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CALL FOR PROPOSALS

- Project Title:** Development and Implementation of a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing Violence against Women in Serbia, *under the Programme "Ending Violence against Women: Implementing Norms, Changing Minds"*
- Purpose:** Selection of qualified responsible party for the Programme
- Duration:** December 2018 – November 2019 (12 months tentatively)
- Contract Type:** Project Cooperation Agreement

Deadline for submissions: 18 November 2018

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) Regional Office for Europe and Central Asia (ECARO) is inviting civil society organizations (CSOs) to submit proposals to develop and implement a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing Violence against Women (VAW) in Serbia to contribute to the implementation of the Programme "Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds".

TERMS OF REFERENCE

I. Background

“Implementing Norms, Changing Minds” is a UN Women programme that aims to support a reduction in discrimination and violence against women (VAW) and girls in Turkey and the Western Balkans. The programme is anchored in the Convention on the Elimination of Discrimination against Women (CEDAW), the Istanbul Convention, and is also in alignment with European Union accession standards.

The elimination of gender-based discrimination and violence against women, as one of its most pervasive forms, requires a comprehensive, coordinated, and sustained effort in all spheres. It requires actions in different areas, including legislation, service provision, awareness-raising, and attitudinal and behavioural change. Gender-based discrimination and violence against women are complex phenomena that need to be understood within the wider social context and the social and cultural norms that permeate it. Community attitudes and responses toward violence against women reflect these norms and play an important role in shaping the social climate in which discrimination and violence occur. A better understanding of public attitudes toward gender equality and the root causes of violent behaviour against women is key to developing more effective intervention measures.

In order to address this issue, the regional programme has created a Gender Action Laboratory or “*GenderLab*” with the aim to identify, assess and/or develop advocacy and behaviour impact campaigns in the region, to implement them in the countries involved in the programme. The GenderLab plays an instrumental role in exploring the potential contribution of social marketing tools (e.g., market research, audience segmentation, behavioural objective setting, message and programme development, channel and tool selection, monitoring, behavioural results evaluation, etc.) and methodologies (e.g., combining communication approaches, behaviour adoption and maintenance theories, and formative/market research in a methodology that incorporates interpersonal communication, community mobilization, mass media, social media, and policy advocacy) to design effective interventions that address harmful social norms and gender stereotypes at country level and achieve concrete, specific behavioural outcomes related to gender equality and violence against women.

The activities and initiatives of the GenderLab will be informed by recent [baseline research](#) conducted by the regional programme in Serbia, which identified successful previous gender equality initiatives and measured public attitudes, perceptions, opinions and beliefs toward gender equality and violence against women. Quantitative information on public perceptions and attitudes toward gender equality and VAW will allow the GenderLab to focus its efforts on the most widely held beliefs that justify gender-based discrimination and VAW, and to design programmes that can make a behavioural difference; quantitative data will also serve as a baseline against which the impact (both attitudinal and behavioural) of GenderLab initiatives will be measured in the final endline survey. Successful previous initiatives were determined through in-depth interviews with governmental and non-governmental stakeholders, and the strategies and approaches of these initiatives will be used as a reference for the design of GenderLab interventions.

Using this baseline research as a reference (see community baseline draft report [here](#)), the GenderLab will design its own methods and approaches to induce positive shifts in social norms and specific behavioural impact. The interventions of the GenderLab will be undertaken in Albania, Bosnia and Herzegovina, Kosovo¹, the former Yugoslav Republic of Macedonia, Serbia and Turkey.

II. Objective of UN Women’s support

¹ All references to Kosovo on this document shall be understood to be in full compliance with UN Security Council Resolution 1244 (1999).

In this context, UN Women is issuing a Call for Proposals (CfP) to select a responsible party to develop and implement a strategic communication campaign for changing gender discriminatory social norms and attitudes at community level in Serbia and achieving concrete specific behavioural results in reducing VAW, and to contribute to the implementation of the Programme “Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds.”

Existing research reveals a troubling level of violence against women in Serbia. According to a 2010 study by the Victimology Society of Serbia in the Autonomous Province of Vojvodina, every second woman has experienced some form of psychological violence, every third woman has experienced physical violence, and 27% of women have been threatened with some form of violence. In addition, 9% of women have experienced sexual violence, while 18.6% of women experienced stalking². In the same year, the organization SeConS conducted the first representative survey of the population of Central Serbia, which indicated that more than half of women have been exposed to some form of domestic violence since the age of 15³. In this study, the most frequent form of violence was psychological, followed by physical and economic, and then sexual violence. In addition, one third of women have experienced some combination of different forms of violence, and 3.4% of women have experienced all four forms of violence during their lifetime⁴. As the two surveys applied different methodologies, the data is not comparable, but both shed light on the reality of violence against women in Serbia.

With the belief that there is a current high and unacceptable level of VAW in Serbia and in the region, UN Women will establish the GenderLab to develop innovative solutions that contribute to communities’ greater understanding of and favorable attitudes towards gender equality as well as to their mobilization to ending violence against women, and to achieving concrete, specific behavioural results with regard to reducing VAW. The GenderLab will assess, design and implement innovative, scalable prevention and advocacy/behavioural communication interventions that address gender harmful stereotypes at community levels and achieve measurable behavioural results in reducing VAW.

III. Scope of the Project

Thorough and extensive research has been conducted on the multiple factors that influence the construction and evolution of gender stereotypes. However, more information is needed on the specific factors, including norms and attitudes at community and individual levels that perpetuate gender-discriminatory stereotypes and contribute to violence against women. The relationship between attitudes, social norms, and behaviour is complex. Some research suggests that changing the behavior of a target group can be achieved when social norms and values support the desired ‘new’ behavior⁵, and other theories suggest that new behaviours can prompt changes in attitudes⁶. In order to prevent violence against women, one step must be to change the attitudes that support violent behavior, and another step must be to understand and address the other drivers that prompt VAW, which in turn will affect gender attitudes. In addition, growing evidence indicates that successful prevention interventions have to be multi-sectoral and mutually re-enforcing to address factors that contribute to the risk of VAW at all levels and by engaging a wide range of actors in the society.

With this in mind, the Programme will design and implement a campaign utilizing a behaviour communication (BCC) approach called Communication for Behavioural Impact (COMBI), a process that aims to affect both individual behavior and social conditions by using specific communication tools and strategies. The exact strategies and methods of communication utilized are highly dependent on the group(s) to be influenced and the cultural context. In contrast to general awareness-raising campaigns, COMBI campaigns are evidence-based and highly strategic, with clear, measurable behavioural objectives and a rigorous behavioural impact evaluation framework.

² Nikolic-Ristanovic, 2010

³ Babovic, Ginic, Vukovic, 2010

⁴Babovic, M. (2016) “Gender Equality Index 2016 – Measuring Gender Equality in Serbia 2014”, published by Government of Republic of Serbia, Social Inclusion and Poverty Reduction Unit. See: <http://eige.europa.eu/about-eige/documents-registry/gender-equality-index-2016-measuring-gender-equality-serbia-2014>

⁵ <https://europa.eu/capacity4dev/iesf/blog/social-behaviour-change-communication-s>

⁶ <https://opentextbc.ca/socialpsychology/chapter/changing-attitudes-by-changing-behavior/>

The outcomes of the development and implementation of a COMBI campaign in Serbia for changing gender discriminatory social norms, attitudes and behaviours related to VAW will contribute to the Programme Specific Objective 2: To promote favorable social norms and attitudes to promote gender equality and prevent discrimination of and violence against women; and more specifically to Result 2.1. Women's CSOs, media and government bodies have the knowledge to develop and implement innovative approaches to address harmful gender stereotypes.

The selected party for the development and implementation of a COMBI programme-campaign in Serbia for changing gender discriminatory social norms and attitudes and achieving concrete, specific behavioural results related to VAW will:

- Review and analyze baseline data on gender-based discrimination and violence against women in Serbia. Please see the baseline research [here](#).
- In consultation with UN Women, identify key gender discriminatory social norm(s) and attitude(s), and specific VAW behaviours, to be addressed through a COMBI intervention in specific communities.
- With support from UN Women, design and develop a COMBI campaign including an action plan as well as a clear monitoring component and behavioural impact evaluation component to address the previously identified behavioural issues
- Implement said COMBI campaign in the selected community/communities (for further info on the community(ies) please access the baseline report [here](#)) according to the plan. Document the implementation of the campaign and measure behavioural results accordingly.
- Assess the first phase of the implementation of the COMBI campaign and share preliminary results with UN Women and other relevant stakeholders.
- Implement corrective measures identified (if any) and finalize implementation of the COMBI campaign.
- Collect necessary data to assess the intervention from a programmatic and COMBI/behavioural perspective.
- Produce a final report including the COMBI campaign, the implementation assessment, analysis and recommendations.

UN Women will provide the selected organization with specialized training and technical assistance in COMBI campaign development. Furthermore, UN Women will work closely with the CSO to oversee the implementation of the campaign.

IV. Methodology and Tools

The COMBI Plan to be developed with technical assistance from UN Women should include:

1. Introduction and Background
2. Statement of Overall Objective
3. Statement of Specific Behavioural Objective(s)
4. Summary of Market/Formative Research which offers insights into the factors which influence VAW behaviour and which would also influence the reduction of VAW
5. Presentation of a Communication Strategy for achieving specific behavioural outcomes related to reducing VAW.
6. Presentation of a detailed Implementation Action Plan, with a schedule of activities.
7. Presentation of how the COMBI Plan will be managed
8. Presentation of a management/monitoring plan.
9. Presentation of a Behavioural Impact Evaluation Plan
10. Budget

V. Deliverables

It is expected that the project will comprise of, inter alia, the following products:

- A COMBI campaign proposal including a detailed action plan as well as a management, monitoring, and behavioural impact evaluation component.
- At least 2-3 reports on the implementation of the campaign including pictures, stories and programmatic updates.
- Mid-term report including an assessment of the implementation of the COMBI campaign.
- Final report summarizing the COMBI campaign development and implementation.

VI. Duration of project

December 2018 – November 2019 (12 months tentatively)

VII. Budget Request

The proposed intervention size and budget request will have to fall between a minimum indicative amount of USD 40,000 and a maximum amount of USD 50,000. Budget proposals should be submitted in the local currency, Republic of Serbia Diner. All currency exchanges should be calculated using the UN Operational Exchange Rate as per the date of submission of proposal available at: <https://treasury.un.org/operationalrates/OperationalRates.php>

VIII. Institutional Arrangement

The selected Organization will sign a Project Cooperation Agreement (PCA) with UN Women. A competitive selection process will take place to identify the potential Responsible Party. The CSO will be selected only if it has proven capacity to deliver the proposed activity. The CSO's capacity will be assessed by UN Women as per UN Women's manuals.

IX. Reporting

The selected partner will be the principal responsible party but will work closely with UN Women during programme implementation. The partner will provide regular narrative and financial reports in line with UN Women guidelines and requirements.

All knowledge products and communications materials that would be produced under this agreement must acknowledge the support and seek approval of UN Women. Furthermore, they should be in line with the EU Communication and Visibility tools and the EU-UN joint visibility guidelines.