



Terms of Reference for the WISE Media-Laboratory

Supporting Women's Initiative for Security and Equality Program

Introduction:

The Program "Women's Initiative for Security and Equality" (hereinafter "the Program") funded by the United States Department of State (USDS) is implemented by Mercy Corps Georgia in 2 Countries of the South Caucasus. The Program works with partner civil society organizations in Armenia and Georgia and aims to raise awareness in preventing and combating Violence Against Women and Girls (Vawg) and violent extremism (VE) in these countries.

Program aims, structure and framework:

WISE Team works about awareness raising on Vawg subjects/Issues and in this process Media has a huge role, Media representatives are an important participants on this program together with lawyers, civic activists and program stakeholders itself.

Near future Wise team will organize joint Media training about Vawg coverage standards. Training participants will be Journalists and producers from whole Georgia and Armenia (online Media, Tv, universities and Radio representatives).

Potential Service provider should provide exact pricing for conducting trainings including all logic costs.

Main tasks and functions of Vawg Media Laboratory

- Raising awareness of media representatives from Georgia and Armenia, as well as representatives of the academic/university sector, on issues related to **VAWG** and **VE**;
- Introducing the **WISE program** and the **Safe YOU application** to Georgian and Armenian media outlets;



- Encouraging media representatives to engage in reporting and working on **VAWG-related topics**;
- Establishing a unified **communication network** among Georgian and Armenian media representatives, with the aim of fostering future collaboration and creating new professional opportunities.
- The service provider must have:
 - a) At least one prior experience within the last three years in organizing a similar media training involving no fewer than 20 media representatives;
 - b) At least one prior experience in organizing a training on issues related to violence against women;
 - c) Prior experience in organizing activities in cooperation with Armenian media organizations.

Project/Consultancy Title: providing media training on Vawg Coverage

Project Location(s): Armenia, Yerevan

Dates: November 2025

Service Provider Objectives:

Potential Service provider ensure that the Media representatives can work about Vawg coverage and follow the international media standards, The trainings can strengthen media representatives capacity and knowledge. Training will be provided in English language;

Service Provider Activities:

- 1.1 Organization of an external three-day workshop (teaching/training) for media representatives for the purpose of Vawg coverage laboratory;



- Preparation of a **preliminary media guide** on reporting issues related to violence against women and girls, considering modern international approaches (including the U.S. State Department's updated terminology and methodologies);
- Development of a **2.5-day content program** for the Media Laboratory and its coordination with the donor; in total, no fewer than **6 thematic sessions and workshops**;
- Design of an **additional cultural program** for Media Laboratory participants, alongside the core agenda, including meetings and visits to governmental, media, and/or academic institutions in Armenia (**at least 2 meetings**);
- Organization of an **informational Welcome Party** focused on networking, bringing together all project participants and speakers.
- **Project summary and final event**, ensuring the active involvement of all participants.
- **Photo and video documentation** of the event, with the final visual materials delivered to the donor.
- Preparation of an **informational video report** covering the Media Laboratory and its broadcasting on television in both Armenia and Georgia.
- Following the completion of the Media Laboratory, each participant will prepare and publish a **media product** (article, report, TV segment, etc.) about the WISE program and the Safe YOU application, within **one month (December, 2025)**;
- Preparation and submission of the **final financial and narrative report** to the donor.

1.2 Project administration/coordination/Selection/recruitment of the media and ensuring their attendance;

1.2.1. Participant Selection for the Media Laboratory in Armenia and Georgia

- A total of **20 participants from each country** must be engaged in the Media Laboratory. **15 Participants should be media representatives** and **5 representatives from the academic sector** (students/professors). In total: **40 media representatives** and **10 participants from academia** across both countries.
- **Minimum selection criteria** for participants: demonstrated active engagement in media activities; proficiency in English; capacity and resources to produce a media product related to the WISE program and the Safe YOU application following the completion of the project.

1.2.2. Speakers

- Identification, invitation, and confirmation of Media Laboratory speakers.

1.2.3. Safe Working Environment



- Ensuring a safe and enabling working environment for all Media Laboratory participants.

1.2.4. Health Insurance

- Provision of medical health insurance for participants traveling from Georgia, valid during their transportation and stay in Armenia.

1.3 Transportation Service – Tbilisi–Yerevan–Tbilisi

- Transportation of **20 individuals** (15 participants and 5 members of the organizational team) from Tbilisi to Yerevan and return.
- Local transportation in Yerevan for **20 participants**, including at least **2 planned meetings**.

1.4 Hotel Service

Accommodation

- Provision of hotel rooms in Yerevan, no less than a **4-star hotel**.
- **20 twin rooms** for 2.5 days and 2 nights (**40 guests in total**).

Other Services

- A **conference hall for 50 people** for 1.5 days, equipped with tables and chairs, screen, projector, laptop, sound system (including 3 wireless microphones); notepads and pens; printer and paper.
- Dedicated **space for coffee breaks** for 1.5 days.

1.5 Food Expenses

1. Hotel-based Catering

- Number of participants: **50**
- Total meals: **6**
- Meal schedule:
 - 1 lunch – Day I



- 3 meals – Day II
- 2 meals – Day III

2. **Coffee Breaks**

- Number of participants: **50**
- Total coffee breaks: **3**
- Schedule:
 - 2 breaks – Day II
 - 1 break – Day III

3. **Travel Lunch Boxes**

- Quantity: **20 participants × 2 lunch boxes**
- Schedule:
 - Tbilisi–Yerevan – Day I
 - Yerevan–Tbilisi – Day III

4. **Restaurant Service**

- One **Welcome Dinner** in a restaurant (location: Yerevan).
- Number of participants: **45**

1.6 Photo and Video Service

Taking photos of the program's activities and preparing a short, summary video clip.

Note: The potential provider is encouraged to propose any additional relevant concepts or services to enhance the training module.

**Service Provider Deliverables:**

The Consultant will conduct 6 trainings/sessions in Vawg Coverage standards. Number of participants trained – 30.

Note: In scope of the provided service, the selected vendor takes responsibility on the mobilization of participants, transportation, food, and accommodation.

Timeframe / Schedule:

The service contract will be for 1 Month, (anticipated start in November, 2025). Exact date will be defined later. Dates of trainings will be negotiated with the selected vendor beforehand.

The Service Provider will report to:

Archili Pholadashvili – Regional Program Coordinator.

The Service Provider will work closely with:

Archili Pholadashvili – Regional Program Coordinator

Ana Bakanidze – Communications Officer

Rules of functions

All formal correspondence, as well as the working language of the Media Laboratory Group meetings will be in English.

Additional Information:

- a) This Terms of Reference (ToR) has been agreed by the WISE program implementation team;
- b) Any amendments or additions may be made in writing with the agreement of the WISE program implementation team.