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United Nations Entity for Gender Equality
and the Empowerment of Women

CALL FOR PROPOSALS

- Project Title:** Data collection on gender stereotypes and public perceptions of gender roles and attitudes towards violence against women under the Programme *“Ending Violence against Women: Implementing Norms, Changing Minds”* funded by the European Union
- Purpose:** Selection of qualified responsible party for the Programme
- Duration:** **Baseline within 15 working days** upon signature of Project Cooperation Agreement (2017); and **end-line within 10 working days** towards the end of 2019.
- Contract Type:** Project Cooperation Agreement
- Location:** Bosnia and Herzegovina
- Deadline for submissions:** 06 September 2017

The call is open for registered civil society organizations or networks in Bosnia and Herzegovina.

*The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) is inviting women civil society organizations (CSOs)/ women’s CSO networks and platforms to submit proposals to **collect data on gender stereotypes and public perceptions of gender roles and attitudes towards violence against women** to contribute to the implementation of the Programme *Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds*.*

Terms of Reference

I. Background

“Ending Violence Against Women: Implementing norms, changing minds”, or “Implementing norms, changing minds” for short, is a UN Women programme funded by the European Union (EU) which aims to support a reduction in discrimination and violence against women and girls in six Western Balkan countries (Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Kosovo¹ and Serbia) and Turkey.

“Implementing norms, changing minds” is anchored in the Convention on the Elimination of Discrimination against Women (CEDAW) and the Council of Europe Convention on preventing and combating violence against women and domestic violence (Istanbul Convention), and is also in alignment with European Union (EU) accession standards.

This three-year programme supports the development of an enabling legislative and policy environment on eliminating violence against women and all forms of discrimination; promotes favorable social norms and attitudes to prevent gender discrimination and violence against women; and pursues empowering women and girls (including those from disadvantaged groups) who have experienced discrimination or violence to advocate for and use available, accessible, and quality services.

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 behavioral change. Gender-based discrimination is a complex phenomenon that needs to be understood within the wider social context and cultural norms that permeate it. Community attitudes and responses regarding violence against women reflect these norms and play an important role in shaping the social climate in which discrimination, and more particularly, violence occur. Comprehending attitudes toward gender equality and violence against women is key to better understanding its root causes and, therefore, developing more effective intervention measures.

In order to have a clear understanding of all interventions planned through the implementation of this programme, **UN Women is preparing a baseline survey of current and dominant attitudes, perceptions, opinions and beliefs toward gender equality and violence against women at community level in the following countries involved in the action:** Albania, Bosnia and Herzegovina, FYR Macedonia, Serbia and Turkey. The baseline will be undertaken using the same methodology, tools and deliverables for all five countries, however size will be context-specific.

This Call for Proposals refers to data collection in Bosnia and Herzegovina.

¹ All reference to Kosovo, whether to the territory, institutions or population, in this document shall be understood in full compliance with United Nations Security Council Resolution 1244 and without prejudice to the status of Kosovo.

II. Objective of the support

The specific objectives of the baseline are:

1. To provide the UN Women Programme with detailed baseline data on key indicators to assess understanding and attitudinal change attributable to and throughout the action (February 2017-January 2020);
2. To quantify and contextualize the following indicators that the Programme will report against: (i) Percentage of people among targeted communities in the countries involved in the action, who think it is never justifiable for a man to beat his wife, disaggregated by gender and age; (ii) Proportion of people who have been exposed to messages challenging harmful gender stereotypes among targeted communities (disaggregation by sex); (iii) Perception of women and men's roles among women, girls, boys, and men in targeted communities;
3. To inform the programme advocacy and sensitization interventions on increasing understanding of gender equality as well as the prevention and protection of survivors of violence against women, and attitudinal change based on the priority issues identified in the survey;
4. To provide insight into selected communities' culture and social perceptions, and derive strategies to influence persistent behavioural and cultural patterns which serve as obstacles to the development of societies and the achievement of gender equality.

In this context, UN Women is issuing a **Call for Proposals (CfP) to select a responsible party to collect the needed data and support specific parts of the process for preparation of the programme baseline and end-line survey in Bosnia and Herzegovina**. The baseline will lead to a better understanding of current and dominant attitudes and perceptions—and the factors that influence them—toward gender equality and violence against women at community level. The baseline survey will be led by UN Women. UN Women will provide detailed methodology, including tools, and will undertake the necessary data analysis and data report. The end-line will include the same methodology, tools and deliverables as the baseline and will serve to compare data and measure progress in behavioral change. The end-line is expected to be conducted towards the end of 2019.

III. Scope of the Call for Proposals

Violence against women (VAW) is rooted in gender inequality and related social norms that perpetuate unequal power relations between men and women. Global evidence has shown VAW has significant economic impact and impedes the achievement of any of the sustainable development goals (WHO, 2009). In order to tackle VAW, gender-based discrimination, unequal rights and gender-related power imbalances must necessarily also be addressed².

Addressing intersectional discrimination is one of the programme priorities and, therefore, issues related to the intersection between gender-based discrimination and discrimination

²WHO (2009) Promoting gender equality to prevent violence against women; Heise, L. (1998) Violence against Women: An integrated, ecological framework, *Violence against Women*, vol. 4, no. 3, pp. 262-290.

linked to other identities, factors and experiences—such as minority groups, disability and poverty —will be explored specifically.

The survey baseline is expected to quantify and contextualize the following indicators that the programme has to report against:

- 2.1 Percentage of people among targeted communities in the countries involved in the Action, who think it is never justifiable for a man to beat his wife or intimate partner, disaggregated by gender and age group
- 2.2.1 Proportion of people who have been exposed to messages challenging harmful gender stereotypes among targeted communities
- 2.2.2 Perception of women and men's roles among women, girls, boys, and men in targeted communities

UN Women's Programme will address the socio-cultural norms and attitudes regarding men and women's roles and status within the home and community, which perpetuates gender-inequality within society by raising awareness among communities, service providers, parliamentarians, and media—who can influence the harmful attitudes, opinions, and practices that maintain unequal treatment of women and men, and perpetuate violence against women and girls (VAWG). As such, data on perception and attitudes among the targeted communities toward gender roles and prevailing stereotypes are needed. The programme's baseline survey will provide insights and clear benchmarks regarding the level of understanding and acceptance of gender equality, gender discrimination, intersectional discrimination and VAW of several communities.

The baseline plan and survey tools will be provided by UN Women. The expected result from selected and qualified responsible party in Bosnia and Herzegovina will be **to collect the data required, following the baseline methodology and using correctly the baseline tools as well as other guidelines related to the collection, processing and validation of baseline data. In addition, the selected responsible party will be in charge of conducting the end-line analysis using the same methodology in 2019.**

IV. Deliverables

It is expected that the selected responsible party, through the guide and support of UN Women, will be able to jointly produce, inter alia, the following products (each product is requested in each of seven countries where the programme is going to be implemented):

- **An estimation of the sample size significant to represent the country** where the data will be collected. Kindly note that the sample size must be between 273 and 1091 persons;
- **Translation and validation of the questionnaire survey** from English to the local (Bosnian/Croatian/Serbian) language(s);
- **Collection of quantitative data in the field** by using the questionnaire survey;
- **Collected data in the UN Women-provided data entry format. Properly-formatted data to be delivered to UN Women** no later than 15 working days after the signing of PCA;
- **Minimum of 15 in-depth interviews as a source of qualitative information** on the awareness initiatives undertaken over the last five years to challenge gender

stereotypes and traditional gender-discriminatory norms and beliefs that justify violence against women, **by using the in-depth interview guideline provided by UN Women**. Interviews should be conducted with key actors involved nationally with such initiatives and should not exceed the maximum of 20 in-depth interviews. Data collected from these interviews, in **English language**, must be sent to UN Women;

- **Three to five identified examples** of initiatives successful in their achievements for changing community perception and making VAW unjustifiable, **to be used as best practices at country level**. Information on each example selected must be prepared in English and sent to UN Women no later than mid-October 2017;
- **Key findings for their country to be validated in a validation meeting with key responsible actors**. The validation workshop must be organized in the last week of September 2017 and the results must be shared with UN Women, in English, no later than 31 September.
- Using the **same methodology** as for the baseline, conduct the **end-line analysis** of the project

The responsible party selected to collect data for the baseline survey will also be responsible for collecting data for the programme end-line survey. The methodology, tools and deliverables for the end-line survey will be exactly the same as the ones already described for the baseline survey. Applicants must foresee the needed budget for the endline exercise as well, by considering all guidelines, requirements, tools and deliverables as presented above. Kindly note that the tools used during the baseline will be the same for endline, so no need for translation and validation of these tools for the endline exercise (their costs must be calculated only for the baseline). Details on endline timeframe, will be clarified in the respective Project Cooperation Agreement to be signed with the selected responsible party.

V. Further Details about the Proposal

Interested applicants are invited to attend one informative session, **on 9 August 2017**, in which additional clarifications can be provided on the application process. Kindly communicate your interest in participating in the session to Erma Mulabdic (erma.mulabdic@unwomen.org).

VIII. Budget Request

Budgets of the proposals (submitted in local currency) must amount to a minimum of EU 14.000 and cannot exceed the maximum amount set for this call, EUR 17.000.

IX. Institutional Arrangement

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

X. Reporting

The selected partner will be the principal Implementing Partner 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.