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Concept note:

National awareness raising campaign on the prevention and protection of children against violence, including sexual exploitation and abuse, in the Republic of Moldova

Council of Europe Project on combating violence against children in the Republic of Moldova (VC 2617)

May 2020

Prepared by the Children's Rights Division
Directorate of Anti-Discrimination



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Background:

Over 150 million children in the Council of Europe Member States are entitled to enjoy the full range of human rights safeguarded by the United Nations Convention on the Rights of the Child, the European Convention on Human Rights and other international and European human rights instruments. The Council of Europe is actively engaged in the eradication of all forms of violence against children, with the aim to support the landmark commitment by world leaders to end abuse, exploitation, trafficking and all forms of violence and abuse of children by 2030, as part of the UN Sustainable Development Goals. “A life free from violence” is one of the key priority areas of the Council of Europe Strategy for the Rights of the Child (2016-2021).

[The Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse \(the Lanzarote Convention\)](#) is the most ambitious and comprehensive legal instrument on the protection of children against sexual abuse and sexual exploitation to date. Among the prevention measures, the Lanzarote Convention recommends each party to promote or conduct awareness raising campaigns addressed to general public providing information on the phenomenon of sexual exploitation and sexual abuse of children and on the preventive measures which can be taken.

A Baseline Study carried out by the Council of Europe in 2019 identified the urgent need to break the wall of silence in the Republic of Moldova around child sexual exploitation and abuse, as a way to introduce radical changes in attitudes allowing the under-reporting of potential cases of abuse, violence and exploitation against children, with a particular attention paid to the situations of adolescents. The Baseline Study recognised previous, current and planned efforts to raise awareness on this topic in the Republic of Moldova but concluded that these remain too piece-meal and fragmented to bring about a change. It recommended the Council of Europe to take the lead in carrying out a more comprehensive campaign to alert public awareness on the phenomenon of child sexual exploitation and abuse in the Republic of Moldova.

Key messages:

In line with the recommendations mentioned above, the Council of Europe Project on Combating violence against children in the Republic of Moldova (2020-2021) envisages to develop and carry out a strong communication campaign in order to raise awareness on child sexual exploitation and abuse and to increase visibility of the project and the Council of Europe’s efforts in the country.

In this context, the objectives of the campaign are as follows:

- Combat sexual violence against children, focusing on sexual abuse and exploitation;
- Enhance awareness of the general public on the extent, scope, consequences and risks of violence against children, focusing on child sexual exploitation and abuse, with emphasis on the protection measures and services available for child victims of violence;



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- Promote Council of Europe videos and materials;
- Promote available national hotlines where child victims of violence could find help, psychological counselling and other support;
- Develop additional materials and campaign messages as appropriate and feasible within the proposed budget.

The key messages for the general public and children should refer to the risks of child sexual exploitation and abuse, prevention and protection measures against sexual abuse, including online, and promotion of available national hotlines where children could find help, psychological counselling and other support services.

Suggested media and online channels:

- Print and other media (e.g. the most watched TV channels –TVM, ProTV, Jurnal TV etc.);
- Online, including social media (e.g. the most used webpages and networks by children – YouTube, Facebook, etc.);
- CoE Children’s rights Twitter account (#CoE4Children to be used as one of the key hashtags in line with the previous work of the Division and to maximise the visibility of the Organisation)

Practical information to the Tender Documents on the purchase of services for the implementation of the national awareness raising campaign

1. Cost of the awareness raising campaign:

The selected service provider will implement the activities proposed in the Campaign Strategy, developed in collaboration with the Council of Europe, up to the amount of **23,000 Euros**.

2. Outline of activities to be proposed at the application stage:

This section should include indicative breakdown of specific activities to be proposed and address the requirements, as specified, point by point. In addition, the Outline of activities should include a detailed description of essential performance characteristics, propose warranty; and demonstrate how it meets or exceeds the specifications.

In this context, the Outline of activities to be submitted at the application stage should provide a full range of relevant awareness raising activities proposed by the service provider for the implementation of the Campaign Strategy. All activities should aim to promote the Council of Europe materials (posters, brochures, leaflets, info graphics etc.) and video spots (max. 1 minute or less) and, if relevant and feasible in terms of the budget, develop additional materials and messages in support of the Campaign goals.



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The Outline of activities should not necessarily follow a chronological or logical order, since a detailed strategy will be developed with the selected service provider.

Among the activities to be proposed (at the application stage) are:

- Placement of video spots in the programs of national and regional television stations;
- Placement of video spots/posters/brochures/leaflets on several websites and social networks;
- Production and placement of billboards in three cities of the country (Chisinau, Balti and Cahul);
- Flash mobs with participation of children;
- Social media campaigns;
- Cultural events with children (e.g. mini concerts or art workshops in national parks, or other places visited by children);
- Others.

This list is not exhaustive, and the service provider is invited to propose other activities in addition to the above.

The Outline of activities should not contain any pricing information on the proposed activities. Pricing information shall be separate and only be included in the appropriate Price table.

3. Price table to be proposed at the application stage:

Prices should be indicated for each proposed activity and unit (e.g. price for airing one-minute video spots on national TV should serve a price of “once a day airing during one month” or price for placing one billboard on public place during a month). All prices quoted must be in Euro and shall be VAT exclusive, considering that the Council of Europe projects are at VAT zero rate.

The Price table must provide a detailed cost breakdown and separate figures for each functional grouping or category.

The below format should be used in preparing the Price table. The format includes specific expenditures, which may or may not be required or applicable, but are indicated to serve as examples.



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Price table:			
Description of Activity/Item		Unit (day/month/price etc.) <i>Please specify</i>	Unit price
1.	Video spots airing		
2.	Placement of the video spots/poster/leaflet on a particular website		
3.	Production and placing of a billboard (e.g. 5x5m)		
3.1	Production of a billboard		
3.2	Placing the billboard in a public place		
4.	Etc.		

4. Deliverables included in the Act of Engagement:

- **Developing the Strategy in coordination with the Council of Europe project team, based on a short overview of key needs**

A detailed Campaign Strategy will be developed by the selected provider in coordination with the Council of Europe project team, based on the selected activities from the Outline of activities and Price table proposed by the service provider at the application stage.

- **Implementation of the Strategy and carrying out the activities**

The Council of Europe project team will select via Order Forms the activities included in the Strategy depending on the needs and context in the country, which will be implemented by the selected service provider in coordination with the Council of Europe project team.

Due to the current COVID-19 pandemic and the related restrictions in the Republic of Moldova, the Council of Europe reserves the right to modify, postpone or cancel certain activities from the Strategy, without paying any financial compensation.



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- **Drafting and submitting of periodic reports and a final report on the implementation of the Strategy**

The selected service provider will submit periodic reports to the Council of Europe project team after each implemented activity. The reports should contain information on the estimated and documented impact, reach out and effectiveness of the activities carried out and recommendations for the future. Following the finalisation of the awareness raising campaign the selected service provider will draft and submit a final report to the Council of Europe project team on the overall and cumulative results of the Strategy's implementation. The reports should contain concrete numbers and figures (media monitoring), including figures on public reached, if possible.

5. Term of the contract

The awareness raising campaign will be implemented in the period of 25 June 2020 - 31 December 2021.