



**Terms of Reference (ToR)
For**

Development of a Media Guide on Covering the Care Economy

**MAY ,2025
Addis Ababa.**

1. Introduction

The Network of Ethiopian Women's Associations (NEWA) is non-partisan and non-governmental network established in 2003 by 13 local associations and organizations seeking to create a stronger advocacy voice for women's rights and advancement. NEWA has a twofold goal: synchronizing the individual endeavors of women associations into an integrated collective effort and create synergy to realize their common aspirations for gender equality; women and girls' empowerment and ending GBV/VAW/G and launching a vigorous public campaign of promotion, advocacy, and lobbying for women's rights. Currently, NEWA has 38 member associations and organizations, as its constituency operating all over Ethiopia.

In collaboration with Oxfam GB Ethiopia, NEWA with its partners are implementing a project entitled "WE- CARE Phase V". This project (WE-CARE Phase V) aims to increase the recognition of UCDW in public policy; reduce heavy and time-consuming UCDW through investments in essential public services and infrastructure; redistribute the responsibility for UCDW more equally between men and women and between households and the state; and ensure that women with care responsibilities are represented in the planning and implementation of budgets and policies that affect their lives. By making women's voices more recognized and valued as a public good, NEWA aims to help shift how the policy frameworks and economies are structured and how existing legal frameworks, public policies, and public services are designed and delivered to transform the lives of women. In addition to that, it also aims to strengthen gender responsive systems in formal, informal institutions and ensure an enabling environment for Equal participation.

Evidences show that women spend most of their time on domestic care work than what men spend. This condition has not only made women to stay away from playing productive roles but also caused them to face a double burden as many of them are parallely doing paid works too. This unequal distribution of caring work is attributed to the discriminatory social institutions and stereo types on the one hand and the neglecting policy measures that failed to incorporate the issue of unpaid care work into the development agenda.

Unpaid care and domestic work (UCDW) are critical components of the care economy and essential to the functioning of societies and economies. However, they are often invisible and undervalued. The media plays a key role in shaping public understanding and discourse

around the care economy. In Ethiopia, there is a pressing need to equip media bodies with appropriate tools and knowledge to report on care economy issues in a way that is accurate,

inclusive, and gender-responsive. This activity will be carried out in collaboration with the

2. Objective of the assignment

- To facilitate the development of a comprehensive and user-friendly media guide that supports media professionals in effectively and ethically reporting on the care economy, with a focus on unpaid care and domestic work..

Specific Objectives

- To assess current media practices, gaps, and challenges in reporting on the care economy in Ethiopia.
- To engage media professionals, gender experts, and relevant stakeholders in co-developing practical guidance for ethical and accurate coverage.
- To develop a user-friendly, context-specific media guide that enhances understanding and reporting of unpaid care and domestic work.
- To ensure alignment of the media guide with national gender equality frameworks, media policies, and global best practices.
- To build capacity within media institutions through consultative and validation processes that foster ownership and uptake of the guide.

3. Purpose

The purpose of this activity is to support the creation of a national-level media guide that strengthens the role of media in promoting awareness, recognition, and advocacy around unpaid care and domestic work. The guide will serve as a practical tool to help media professionals produce informed, gender-sensitive, and impactful content related to the care economy.

4. Scope of the Work

- Lead the development process of the media guide, ensuring the content is evidence-based, context-specific, and aligned with national gender policies.
- Work closely with Ethiopia Media Authority to ensure the guide is practical and adaptable for media institutions.
- Provide technical input on care economy narratives and framing, including the use of inclusive and empowering language.
- Incorporate feedback from key stakeholders .
- Ensure the final guide is professionally edited and ready for publication and dissemination.

5. Major Deliverables

The following will be the expected deliverables of the Consultant:

- Inception report outlining methodology and timeline.
- Summary of stakeholder consultations.
- Draft media guide for review and feedback.
- Final media guide in both English .

6. Time Frame

The time provided to produce the Media Guide is totally **15 days** from the signing of an agreement between NEWA and the winning consultancy firm to produce the guideline.

7. Requirements/qualification, Experience and Skill Requirements:

The lead applicant / consultant is required to have the following qualification and area of experience.

- A minimum of Master's Degree in Gender Studies, Development Studies, Economics, Law or related social science fields
- Excellent understanding/knowledge of the issues of unpaid domestic care work
- Excellent understanding/knowledge of the gender equality and women's empowerment issues
- Knowledge and experience in producing Guide and manuals on women's empowerment and gender equality, unpaid care and domestic care, and on national and international policies/laws, declarations related with addressing women's challenges and unpaid domestic work
- Experience of identifying major interventions and strategies to promote women's economic empowerment
- A minimum of 10 years' experience in development and gender

Offer expected;

- CV including references
- Cover letter
- Financial proposal and Technical Proposal.
- Certificate related with the assignment

8. Deadline for application

Interested consultant/s or consultancy firms can apply to NEWA by sending their expression of interest (EOI) including their technical and financial proposals through the following addresses **with in 10 consecutive calendar days**.

How to apply

Applicants can send their application via email mentioned as below and through coming to NEWA office physically.

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<https://goo.gl/maps/1i7Y7yChAHima8wM7>