Makanati project
Study on women position in the Iraqi media

Terms of Reference

1. Presentation:

   a) Background

   Iraq has been facing serious crises because of wars and multiple attacks. Crises have particularly affected women and girls, victims of human rights violations, kidnappings, murders, human trafficking, torture, rape, forced marriages and all other exposure to sexual or gender-based violence.

   In addition to these serious attacks, the differences between women and men exists at many levels of the Iraqi society, illustrated in particular in media treatment, but also in the workplaces of media editorial staff.

   Considering this situation, CFI has been implementing the Makanati project since February 2020, in Iraq and Yemen. The project aims for a greater participation of women in Iraqi and Yemeni societies and a better understanding of their concerns by the population, in particular through production and dissemination of content promoting equality between men and women and fighting gender stereotypes. The project also aims to improve the image of women in the media and the society in general.

   Another objective is to strengthen the professional skills of women journalists to support their ability to access decision-making positions in the media. During the preparation phase of the Makanati project, CFI carried out an exploratory mission in Iraq. The objective was to measure the needs in terms of equality in journalism professions for better representation of women in media content. The mission noted the absence of reliable and objective studies on the position of women in the media.

   Thus, in order to have accurate and relevant data and to measure the impact of the Makanati project activities later, CFI is launching a call for tenders to carry out a field study, on the positions held by women in the media in Iraq.

   b) Main evolutions in Iraq

   In Iraq, the 2005 Constitution recognized the equality of all Iraqis before the law and prohibits all forms of discrimination based on sex. However, the situation of women in Iraq depends very much on the application of Islamic law and the priorities of the male dominated religious authorities. Despite the ratification by the Iraqi government of several international treaties, the resulting obligations are not respected and women cannot exercise their rights.
The Regional Government of Kurdistan of Iraq (KRG) notably adopted Law No. 35 in 2007 on journalism. This law sets out the principles of ethics in journalism and was amended in 2011, however guidelines for its application are lacking. On October 31, 2000, the United Nations Security Council (UNSCR) adopted Resolution 1325 for Women, Peace and Security, which strengthens, among other things, the role of women in the media. As a result, a National Action Plan has been ratified by the central government in Baghdad and the government of the Kurdistan region and constitutes the first step by a country in the Middle East and North Africa to implement this resolution. An Alliance of Civil Society Organizations was created in 2017 to engage with governments and strengthen the implementation of this plan.

In September 2019, an Iraqi delegation organized a workshop for the implementation of actions to achieve 30% participation of women in politics. Finally, the KRG approved on October 3, 2019, a decree on "The policy of equality between women and men in their responsibilities and their rights".

c) CFI projects in Iraq

CFI has implemented several projects in Iraq, aiming to improve social cohesion through the media. In 2015 and 2016, the *ILYM* project brought together journalists from Iraq, Libya and Yemen to debate on the role played by the media in crisis-stricken countries. In 2018, the *Tasalah* project, which focused entirely on Iraq, enhanced the skills of Iraqi journalists and made them more aware of the issues relating to social cohesion. The 'Mosul Talks' workshops allowed them to exchange their thoughts and opinions about the numerous challenges of reconciliation.

In addition, CFI implemented the *Tafael* project (June 2019-August 2020). This project follows in the footsteps of the two previous projects. It draws on the conclusions reached in the Mosul Talks workshops, which called on local media outlets to perform more effectively their assignment of educating and informing their audiences, and to become more involved in the reconstruction process. It focuses on the Nineveh Governorate in northern Iraq, where the occupation by Islamic State (IS) and the resulting battles had a dramatic impact on the social fabric (and also divided entire communities).

2. Objectives of the study and CFI expectations:

a) Overall objective:

The purpose of the study is to provide a complete analysis of the position and representation of women in all kind of medias: press, radio, TV, online media (websites and platforms), in all the country of Iraq, with supporting statistics and case studies.

b) Specific objectives:

- Have clear and detailed assessment of the current situation of women in all kind of above mentioned media in Iraq.
- Have a synthetic analysis of the Iraqi women working in the media: jobs, profiles, careers, positions, roles, titles, as well as hierarchical rank, salaries and any relevant information related to their situation in media.
- Have a synthetic analysis of the evolution of the positions held by women in the Iraqi media.
- Have a synthetic analysis of the challenges and obstacles they face to access higher positions as well as achievements and positive evolutions.

The consultant should start with existing data and information with dates and references, update them, and collect any relevant missing data.

The study must consider a balanced geographical representation, by covering the whole country.

c) **Expected outcomes**

1. A literature review of existing data
2. **Detailed analysis based on data and reliable information** must be provided, on main topics related to the study purpose:
   - Evolution of the type of positions held by women in the Iraqi media;
   - Women leaders’ representations in the Iraqi media context;
   - Number of women in strategic positions in the Iraqi media;
   - Professional profiles and skills of women in high positions in the Iraqi media;
   - Limits and constraints to professional evolution for women in the Iraqi media;
   - Drivers for promotion and professional evolution of women in the Iraqi media
   - Information and data related to the number of women in journalism training courses
   - Information related to age, salaries, seniority, number of years of work, experience…
   - Inventory of national legislation and practices related to women status in the local media;
   - Evolution analysis of the situation of women in media: key years, key moments, the main laws changes…
   - Inventory of the civil society organizations promoting women’ position in the Iraqi media sector.
   - Recommendations for better equality in the sector, among all stakeholders: schools of journalism, media managers, professional associations,
   - Inventory of types of programs treated by women journalists: health, politics, economy, science, ecology, justice, information, surveys…
   - Perception of the position of women in the media sector and its evolution
   - Comparative analyzes by type of media in Iraq, and by region

d) **The target groups**

This study will focus on all relevant stakeholders, involved in fields related to Iraqi women working in media, at all levels.
A mapping of stakeholders (media executives, government institutions, professional associations, civil society organizations, school managers…) is necessary.
3. **Study Methodology and Expected Deliverables**

   a) **Phase I: scoping and literature review**

   **Expected Deliverable of Consultant, by November 10, 2020:**
   1. A *scoping note* that summarizes the stakes of the study, specifies the methodological approach, presents the analytical tools (sampling, list of stakeholders to be interviewed, sample size, percentage per region, questionnaire by type of stakeholders,) and details the calendar of execution.
   2. *Summary of literature review*, designing strong trends to be taken into account for the conduct of the study.

   b) **Phase II: data collection and field mission**

   At least, 24 working days will be devoted to the field survey in Iraq. Of course, it will absolutely be necessary to respect all the distancing measures and the sanitary rules required in the local sanitary protocols. The researcher must take all his precautions and be very wary.

   The interviews with the all the relevant stakeholders should gather relevant information that can inform the expected results of the study.

   A list of the stakeholders to be interviewed will be prepared by the consultant and shared with CFI, as well as the questionnaires for each type of stakeholders.

   **Expected Deliverable of Consultant, by January 20, 2021:**

   An interim report, with the first results and findings. This report will be presented to CFI, during a meeting, to include any observations in the draft report (phase III).

   c) **Phase III: data analysis and reporting**

   **Expected Deliverable of Consultant, by the February 8, 2021**

   At this stage, we have two steps: writing and presenting a draft report (1) and sharing the final report (2)

   1. **Complete draft report**: the draft report does not exceed 40 pages, without the appendices (listed below). It presents the main findings, including the observations made during the feedback meeting on the interim report.

   The draft report is submitted at least 10 days before the final submission date for the final report.

   The draft report is presented to CFI during a meeting, to share its observations.

   Appendices:
   - Database and analysis grid with all the information listed in ‘the expected outcomes’ above
- A summary and a statement of recommendations in terms of the promotion of women professional progress, achieving higher and leadership positions and having stronger role in the field of media.
- List and contacts of media and civil society organizations (as well as all relevant stakeholders)
- Other relevant annexes (questionnaires, portraits, meeting minutes, related reports and articles,...)

2. **Final report:** the final report takes into account all the observations done by CFI during the previous reports presentation meetings. Appendices listed above for the draft report, are also submitted with the final report.

The final report is validated by an e-mail from CFI.

4. **Duration and deadlines:**

The study will be held from November 2020 to January 2021. 
The consultant will provide the services described under “Study Methodology and Expected Deliverables”, according to the following time schedule:

- By the 10\textsuperscript{th} of November 2020: submit a scoping note and a summary of literature review 
- By 20\textsuperscript{th} of January 2021: submit and present an interim report (in Arabic). 
- By 28\textsuperscript{th} of January 2021: submit and present a draft report (in Arabic) 
- By 8\textsuperscript{th} of February 2021: submit the final report (in Arabic).

5. **Required qualifications of consultant**

Interested individuals/institutes/universities/ research centers should possess:

- A master’s degree in relevant field with substantial experience in conducting similar studies.
- Proven experience in designing qualitative data collection tools and carrying out surveys; and in facilitating conducting individual interviews;
- Proven experience in carrying out studies on the theme of gender (at least 1 supporting publication);
- The consultant must also have a command of spoken and written Arabic. Kurdish and other local languages would be assets, also a capacity for listening, facilitation, analysis and synthesis.

The consultant must be based in Iraq. Only local proposals will be considered. Female candidates are highly appreciated.
6. **Budget:**

Daily rate of payment will be based on qualification and experience of the consultant. The maximum budget allocated to this study is 8,000€.

7. **Schedule of payments:**

<table>
<thead>
<tr>
<th>Payment Schedule</th>
<th>Expected dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>Upon signing the contract by the consultant</td>
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<tr>
<td>25%</td>
<td>Upon submission of interim report, and approval by the Project Manager (by 20 January 2021)</td>
</tr>
<tr>
<td>50%</td>
<td>Upon submission of final report, and approval by the Project Manager (by 8 February 2021)</td>
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8. **Conditions for the submission of tenders**

The offer must be sent by email to: sfi@cfi.fr, by October 29, 2020 – 6 PM Paris time. Including:

- A technical offer (in Arabic or English) of 5 pages maximum which develops the understanding of the terms of reference by the tenderer(s) and presents the proposed methodology for conducting the study. An indicative timetable for carrying out the study must also be provided. A detailed resume and bio of the consultant or a presentation of the research center must be appended.
- A financial offer that includes the assignment of tasks in a detailed budget for the entire service (including any costs of transportation, accommodation, etc ...).

A service contract will be signed by CFI and the selected individual or entity.