face of dwindling family resources and under confinement conditions, while the economic impact can place women at higher risk of sexual violence and exploitation.<sup>1</sup>

Some women in Viet Nam have reported that they would prefer to put themselves at risk for COVID-19 in public, rather than stay at home isolated with a violent and abusive partner.<sup>2</sup> The Peace House, a shelter for women and girl victims of domestic violence and abuse under the Viet Nam Women's Union, has received double the usual number of clients since COVID-related measures were introduced.

The effects of the COVID-19 crisis and the response measures thereto have exacerbated pre-existing deficiencies related to existing services to address violence against women and children, that in light of the current situation need immediate support and strengthening, and while at the same time contribute to a more

---

<sup>1</sup> [https://asiapacific.unfpa.org/sites/default/files/pub-pdf/COVID-19\\_A\\_Gender\\_Lens\\_Guidance\\_Note\\_3.pdf](https://asiapacific.unfpa.org/sites/default/files/pub-pdf/COVID-19_A_Gender_Lens_Guidance_Note_3.pdf)

<sup>2</sup> Report by women's organization in Viet Nam providing assistance to survivors of violence against women, in UN Women Asia and the Pacific, The First 100 Days of COVID-19: A Gender Lens, 10 April 2020.

structural reinforcing on the medium and longer-term. Viet Nam is at a critical phase to contain COVID-19 and minimize its direct and indirect impacts on its population and society, including children.

Together with other UN partner agencies, UNFPA, UNICEF, and UN Women are running the project ***“Supporting Intervention to Eliminate Violence against women and children in Vietnam under COVID-19 Emergency context”*** funded by DFAT from June 2020 to May 2021 to support the government’s ongoing efforts in the COVID-19 emergency, to build strong and more resilient national systems that can better respond to the social impacts of COVID-19 pandemic, especially to address VAWC in a holistic and systemic way.

The purpose of this joint project, developed by UNFPA, UNICEF, and UN Women is to strengthen the national response mechanisms to VAWC in the context of the COVID-19 crisis. In times of unprecedented crisis, ensuring that all women and children in Viet Nam, especially those most vulnerable ones, can live a life free of violence as per SDG5 to achieve Gender Equality and Goal 16 to end all forms of violence against children take more relevance than ever, and requires the unequivocal commitment of all partners to work jointly under one common goal.

The joint initiative will put forward emergency crisis support in a relatively short period from June 2020 to the end of May 2021. In the current situation of Viet Nam, most cases of VAWC will likely remain unreported due to the pre-existing lack of available, safe, ethical and quality response services – a problem which will be compounded by the flooding of health services responding to the COVID-19 outbreak, restricted movement, as well as fears of stigmatization, reprisal, and lack of access to appropriate information on seeking help abuse, contracting hotels to temporarily host victims and survivors including their children can be an option.<sup>3</sup>It is therefore imperative that the hotlines and alternative services as well as shelters and health services for survivors of VAWG are considered essential services.<sup>4</sup>

The COVID-19 pandemic lockdown had an immediate and negative impact on private sector employers and employees in Vietnam. Employees reported experiencing significant pressures on their financial security with half having either their hours of work reduced or their pay cut. The pressure on domestic life has also escalated, more so for men than women. Besides, the intensification of unpaid domestic care and household work is reported to have a strong negative impact on both men and women’s mental health, although for different reasons<sup>5</sup>. These factors contribute to the increased risks of VAW both at home and workplaces.

Engagement with the private sector is critical in the prevention of VAW during COVID-19 due to its access to wide and diverse sections of the population. Communications campaign with both employers and employees on VAW issues has the potentiality to influence and transforms social norms on gender and VAW. Therefore, it is necessary to have series of activities with the private sector on VAW under the COVID-19 crisis and promote non – violent behaviors in the workplace and active support of employers to their employees who are survivors or at risk of violence at home. In addition, to be active in VAW prevention for female employees during the COVID-19 crisis, the employers will also need to enhance their knowledge on VAW which will motivate them to think of certain policies to address the issue for their’s companies/ enterprises benefits. This

---

<sup>3</sup> UNICEF and UN Women have been working with MOLISA to provide guidelines on standards for center managers, code of conduct for personnel, and information on rights and services for women and children.

<sup>4</sup> 5 Points that Governments Can Do Now, by Anita Bhatia, March 2020, 10 Point Checklist by Asa Regner, March 2020, Policy Brief: The Impact of COVID-19 on Women, by S-G Guterres, 9 April 2020, Asia Pacific brief: The COVID-19 Outbreak and Gender, February 2020, <https://www2.unwomen.org/-/media/field%20office%20eseasia/docs/publications/2020/03/ap-giha-wg-advocacy.pdf?la=en&vs=2145>.

<sup>5</sup><https://investinginwomen.asia/knowledge/vietnam-covid-19-impact-on-private-sector/>

is also in line with the Women’s Empowerment Principles (WEPs)<sup>6</sup> that UN Women is working with private sectors to promote gender equality and women’s empowerment in the workplace, marketplace, and community.

For the above reason, UN Women is looking for a supplier (company) to implement a communication campaign on EVAW under the context of COVID-19 in factories/ enterprises for both employers and employees.

## II. DEVELOPMENT OBJECTIVE

**Goal:** To improve the behavior of employers and employees on VAW and prevent VAW at home and workplaces in the COVID-19 context.

**Expected result:** Innovative communication to raise Private Sector’s awareness of the increased risks of VAW/VAC in the COVID-19 context

### Specific objectives:

- To improve the VAW capacity development of employers for at least 2 factories/enterprises in the COVID-19 context;
- To enhance the VAW knowledge for at least 500 employees through communications campaign in the COVID-19 context;
- To document the best practices of VAW communications campaign in selected factories/enterprises;
- To advocate for policies of selected factories/enterprises on prevention and response of VAW at the workplace and home.

## III. SCOPE OF WORK

The supplier/company can organize a communication campaign on EVAW under the context of COVID-19 in factories/ enterprises for both employers and employees with the following scope of work :

- Develop a TOR in English and Vietnamese and establish a network of factories/enterprises champion on EVAW under the COVID-19 context;
- Develop a plan of action to implement a communication campaign on EVAW in the context of COVID-19 in English for at least 2 factories/enterprises who have at least 300 female employees;
- Develop training materials on EVAW in Vietnamese;
- Make a list of participants who joined the EVAW TOT training;
- Write a report that capture number of participants joined EVAW communication events in factories/ enterprises and reached via social media platforms
- Make a list of number of articles on VAW issues related to COVID – 19 in commerce newspapers/ online commercial platforms in Vietnamese
- Produce a creative video to document good practices in Vietnamese and subtitle in English
- Write a final report of the campaign to reflect lesson learned which can be replicated for UN Women

## IV. ACTIVITIES

Activities	Purpose	Timing
Work with Vietnam Women Entrepreneurs Council (VWEC), Vietnam Chamber of Commerce and Industry (VCCI) to select the suitable factories/ enterprises to be in	To select at least 2 factories/enterprises who have at least 300 female employees to participate in the communication campaign on Eliminating Violence Against Women to raise employers and employees’ awareness on VAW in the factories/enterprises and at	12 October 2020

<sup>6</sup> <https://www.weps.org/>

the network of factories/enterprises champion on EAW under the COVID-19 context	home as well as referral system in the COVID-19 context	
Develop the training materials for factories/enterprises on EAW	The training material on VAW at the workplace and home prevention and response will be used to train for around 25 managers in selected factories/enterprises who have at least 300 female employees.	31 October 2020
Organize training on EAW and its linkage to the business' productivity and profits for managers of factories/enterprises	To enhance the knowledge of managers in factories/enterprises on EAW. Trained managers will use the knowledge, skills and training materials to organize briefings/training at their factories/enterprises to raise awareness of both employers and employees on VAW and referral systems for survivors of violence in factories/enterprises and at home in the COVID-19 context as well as to develop their policies/ work-plan to contribute to eliminating all forms of VAW for the profits of their factories/ enterprises	14 November 2020
Organize communications activities for women workers in factories/enterprises on EAW	To raise awareness on EAW for women workers including increased risks of VAW at the workplace and home in the context of COVID-19 and available support services for survivors	1 November to 31 December 2020
Support the development of the work plan/ policies for selected factories/ enterprises to EAW	To enhance the commitment of factories/ enterprises in EAW	1 November – 15 December 2020
Develop a series of articles on EAW and COVID-19 as well as its linkages with business' productivity and profits for managers of factories/enterprises on commerce newspapers	To raise awareness of VAW for factories/ enterprises' employers and how they can contribute to eliminating all forms of VAW for the profits	12 October – 31 December 2020
Documentation of the communication campaign	To document the stories of change and good practices for the project to share and inspire the replication/ upscale in other factories/ enterprises	31 December 2020
Final report	The final report will capture all the activities and results achieved of the campaign and reflect the good lesson learned to inspire the replication/ upscale of the good practice in other factories/enterprises	31 January 2021

#### V. FINAL PRODUCTS

- A TOR of factories/enterprises champion network on EAW under the COVID-19 context will be developed in English and Vietnamese;
- A network of factories/enterprises champion on EAW under the COVID-19 context will be established;

- A plan of action to implement a communication campaign on EAW in the context of COVID-19 in English will be developed for at least 2 factories/enterprises who have at least 300 female employees;
- Training materials on EAW will be developed in Vietnamese;
- List participants who joined the EAW TOT training;
- A report that capture number of participants joined EAW communication events in factories/enterprises and reached via social media platforms;
- A list of number of articles on VAW issues related to COVID – 19 will be published on commerce newspapers/ online commercial platforms in Vietnamese;
- Creative documentation of good practices will be done in Vietnamese and subtitle in English (if it is a video/or clip).

#### VI. MANAGEMENT ARRANGEMENT

The supplier (company) will arrange a sufficient number of professional staff (a team as mentioned in section VI & VII) to work with the officials of Vietnam Women Enterprise of Vietnam Chamber of Commerce and Industry during contract time to ensure high- quality technical products.

UN Women will provide technical guidance where possible during the whole working process. The Supplier (company) shall be required to bear all the related costs and work independently to successfully achieve the final results.

The supplier (company) will report to the UN Women Programme Analyst in Viet Nam.

#### VII. PAYMENT

The payment will be provided in three installments as below:

Time	Expected deliverables	Amount
Target by 31 October 2020	<ul style="list-style-type: none"> <li>• A list of the factories/enterprises will be selected to participate in the communication campaign on Eliminating Violence Against Women to raise employers and employees' awareness on VAW in factories/enterprises and at home in the COVID-19 context;</li> <li>• A draft content of EAW training documents in Vietnamese which are reviewed and approved by UN Women.</li> </ul>	40%
Target by 30 November 2020	<ul style="list-style-type: none"> <li>• A TOR of factories/enterprises champion network on EAW under the COVID-19 context will be developed in English and Vietnamese;</li> <li>• A network of factories/enterprises champion on EAW under the COVID-19 context will be established;</li> <li>• A work plan on EAW campaign of each selected factory will be provided;</li> <li>• EAW training for managers of factories/enterprises are organized in Vietnamese and training report in English is submitted;</li> <li>• At least 2 EAW communication events are organized in factories/enterprises for women workers;</li> <li>• A report that capture number of participants joined EAW communication events in factories/enterprises and reached via social media platforms;</li> <li>• A series of Vietnamese articles on EAW and COVID-19 as well as its linkages with business' productivity and profits for managers of factories/enterprises on commercial newspapers will be published.</li> </ul>	50%
Target by 10 February 2021	<ul style="list-style-type: none"> <li>• Stories of change and good practices for the project are documented and shared in a creative way;</li> <li>• The final report of the campaign in English is produced and reflected on the project activities, outcomes, and achievement.</li> </ul>	10%

## VIII. EVALUATION CRITERIA

- The suppliers will be evaluated based on technical capacities (70%) and financial proposal (30%). Suppliers need to get at least 490 points to be considered technically qualified.
- Technical evaluation will be 700 points based on the assessment of company profile (150 points), technical proposal (400 points), and the profile or CV of the assigned team (150 points).

## IX. APPLICATION PROCEDURE

Only the supplier (company) that has the company's valid registration is eligible to apply. Suppliers are requested to send the following documents in a separated attachment in one application email to [procurement.vietnam@unwomen.org](mailto:procurement.vietnam@unwomen.org).

### 1. The company profile includes:

- The company's valid registration (Document in Vietnamese is accepted)
- Business result of the current 3 years in which mention company's compliance with Vietnamese legal regulations (Document in Vietnamese is acceptable; however, English is preferred)
- Specialized Knowledge: Women's rights, migrant women workers, media, gender equality, and gender-based violence
- Experience on working with the private sector and networking with factories and Vietnam Chamber of Commerce and Industry (VCCI)
- Experience on developing training materials, working with the private sector, women's entrepreneurship, women's empowerment, and human resources development and facilitating these training and experience in producing training materials (In Vietnamese or English)
- Experience in conducting gender based violence-related campaigns
- Work for other UN agencies/ major multilateral/ or bilateral programmes
- List of related experience/ record to work with well-known national and international clients (Document in English)

### 2. The technical proposal includes:

- Ideas on key objective, key content (outline only), training methods, communications approaches of which topics are mentioned in Section III. SCOPE OF WORK and IV. ACTIVITIES (Document in English)
- Proposal on timeline and deliverables which are mentioned in section III. SCOPE OF WORK and IV. ACTIVITIES and Section V. PAYMENT in the TOR. (Document in English)
- An example of training documents and events that the supplier (company) already produced and implemented (Document in Vietnamese is acceptable).

### 3. The profile or CV of the assigned team (Document in English). The team is expected to include a team leader and at least one or several team members who are training designers and facilitators for training.

The team leader should have:

- Master's degree (or equivalent) in gender and development, communications, development studies, human rights, or related field.
- Minimum of 10 years relevant experience conducting campaign, GBV and gender equality at work and working with the private sector on gender equality and women's empowerment as well as GBV at work prevention and response in Viet Nam
- A record of at least 2 previous projects with a focus on GBV and gender equality at work, women workers and gender equality and women's empowerment at workplaces
- Good analysis and presentation skills

The team member should have:

- Bachelor's degree (or equivalent) in gender and development, media, development studies, human rights, or related field

- Minimum of 5 years of relevant experience working on gender, GBV related projects/ programme in Viet Nam and have a strong understanding of gender issues
  - A record of at least 2 previous projects with a focus on women workers and gender equality and women's empowerment
  - A record of at least 2 previous projects with a focus on women workers and gender equality and women's empowerment
  - Good analysis and presentation skills
4. **The financial proposal** with cost estimation for key items of work that lead to the good completion of the required final products as mentioned in section III.