



This Programme is funded by the European Union



CALL FOR PROPOSALS

Project Title:	Data collection on gender stereotypes and public perceptions of gender roles and attitudes towards violence against women <i>under the Programme "Ending Violence against Women: Implementing Norms, Changing Minds"</i>
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 toward end of 2019.
Contract Type:	Project Cooperation Agreement
Location:	Kosovo¹
Deadline for submissions:	September 8th 2017

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) is inviting women's organizations, civil society organizations, networks that have specialized knowledge, expertise of working in women's human rights and ending violence against women focused on promoting women's rights and gender equality, 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.

¹This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

Terms of Reference

I. Background

The programme “*Implementing norms, changing minds*” (February 2017- January 2020) aims at ending gender-based discrimination and violence against women, with a focus on the most disadvantaged groups of women, in six Western Balkan countries – Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Kosovo², and Serbia – and Turkey. Funded by the European Commission (EC) within the Instrument for Pre-Accession Assistance (IPA) II, the Programme is anchored in the normative frameworks of CEDAW, Istanbul Convention, and in alignment with the 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, Kosovo and Turkey. The baseline will be undertaken using the same methodology, tools and deliverables for all six countries, however size will be context-specific.

This Call for Proposals refers to data collection in Kosovo.

II. Objective of UN Women’s support

The ultimate goal of the three-year Programme is that women and girls live a life free of discrimination and violence. The Programme aims at reducing intersectional discrimination and violence against women and girls in six Western Balkan countries and Turkey, anchored in the normative frameworks of CEDAW and the Istanbul Convention (IC)³, and also in alignment with EU accession standards. This intervention will contribute to Specific Objective (3) : To empower women and girls (including those

² 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.

from disadvantaged groups) who have experienced discrimination or violence to advocate for and use available, accessible and quality services.

This CfP is framed within the Programme *Ending Violence against Women and Girls in six Western Balkan countries and Turkey*. More specifically the CfP falls under the Programme Specific Objective: *2. To promote favorable social norms and attitudes to promote gender equality and prevent discrimination of and violence against women*. The Programme (February 2017- January 2020) aims at ending gender based discrimination and violence against women, with a particular focus on the most disadvantaged groups of women, in six Western Balkans countries and Turkey.

In this context, UN Women is issuing a **Call for Proposals (CfP) to select a responsible party to collect the needed qualitative data and support specific parts of the process for preparation of the programme baseline survey in Kosovo**. 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 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;
2. To quantify and contextualize the following indicators that the Programme will 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 sex and age groups; 2.2.1 Proportion of people who have been exposed to messages challenging harmful gender stereotypes among targeted communities (disaggregation by sex); and 2.2.2 Perception of women's 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 behavioral and cultural patterns which serve as obstacles to the development of societies and the achievement of gender equality.

III. Scope of the Call for Proposal

Violence against women is rooted in gender inequality and related social norms that perpetuate unequal power relations between men and women. Global evidence has shown that violence against women has significant economic impact and impedes the achievement of any of the sustainable development goals (WHO, 2009). In order to tackle violence against women, gender-based discrimination, unequal rights and gender-related power imbalances must necessarily also be addressed⁴.

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. 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 violence against women of several communities

Addressing intersectional discrimination is one of the programme priorities and, therefore, issues related to the intersection between gender-based discrimination and discrimination linked to other identities, factors and experiences—such as ethnicity, disability, poverty, —will be explored specifically.

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

- (1) Percentage of people among targeted communities in Kosovo who think it is never justifiable for a man to beat his wife, disaggregated by gender and age;
- (2) Perception of women and men's roles among women, girls, boys, and men in targeted communities

⁴WHO (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.

This Call for Proposals refers to data collection in Kosovo.

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:

- **Maximum of 10 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 10 in-depth interviews. Data collected from these interviews, in **English language**, must be sent to UN Women;
- **Support UN Women consultant** during the process of the desk review of the existing materials/report/studies/researches and provide additional information needed related to quantitative data as required;
- **Three to five study cases** 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 stakeholders**. 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.

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 end line exercise as well, by considering all guidelines, requirements, tools and deliverables as presented above. Details on end line timeframe, will be clarified in the respective PCA to be signed with the selected responsible party.

V. Duration of project

September 2017 – December 2019 implemented in two phases: September - October 2017 and at the end of the Programme;

VI. Budget Request

The proposed intervention size and budget request will have to fall between a minimum indicative **amount of EUR 20 000 and a maximum amount of EUR 22 000**. All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal.

VII. 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.

VIII. Reporting

The selected partner(s) will be the principal responsible party(ies), but will work closely with UN Women during programme implementation. The partner(s) 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.