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## WOMEN'S ISSUES NETWORK OF BELIZE (WIN-BELIZE)

### Contract for the services of an Individual Contractor

No SWRNLB/02/2013

This Contract is entered into on 25<sup>th</sup> February, 2013 between Women's Issues Network of Belize through the Project "Strengthening Women's Representation in National Leadership in Belize" (hereinafter referred to as "WIN-Belize") and Carmen Barrow (hereinafter referred to as "the Individual Contractor") whose address is 56 Perez Road, Ladyville, Belize.

WHEREAS WIN-Belize desires to engage the services of the Individual Contractor on the terms and conditions hereinafter set forth, and:

WHEREAS the Individual Contractor is ready and willing to accept this Contract with WIN-Belize on the said terms and conditions,

NOW, THEREFORE, the Parties hereby agree as follows:

#### 1. Nature of services

The Individual Contractor shall perform the services as described in the Terms of References which form an integral part of this Contract and are attached hereto as *Annex I* in Belize

#### 2. Duration

This Individual Contract shall commence on 25<sup>th</sup> February, 2013 and shall expire upon satisfactory completion of the services described in the Terms of Reference mentioned above, but not later than 31<sup>st</sup> July, 2014 unless sooner terminated in accordance with the terms of this Contract. This Contract is subject to the General Conditions of Contract for Individual contractors.

#### 3. Consideration

As full consideration for the services performed by the Individual Contractor under the terms of this Contract, including, unless otherwise specified, his/her travel to and from the Duty Station any other travel required in the fulfillment of the Terms of Reference in Annex I, and living expenses in the Duty Station, UNDP shall pay the Individual Contractor a total of **US \$7,000.00** in accordance with the table set forth below<sup>1</sup>. Payments shall be made following certification by UNDP that the services related to each Deliverable, as described below, have been satisfactorily performed and the Deliverables have been achieved by or before the due dates specified below, if any.

<sup>1</sup> For payments which are not output-based lump sum, indicate the maximum number of working days/hours/units, any out of pocket expense (travel, per diem...) and the corresponding fee/cost in the Deliverable (s) table.



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DELIVERABLE	TIMEFRAME	AMOUNT IN CURRENCY
1. A compilation of materials to inform campaign strategy document and advertisement materials based on reviewed documents relating to project	8 days	\$ 1,200.00
2. Content for the development of flyers, pamphlets, brochures, posters and newspaper articles for distribution	11 days	\$ 2,200.00
3. Video documentaries with information gathered from training workshops, forums, public appearances	8 days	\$ 2,000.00
4. Launch of media campaign inclusive of media appearances	3 days	\$ 600.00
5. Comprehensive reports	5 days	\$ 1,000.00

BZE \$  
 2,400.00  
 4,400.00  
 4,000.00  
 1,200.00  
 2,000.00  
 \$14,000.00

If unforeseen travel outside the Duty Station not required by the Terms of Reference is requested by WIN-Belize, and upon prior written agreement, such travel shall be at WIN-Belize's expense and the Individual Contractor shall receive a *per diem* not to exceed United Nations daily subsistence allowance rate in such other location(s).

Where two currencies are involved, the rate of exchange shall be the official rate applied by the United Nations on the day the UNDP instructs its bank to effect the payment(s).

**4. Rights and Obligations of the Individual contractor**

The rights and obligations of the Individual Contractor are strictly limited to the terms and conditions of this Contract, including its Annexes. Accordingly, the Individual Contractor shall not be entitled to any benefit, payment, subsidy, compensation or entitlement, except as expressly provided in this Contract. The Individual Contractor shall be solely liable for claims by third parties arising from the Individual Contractor's own acts or omissions in the course of performing this Contract, and under no circumstances shall UNDP be held liable for such claims by third parties.

**5. Beneficiary**

The Individual Contractor selects Ganesh Brannan as beneficiary of any amounts owed under this Contract in the event of death of the Individual Contractor while performing services hereunder. This includes the payment of any service-incurred liability insurance attributable to the performance of the services for WIN-Belize.

Mailing address, email address and phone number of beneficiary: \_\_\_\_\_

64 Euphrates Avenue, Belize City, Belize



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Mailing address, email address and phone number of emergency contact (if different from beneficiary) \_\_\_\_\_  
\_\_\_\_\_

IN WITNESS WHEREOF, the Parties hereto have executed this Contract.

By signing below, I, the Individual Contractor, acknowledge and agree that I have read and accept the terms of this Contract

**AUTHORIZING OFFICER:**  
Women's Issues Network of Belize (WIN-Belize)

**INDIVIDUAL CONTRACTOR:**  
Name: Carmen Barrow

Name: J. Carolyn Reynolds

Signature: *J. Reynolds*

Signature: *Carmen Barrow*

Date: 28/2/13

Date: 28/2/2013



Women's Issues Network of Belize  
28 Dean Street  
Belize City, Belize

## Strengthening Women's Representation in National Leadership in Belize

### Terms of Reference: Consultant- Advocacy, Outreach and Media Campaign

#### Project Description:

Women in Belize have had low and even no representation in the national assembly because there is still a prevailing societal perception that women are not capable of being in leadership positions. The project therefore will address this critical socio-cultural issue in particular recognizing that the existing democratic system does not support gender equality at the highest level of decision-making. These structural, cultural and social barriers impede women's successful entry and presence at the highest levels of leadership such that women struggle to gain the support of their families and political parties to endorse their candidacy for political office; in indigenous communities, women often cannot hold public leadership positions and are expected to stay in the home.

A critical path to increasing women's participation in politics will be through changing local mind set and attitude toward women in political leadership. Therefore, the newly formed advocacy group will influence local attitude through active, ongoing outreach and sensitization campaigns. The campaign will build on the findings of three recent and critical research documents that have been produced: A Situational Analysis of Gender and Politics in Belize; Belize Gender Assessment and MDG Scorecard. All three documents identify challenges and barriers that preclude women from actively participating in national leadership and democratic processes in Belize. This rich body of knowledge will be the core reference for a media and communication experts that the project will contracted to roll out this output by formulating a responsive communication strategy in response to the recommendations of these findings highlighting key messages to foster attitudinal, cultural and structural change.

The advocacy campaign will include print media in the form of publications in the four leading newspapers that will increase the knowledge of women and the broader public of women on politics and democratic rights, CEDAW and MDG related human rights instruments. Print materials will also be created on the revised electoral legislation and the national governance framework that will educate the general public on the inclusive agenda with the proposed special temporary measures. These brochures and pamphlets will be distributed countrywide along with the newspapers. Television and radio spots will be produced and aired on the five radio stations and five television stations to sensitize the entire country, rural and urban areas on women and politics and democratic rights, the revised electoral legislations and the national governance framework inclusive agenda.

#### Scope of Work:

- a. Review Situational Analysis of Gender and politics in Belize; Belize Gender Assessment and MDG Scorecard to identify the challenges and barriers that preclude women from actively participating in National Leader and democratic processes in Belize.
- b. Develop and produce campaign strategy based on findings of documents in (a).

- 
- c. Facilitate the development of and develop flyers, pamphlets, brochures, posters for distribution and write content for website and facebook page.
  - d. Provide support to project team on making public media appearances.
  - e. Provide support for the adoption of recommendations made during National Dialogue; develop and implement an action plan using recommendations.
  - f. Strengthen strategic alliances within political parties, civil society organizations, media houses and national government.
  - g. Manage every aspect of the campaign in their designated issue areas, including (but not limited to) making a campaign plan.
  - h. Collaborate with the Outreach Coordinator, Video Producer, Advocacy body and Artist on advocacy strategy and content for video documentations on revised legislation and national governance framework and to design radio and television spots and messages.
  - i. Monitor the latest news in the designated issue areas; look for opportunities for activism.

**Expected Outputs and Deliverables:**

- a. Plan of action for the advocacy, outreach and media campaign
- b. Flyers, pamphlets, brochures, information on website and facebook page
- c. DVD tapes on radio and television appearances
- d. Adoption agreement of recommendations
- e. Video documentation on revised legislation and national governance framework; radio and television spots and messages
- f. National consultations with political parties, civil society organizations, media houses and national government
- g. Comprehensive contact list of strategic alliances
- h. Comprehensive reports

**Institutional Arrangement:**

- a. The Consultant will report directly to the Executive Director of WIN-Belize.
- b. The Consultant will attend meetings of Project Execution Board as needed.
- c. The Consultant will attend meetings of the advocacy body

**Duration of Work:** Eighteen months

**Duty Station:**

There will be a desk available at the WIN-Belize office for the Consultant.

**Duration and financial conditions of the contract:**

The contract for this consultancy is February 2013 through to July 2014. Remuneration will be \$14,000.00 to be paid upon submission of deliverables.



## Price Assessment Form for Goods/Services below USD 5,000

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To: Approving Manager


I am procuring goods/service as detailed below:

1 Consultant for Advocacy, outreach and media campaign.  
After reviewing the technical and financial proposals Carmen Barrow was selected as the Consultant. Ms. Barrow demonstrated proven ability in developing the media campaign and also has tremendous knowledge in the area of women and politics. She was also the only candidate that submitted a financial and technical proposal.

I believe, to the best of my knowledge, that WIN-Belize is obtaining value for money/ best price and request the finance unit make payment to the selected supplier. Price assessment has been made by verifying price(s) with the following vendor(s)/supplier(s).

Supplier(s) Contacted by Phone <sup>1</sup>	Name and Title of employee of supplier who provided the pricing information	Telephone number of Supplier	Price offered (USD or local currency)	Date of call (dd/mm/yyyy)	Time of call
Carmen Barrow	Employee, Title	620-9712	14,000	Date	Time
Wendy Castillo	Employee, Title	223-2972	13,200	Date	Time
Janelle Chanona	Employee, Title	610-2358	81,000	Date	Time
Ann-Marie Williams	Employee, Title	223-4284	16,800	Date	Time
Supplier	Employee, Title	Supplier tel	Price	Date	Time

<sup>1</sup>There should be a minimum of one price assessment.

  
 \_\_\_\_\_ Name of Staff

Signature of staff who performed the Price Assessment

Date: 15/02/2013

Remark: Reference to the previous comparative/evaluation within the same calendar year can also be used.

This case is the price referred to the previous comparative/evaluation  Yes  No



Women's Issues Network of Belize  
28 Dean Street  
Belize City, Belize

15<sup>th</sup> February, 2013

Documentation of Selection Process for Individual Contractor

Reviewers: Carolyn Reynolds, Executive Director WIN-Belize  
Karen Cain, Project Execution Board Member  
Agatha Gordon, Project Coordinator WIN-Belize

#### Basic Information Regarding Consultancy

**Project and Title:** Strengthening Women's Representation in National Leadership

**Purpose:** Consultant- Advocacy, Outreach and Media Campaign to develop multi- media campaign strategy and guide the implementation process of said strategy. The strategy will also focus on using multiple media opportunities to promote messages of inclusive governance in the wider population.

**Duration of assignment:** The consultant is expected to work for a total of 35 days.

**Brief description of the services requested from the consultant:** To develop and produce campaign strategy based on findings in the Situational Analysis of Gender and Politics in Belize; Belize Gender Assessment and the MDG Scorecard. The consultant will also be expected to collaborate with the Outreach Coordinator, video producer and advocacy body to develop content for media messages.

#### **Expected outcome/results from the Consultant:**

- An advocacy and communication campaign strategy based on findings of documents and inclusive governance
- Plan of action for the advocacy, outreach and media campaign
- Flyers, pamphlets, brochures, information on website and facebook page
- DVD tapes on radio and television appearances
- Video documentation on revised legislation and national governance framework; radio and television spots and messages
- Comprehensive reports

### Solicitation Process:

The CVs, technical and financial proposals were collected through vacancy sharing to several potential applicants through emails. A total of four submissions were received:

1. Ann-Marie Williams
2. Janelle Chanona
3. Azrack Services (Wendy Castillo)
4. Carmen Barrow

### Evaluation Process

The technical evaluation submissions were conducted by the members of the Technical Review Panel.

Carolyn Reynolds, Executive Director WIN-Belize

Karen Cain, Director Project Execution Board

Agatha Gordon Coordinator

Evaluation Criteria: Demonstrates proven ability to develop media campaign methodology and strategy. (25 points)

Proven experience in Media and communications. (25 points).

Knowledge and understanding of the development of video documentaries, flyers, brochures, and other communication methods. (25 points)

Past experience in working in/for the promotion of women's political participation and rights. (25 points)

General Information		Evaluation Criteria				Total scores
Last Name	First Name	Demonstrates proven ability to develop media campaign methodology and strategy.	Proven experience in Media and communications	Knowledge and understanding of the development of video documentaries, flyers, brochures, and other communication methods	Past experience in working in/for the promotion of women's political participation and rights	
Barrow	Carmen	21	23.3	20.3	21	85.6
Castillo	Wendy	20.6	15.3	19	15.3	70.2
Channona	Janelle	20	24	20.6	20	84.6
Williams	Ann	21	23	20	21	85



Review of technical proposal: Of the four persons who submitted only 1 was considered qualified because although requested, only Ms. Barrow submitted a separate financial proposal. The other financial were included in the technical document:

Carmen Barrow - \$14,000  
Wendy Castillo- \$13,200  
Janelle Chanona- \$81,000  
Ann-Marie Williams- \$16,800

Based on the prices quoted, the consideration for the lowest reasonable offer and that which is in line with the budget, Carmen Barrow's proposal was selected.

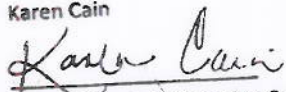
Minutes endorsed by:

Carolyn Reynolds



Executive Director, WIN-Belize

Karen Cain



Director Project Execution Board

Agatha Gordon



Project Coordinator