

# Scope of Work

## WISE Do No Harm Media Project

- **Project start:** 20 February 2026
- **Filming period:** 20 February – 20 March 2026
- **Post-production and finalization:** 21–27 March 2026
- **Broadcast period:** Three months following completion of the WISE Program

## Documenting Community-Led Responses to Preventing and Responding to VAWG

### Background and Rationale

Violence Against Women and Girls (VAWG) remains a critical human rights violation and a major barrier to gender equality, social cohesion, and democratic development. Addressing VAWG requires not only policy and institutional reform, but also **community-driven, survivor-centered, and locally initiated responses** that are rooted in trust, cultural understanding, and the principle of **Do No Harm**.

The **WISE Program** has supported **Small Scale Grantees (SSGs)** across **three cohorts**, enabling grassroots organizations and community actors to design and implement context-specific interventions aimed at preventing and responding to VAWG. These initiatives have addressed diverse needs at both individual and community levels, including awareness raising, survivor support, referral pathways, advocacy, and challenging harmful gender norms.

As the WISE Program reaches completion, there is a critical opportunity to capture, document, and amplify these locally led efforts, ensuring that lessons learned, achievements, and community voices are shared widely and responsibly. This media project seeks to do so through short documentary storytelling that adheres strictly to **Do No Harm**, ethical reporting, and survivor-sensitive principles. **Priority will be given to media professionals and participants who have previously completed WISE-provided trainings on VAWG**, ensuring informed, responsible, and context-aware storytelling. **Students and regional TV stations are also encouraged to apply**, as their participation will support capacity building and localized outreach. All contestants must clearly outline their proposed **broadcast plan**, including **timing, frequency, and the number of airings** at national and/or local levels, to maximize reach and impact

### Project Goal and Objectives

To increase public awareness, understanding, and sensitivity around VAWG by highlighting the impact of WISE Small Scale Grantees and promoting community-based, ethical, and effective responses to preventing and responding to violence against women and girls.

1. To document and showcase the **needs, locally initiated responses, achievements, and lessons learned** of Small Scale Grantees across all three WISE cohorts.
2. To amplify **community voices and positive change narratives** that promote prevention, accountability, and survivor-centered approaches to VAWG.
3. To improve societal knowledge and sensitivity around VAWG, contributing to stronger community and institutional responses.
4. To challenge harmful gender stereotypes and norms that perpetuate violence.
5. To contribute to the **empowerment and independence of women and girls**, and to broader democratic and social development.

## Project Description and Activities

The project will produce a series of **short documentaries (5–7 minutes each)** featuring selected Small Scale Grantees supported by WISE.

- **Total number of documentaries:** 10
- **Format:** Short documentary films
- **Content focus:**
  - Context-specific VAWG challenges faced by communities
  - Needs identified by local actors
  - Grantee-led interventions and responses
  - Tangible outcomes and impact at individual and community levels
  - Lessons learned and good practices
  - Reflections, hope, and celebrations along the journey toward change

All content will be developed using **Do No Harm principles**, including:

- Survivor-centered storytelling
- Informed consent
- Protection of identities where required
- Avoidance of retraumatization, sensationalism, or stigmatization

## Broadcast and Dissemination

- The documentaries must be 5-7 mins long and focus on one or more SSG project;
- The documentaries will be aired for **three months on national and local TV stations** following the completion of the WISE Program.
- Each TV station will upload the documentaries to their **official YouTube channels**, ensuring extended reach and long-term accessibility.
- The broadcast strategy will prioritize both urban and rural audiences to maximize impact.

## Technical Specifications

## Structure

Each video (within the above-mentioned duration) must mandatorily include:

1. Real-life footage filmed at the project implementation site;
2. Interviews with the project implementer(s);
3. Perspectives and experiences of community members/beneficiaries (with due consideration to identity protection where required), reflecting the project's impact;
4. A clear and concise presentation of the project's objectives and key activities (through visual narration and/or subtitles);
5. Context-specific challenges to which the project was designed to respond;
6. Tangible results and changes at the individual and/or community level;
7. A narrative developed in compliance with the Do No Harm and ethical principles, including informed consent and anonymity where necessary;
8. Reflections on positive change, lessons learned, and good practices;
9. Messages focused on hope, sustainability, and future steps that contribute to awareness-raising and prevention.

## Opening and Closing Frames

Each video must include graphically designed opening and closing frames with a unified visual identity, aligned with the WISE Program's visual style. The graphic opening frames should ensure clear identification of the video series (including the project title, theme, and, where applicable, the episode title). The graphic closing frames should include relevant credits, logos of partner organizations and donors, as well as any required disclaimers.

## Video Format

Each video must be filmed and edited in a broadcast-ready television format. The videos must fully comply with technical requirements for television broadcasting, including image quality, audio, resolution, aspect ratio, and file format. The minimum technical standard is Full HD resolution (1920×1080), 16:9 aspect ratio, and 25 frames per second. Filming in 4K format is recommended for post-production flexibility and archiving purposes. The final deliverables must be provided in MP4 (H.264) format and, where required, in MXF format, with high-quality audio recording (48 kHz). **Any deviation from these parameters during project implementation is permitted solely for quality improvement purposes and only upon prior agreement with the contracting authority.**

## Subtitles

Each video must include English-language subtitles, ensuring accessibility for a wider audience and enabling international dissemination.

## Music

The music used in the graphic opening and closing frames, as well as all background music throughout the videos, must be selected and used in full compliance with copyright regulations. Only licensed, royalty-free, or custom-composed music may be used, provided that all necessary permissions and licenses are secured. The selected music must be appropriate to the sensitivity of the subject matter and must not dramatize or sensationalize the content.

## Expected Results and Impact

Through ethical storytelling and wide dissemination, the project is expected to:

- Increase **public awareness and understanding** of VAWG and its root causes depicting and celebrating the Small Scale Grant projects .
- Improve **community sensitivity and knowledge**, contributing to prevention and early response.
- Promote **stronger societal and institutional responses** to VAWG on the local level impacted by the Small Scale Grants.
- Support the **empowerment and independence of women and girls** by highlighting positive role models and community action promoted by Small Scale Grants.
- Combat harmful stereotypes and normalize conversations around gender equality and non-violence within the SSGs..
- Contribute to a more **inclusive, rights-based, and democratic society**.

### Broadcast and Dissemination Requirements

Component	Description / Requirement	Minimum Requirement	Notes
TV Broadcasting	Broadcasting of produced video materials on TV channels	Minimum 2 TV channels	National or regional
Type of Broadcaster	Category of TV broadcaster	Public or Private	To be further specified based on the selected contractor
Geographic Coverage	Territorial coverage of broadcasting	Minimum 3 regions	Nationwide coverage preferred
Broadcasting Period	Active broadcasting period	From end of March, minimum 1 month, maximum 3 months	Allows measurement before reporting deadline
Broadcasting Frequency	Airing of each video episode	At least once per episode	Repeated broadcasts are considered an advantage
Video Announcements	Broadcasting of video teasers / announcements	At least twice per video	Preferably during relevant time slots

<b>Component</b>	<b>Description / Requirement</b>	<b>Minimum Requirement</b>	<b>Notes</b>
Online Dissemination – YouTube	Uploading and sharing videos on YouTube	Mandatory	Official or partner media channels
Online Dissemination – Social Media	Dissemination via social media platforms	Mandatory	Facebook, Instagram, X, TikTok (where applicable)
Dissemination Mechanism	Structure of dissemination process	Two-step dissemination	1) TV broadcasting 2) Online dissemination
Reporting	Proof of broadcasting and dissemination	Mandatory	Schedule, links, screenshots, basic reach data

## **Open Tender Scope**

An **open tender** will be launched to select a qualified media production entity/ies. The tender will include, but not be limited to, the following responsibilities:

- Concept development aligned with WISE values and the Do No Harm framework
- Script development and storyboarding in collaboration with WISE and grantees
- Field filming and interviews
- Video editing, subtitling, and post-production
- Ethical risk assessment and mitigation measures
- Coordination with TV stations for broadcasting
- Delivery of final, broadcast-ready materials

Experience in **human rights-based storytelling**, **gender-sensitive reporting**, and **working with vulnerable communities** will be essential selection criteria.