1. **Presentation:**

   a) **Background:**

   Since 2015, Yemen has been facing a serious security and instability crisis which has strongly affected the situation of the population, in particular that of women, who find themselves increasingly marginalized and exposed to new threats.

   In fact, 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 Yemeni 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 Yemen and Iraq. The project aims for a greater participation of women in Yemeni 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 a large study dedicated to women and the media in Yemen. The main findings of this study highlight the limited access to sources of information by women journalists, and more generally, the difficult access of Yemeni women to humanitarian aid and the poor understanding of women's issues. The study also clearly noticed the absence of a 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 Yemen.

b) Situation in Yemen

In Yemen, the National Dialogue Conference (March 18, 2013 to January 24, 2014), as well as the Transitional Stability and Development Program 2012 - 2014 currently constituting the reference documents for national policies in Yemen. The 1991 Constitution guarantees freedom of expression, equality of all citizens before the law, but the application of Islamic law does not allow women to exercise their rights. Freedom of the press is restricted, despite the 2012 Freedom of Information Act, which has never been fully implemented.

The recommendations of the National Dialogue Conference are part of a more open approach to women's rights, recognizing the independence of women as citizens and encouraging women to take part in social, political, economic and legal life. Gender issues are a priority in the Transitional Program for Stability and Development. The media, especially newspapers, have dropped drastically in terms of production and audience since the war, and the media that still exist are highly polarized politically. Information networks are being woven through social media. The independent press is totally repressed, the voice of the population is not heard and social networks are struggling to promote a new approach to journalism. The place of women in the media is extremely limited, but women are attracted to this profession, the limit being the protection of their safety. Much remains to be done to rebuild and consolidate a strong relationship between civil society and the media and to promote a structured institutional framework that supports the profession.

c) CFI projects in Yemen

CFI has been implementing the Yemeni Media Emergency Response (YMER) project in Yemen, since 2018, through two phases: YMER I and YMER+. The project aims to improve the circulation of humanitarian information intended for the affected populations.

Through initiatives aimed at forging links with NGOs operating on the ground and the provision of training to journalists on the journalistic handling of humanitarian information and production support, the YMER project, strengthens the role of Yemeni journalism as a key component in the communication and sharing of useful information between NGOs and their beneficiaries, thereby increasing the effectiveness of
international aid to ensure it has a real impact. It also contributes to the freedom of informing Yemeni populations about the humanitarian situation in the country. Women participation, to all the project activities, has been highly encouraged and supported.

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 Yemen, 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 Yemen.
   - Have a synthetic analysis of the Yemeni 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 Yemeni 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 and considering all types of media.

   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 Yemeni media;
      - Women leaders’ representations in the Yemeni media context;
      - Number of women in strategic positions in the Yemeni media;
      - Professional profiles and skills of women in high positions in the Yemeni media;
      - Limits and constraints to professional evolution for women in the Yemeni media;
      - Drivers for promotion and professional evolution of women in the Yemeni 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 Yemeni 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 Yemen, and by region

d) **The target groups**

This study will focus on all relevant stakeholders, involved in fields related to Yemeni 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 Yemen. 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 10th of November 2020: submit a scoping note and a summary of literature review
   - By 20th of January 2021: submit and present an interim report (in Arabic).
   - By 28th of January 2021: submit and present a draft report (in Arabic)
   - By 8th 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. Good listening, communication, analysis and synthesis skills are required.

The consultant must be based in Yemen. 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>
</tr>
<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>
</tr>
</tbody>
</table>

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.