



TERMS OF REFERENCE

Gender Mainstreaming Assessment in the Media

TOR for Consultants

Initiative Africa is a Non-Governmental Organization established in 2002 that promotes Quality Education for all in all the regional states of Ethiopia through teachers' professional development, research and outreach. It is actively working with public and private sector partners and with some local and international universities to address issues pertinent to quality education and youth development.

IA's key program areas include arts for social development, empowering young girls and increasing engagement of the youth in community development.

About Making Change Happen

In Ethiopia gender inequalities have a large and wide-ranging impact on society. For example, they can contribute to gender inequities in health and access to health care, opportunities for employment and promotion, levels of income, political participation and representation and education. Often inequalities in gender increase the risk of acts of violence by men against women.

Gender violence continues to reflect the low status of women and the unequal power relations between the sexes in the community. Statistics reveal the seriousness of the problem: According to the 2016 Ethiopia Demographic and Health Survey (EDHS) survey, 23% have experienced physical violence and 10% have experienced sexual violence. The survey target groups were women age 15-49 and men age 15-59 in randomly selected households across Ethiopia¹. Still, most violence incidences are under reported due to limited recognition of the rights of women and the severity of the offence. Many families and communities prefer to resolve the issue through traditional mechanisms such as arranging marriages or restitution to the families. Typically, much of the blame and stigma is placed on the woman

Regarding gender discrimination, women still remain severely under-represented in key, growth-enhancing fields of education such as science, technology, engineering and mathematics (Capital – Ethiopia Apr 24 2017). The labor markets exhibit many “gender gaps” particularly beyond the lowest level of hierarchy. Women are less likely to work for pay, exercise less power, more likely to have lower earnings, and do more unpaid housework than men.

To address such gaps and issues, Initiative Africa designed the “Gender Equality: Making Change Happen” project that focuses on gender empowerment programs which address social norms and behaviors change, seek out and build partnerships among organizations that work on gender issues, and develop programs that involve men and boys in the promotion of gender equality.

The “Making Change Happen” project is implemented by Initiative Africa with financial support from Embassy of Sweden/ Sida. It targets six regional states of Ethiopia (Addis Ababa, Amhara, Dire Dawa, Oromia, SNNPR and Tigray). For the coming three years, commencing on Sept 2018, the intervention of the project is focused on: (a) the workplace, (b) schools and communities, and (c) the media.

Gender Mainstreaming for IA

Gender mainstreaming is the process of assessing the implications for women and men of any planned action, policy or program, in all areas and at all levels before any decisions are made and throughout the whole process. It is a strategy for making women’s as well as men’s concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programs so that both women and men benefit and inequality is not perpetuated. Gender mainstreaming is not a goal in itself but an approach for promoting gender equality.

¹2016 Ethiopia Demographic and Health Survey (EDHS) is the fourth survey implemented by the Central Statistical Agency (CSA).

The specific objectives of the exercise are to:

- Conduct a analysis on gender portrayal by media and assist in dissemination of the concept and good practices among journalists and their organizations
- Produce a gender mainstreaming strategy for broadcast media houses to be used as a field guide during project implementation
- Design a manual to introduce gender mainstreaming in media houses at different organizational levels so as to empower them to offer gender-balanced coverage.

Tasks to be undertaken

The consultant will undertake the following specific tasks:

- Study the media houses activities and results from a gender perspective and conduct a gender analysis of the organizations and identify opportunities and /or constraints for mainstreaming gender dimensions;
- Carry out a gender analysis of select media houses, and based on socially or culturally defined gender roles provide site specific recommendations on how to mainstream gender into project activities during program planning, decision making processes and policy influencing related to gender issues, and reporting diversity.
- Produce a gender mainstreaming manual that will assist managers, project implementers in integrating gender equality in all media activities.
- Propose measurable gender related targets and gender-sensitive indicators for monitoring the progress of gender mainstreaming during project implementation

Plan of Work

A detailed plan of work detailing the activities and timing, methodology, key information sources to be used, and institutions/organizations to be consulted in undertaking the task should be provided upon signing of the contract. This will be discussed and approved prior to the start of the work

Required Expertise

The following personnel qualifications are required to successfully carry out the exercise:

- A Masters Degree in sociology or similar subject
- Experience in mainstreaming gender in development projects and policies
Familiar with global climate change and gender discussions
- Proven experience and understanding of gender and development issues in Ethiopia
- Good action learning research and writing skills
- A good appreciation of gender analysis methods and tools for mainstreaming gender in poverty reduction programs and policies

Timing

The task is expected to take not more than 5 weeks considering the following milestones:

- a) Submission of detailed plan of work – 1 week
- b) Attendance of briefing meeting – 1 day
- c) Desk review, information and data collection – 2 weeks
- d) Submission of first draft report – 4 days
- e) Receipt of review comments from IA – 1 day
- f) Submission of final report – 1 week

Reporting

The consultant will be responsible to and report to IA Office for all correspondence related to this work.

Deliverables

A 25-30 page guide that details work responding to all the specific tasks listed above. The report should also:

- a. Summarize the roles of women (journalists, administrators, technicians and other professionals) in decision-making in the project sites
- b. Summarize proposed roles of women in implementation of adaptation measures, policy influence, capacity building and awareness raising activities of the project
- c. Analyze the gender equality situation in the project sites and identify relevant areas for collaboration, the approach to use and how to reach the expected results
- d. Recommend steps and action learning methods on mainstreaming the different roles of women into the planned activities of the project during the project implementation.

How to Apply:

Technical and Financial proposals should be submitted to Initiative Africa Office in person or email to beruk.w@initiativeafrica.net no later than the deadline stated below.

Please note that selection will be based on:

- Adherence to schedule and punctuality
- Creativity and cost

Deadline for submitting a proposal is close of business 25 December 2018.