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CALL FOR PROPOSALS

Project Title:	Capacity building and awareness raising campaigns on the effects of, and how to address, harmful gender stereotypes with the involvement of communities and community based organizations, government, media, private sector, National Human Rights Institutions and human rights advocates in Albania
Location:	Albania
Purpose:	Selection of qualified Responsible Party for the Programme
Duration:	September 2017 – December 2019 (tentatively)
Contract Type:	Project Cooperation Agreement
Deadline for submissions:	17 September 2017

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) in Albania is inviting civil society organizations (CSOs) or CSO networks working on gender equality and ending violence against women to *undertake capacity building and awareness raising campaigns on the effects of, and how to address, harmful gender stereotypes with the involvement of communities and community based organizations, government, media, private sector, National Human Rights Institutions and human rights advocates.*

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, Kosovo¹, and Serbia – and Turkey. Funded by the European Commission (EC) within the Instrument for Pre-Accession Assistance (IPA) II, the Programme is aligned with the European Union (EU) accession standards to achieve equality between women and men.

"Implementing norms, changing minds" is anchored in the normative frameworks of the Convention for the Elimination of all Forms 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 in alignment with the European Union (EU) accession standards on gender equality. In Albania, the programme will: (i) support the development of an enabling legislative and policy environment on eliminating violence against women and all forms of discrimination; (ii) promote favorable social norms and attitudes to prevent gender discrimination and violence against women; and (iii) pursue 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 second component of the programme requires investments in reverting harmful gender stereotypes and harmful traditional socio-cultural norms and attitudes regarding men and women's roles and status within the society. Therefore, raising awareness among communities at large, service providers, state agencies, and the media is essential to challenge the harmful attitudes, opinions, and practices that perpetuate unequal treatment of women and men and perpetuate violence against women and girls.

The Government of Albania and civil society, with the support of the international community, have made efforts to address gender stereotypes and challenge harmful traditions that violate the human rights of women and girls. Public awareness-raising campaigns are organized on an annual basis by state institutions at the central and local levels, CSOs, as well as international organizations. The implementation of the "16 Days of Activism" campaign, for example, as a joint effort of all actors has become a tradition, and during the last two years, some activities even extended beyond the campaign's timeframe. In addition, in July 2014, the Ministry of Social Welfare and Youth joined the international UN Women "HeForShe" campaign, which aims at engaging more men and boys as activists and change agents for addressing the gender inequalities and redressing gender-based discrimination. First piloted through simple activities as part of UNiTE campaign during the 16 Days of Activism on Violence against Women, "HeforShe" is now scaled up in concrete well-planned and specific activities in different regions of Albania. Raising awareness of Albanian society to reject and not tolerate gender-based violence and domestic violence is one of the strategic objectives of the Albanian National Strategy on Gender Equality and Action Plan (2016-2020).

Yet, more effort is needed to address the root causes of gender-based violence, in line with the Concluding Observations (2016) of the CEDAW Committee, which recommends that Albania continue its efforts, including awareness-raising targeting communities at large and especially men and boys, to address gender stereotypes that perpetuate discrimination against women by developing a wide-ranging strategy across all sectors to eliminate discriminatory stereotypes and promote positive non-stereotyped images of women.

II. Objective of UN Women's Support in Albania

The specific project under this proposal contributes to the programme Specific Objective 2: To promote favorable social norms and attitudes and prevent discrimination and violence against women.

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.

The commitments made through the Istanbul Convention are considered an opportunity for progress by many actors in Albania. The Convention provides a clear road map and an operational recipe for implementation, requires an active civil society, and calls for effective cooperation of state agencies with CSOs. Furthermore, the Istanbul Convention requires that awareness-raising activities address all forms of violence against women, as foreseen in its provisions as well as requiring State parties to increasingly pursue a targeted approach and to raise issues related to masculinity and male privilege in the private, economic, social, and political spheres.

III. Scope of the Proposals

Capacity building and awareness raising campaign on the effects of, and how to address, harmful gender stereotypes, including with the involvement of communities and community based organizations, government, private sector, national human rights institutions and human rights advocates

Proposals under this component should:

- Provide innovative approaches to expose targeted population throughout Albania and during the whole duration of the programme to messages that challenge harmful gender stereotypes. *The focus of all awareness raising activities should be in all forms of violence against women, as foreseen in the Istanbul Convention²*;
- Contribute to increasing capacities of other civil society organizations—especially community based organizations and organizations representing rural women and disadvantaged groups of women - older women, Roma and Egyptian women, women with disabilities, migrant women, lesbian, bisexual and transgender women, women in detention, secluded women, and asylum-seeking women³ — in becoming involved in the campaigns and organizing awareness activities that address, harmful gender stereotypes;
- Explore collaboration with, and involvement of, key relevant state actors including central and local government, the office of the Ombudsperson and the Commissioner for the Protection against Discrimination. In addition, this collaboration should also focus on increasing the capacities and understanding of state institutions about the importance of addressing harmful gender stereotypes to prevent violence against women;
- Aim at increasing communities' greater understanding and favorable attitude towards gender equality as well as to their mobilization to ending violence against women. Target communities should include women, girls, men, boys, community leaders, religious community's organizations and others;
- Explore the potential contribution of social marketing tools (e.g. audience segmentation, objective setting, message and program development, channel and tool selection, etc.) and methodologies (i.e. combining communication approaches, behavior change theories, and formative research in a methodology that incorporates interpersonal communication, community engagement and mobilization, policy advocacy) to the design of effective interventions addressing gender stereotypes;
- Explore the potential in utilizing the rapid growth of information and communication technologies to multiply impact. However, careful consideration should be placed in communities that do not have access to these technologies. Campaigns need to tailor to the specific characteristic of target groups;
- Consider being an integral part of larger initiatives and campaigns that have proved to be successful at the national and international levels, including [UN Women HeforShe campaign](#) and [UNiTE campaign](#). The focus of

² Different forms of domestic violence (physical, psychological, economic, sexual violence), rape and sexual assault, sexual harassment, stalking, forced marriages, forced abortion and sterilization, female genital mutilation, crimes in the name of "honour", and trafficking.

³ These are the disadvantaged groups of women in Albania, identified in the CEDAW Concluding Observations addressed to Albania, para 39 (2016)

the intervention should be particularly in municipalities, including rural areas, of Albania that have not been covered by these campaigns in the previous years;

- Plan to involve national and local mainstream media as well as social media to reach out to wider audiences. Collaboration opportunities should also be explored with associations of journalists at the national and local levels to increase their capacity and understanding of harmful attitudes, opinions, and practices that maintain unequal treatment of women and men and perpetuate violence against women and girls;
- Explore opportunities to collaborate with the private sector, including companies that have adopted a Corporate Social Responsibility approach, and others that might be interested in engaging in awareness raising campaigns on gender equality and violence against women;
- Take advantage and contribute to the advocacy innovation facility, Genderlab, another component of the regional programme “*Implementing Norms, Changing Minds*”, which will be established to support CSOs in Albania and other countries in the region in testing new and innovative advocacy initiatives on eliminating gender stereotypes.

Note: UN Women, in the framework of this programme will conduct a baseline and end-line programme data collection on gender stereotypes and public perceptions on gender roles and attitudes towards violence against women. The baseline data analysis will be used to inform the activities proposed under this component.

IV. Duration of project

September 2017 – December 2019 (tentatively)

V. Budget Request

The proposed intervention size and budget request must fall between a minimum indicative amount of **EUR 30.000 and a maximum amount of EUR 32.000**. Applicants are invited to submit the budget proposal in Albanian Lek (ALL). All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal.

Only one grant will be awarded per organization. A single CSO cannot receive more than one grant during the lifetime of the programme “Implementing Minds, Changing Norms”, meaning that if a CSO applies separately for different calls of proposals it could only be selected for implementing one of them.

In all cases, proposals cannot exceed the maximum amount set for proposals under this specific project: EUR 32.000.

VI. 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 Responsible Party. The CSO will be selected only if it has proven capacity to deliver the proposed activity. UN Women will assess the CSO’s capacity as per UN Women’s manuals.

VIII. Reporting

The selected partner(s) will be the principal responsible party(s) 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.⁴

⁴ https://ec.europa.eu/europeaid/sites/devco/files/guidelines-joint-visibility-eu-un_en.pdf - <https://ec.europa.eu/europeaid/node/17974>

Annex I. Guidelines for the Submission of Proposals

I. Who can apply

I. Who can apply:

- **Women's CSOs/women's CSOs networks and platforms** that have specialized knowledge, expertise, and track record of working in women's human rights and ending violence against women
- **Women's CSOs/women's networks** and platforms with track record in organizing awareness raising campaigns to challenge gender stereotypes;
- **Civil society organizations** working on gender equality and women's empowerment with track record of working on ending discrimination and violence against women

Gender equality focus: Applicant must demonstrate experience in implementing programmes on gender equality and ending violence against women and girls through an organizational resume or CV of past implementing experience and areas of expertise. **(Documents required)**

Women's network/platforms are encouraged to apply, but for the purpose of this application, they should be represented by only one organization, which will take the lead during the implementation of the project and shall be responsible for the project's deliverables as defined in this CfP.

Important notes:

- Each application can only be submitted by a single organization.
- The applicant must be legally registered in Albania as a non-profit organization
- Proposals from more than one organization or entity must clearly indicate which organization will take lead responsibility for project management and contractual obligations.
- Transfer of funds by the Applicant Organization to UN Agencies, private sector entities, International NGOs and International Organizations will not be allowed.
- UN Women will sign contracts with and disburse funds to the applicant organization only.
- Eligible organizations currently partnering with UN Women may apply under this CfP.
- Only one grant will be awarded per organization. A single CSO cannot receive more than one grant during the lifetime of the programme "Implementing Minds, Changing Norms", meaning that if a CSO applies separately for different calls of proposals it could only be selected for implementing one of them.
- In all cases, proposals cannot exceed the maximum amount set for all the proposals under this program: EUR 60.000

Non-eligible applicant organizations

The following are **NOT eligible** to apply to this call for proposal:

- Government agencies or institutions
- UN agencies
- Bilateral or multilateral organizations, financial institutions, development agencies
- Private sector entities
- Private individuals
- CSOs not focused on gender equality and women's empowerment
- CSOs with lack of gender balance in their staff, board membership and leadership positions

II. What to submit

Eligible applicants are expected to submit the following in English:

1. General Information including name of, contact person and contact details (use Application Cover Sheet in Annex 2)

2. Project proposal consisting of:

- Context and problem analysis: a summary of the main harmful gender stereotypes, and harmful norms and attitudes that perpetuate gender-inequality and violence against women in the Albanian society, as well as brief analysis of the capacity needs of civil society organizations to engage in awareness raising activities that challenge these practices;
- Explanation on how your organization is expected to engage other CSOs operating both in the capital and other areas in Albania, including community-based and organisations representing the interests of rural women, and marginalized groups such as Roma and Egyptian women, women with disabilities and others;
- Explanation on social marketing tools and methodologies to be applied for the planned interventions addressing gender stereotypes and harmful practices;
- Explanation on how the activities planned to be organized under this project can be coordinated or integrated in other initiatives and campaigns, including UN Women HeforShe campaign and UNiTE campaign. Explanation of how your organisation is expected to engage CSOs operating in areas outside the capital;
- Media and communication strategy: Is communications an integral part of your project? Explain how will the media be involved in the campaigns and awareness raising activities.
- Partnerships: Identification of State actors at the national and local levels and National Human Rights Institutions that will be involved in the project and strategies to be used for collaboration
- Description of the partners needed to successfully implement the project and their roles, including information on how your organisation will work with State and non-state partners, including media and private sector.
- Explanation of what makes your organisation the most qualified to implement this project, including relevant expertise and experience of your organisation;
- Explanation of how your organisation is expected to follow-up on the issue after the project;
- Workplan;
- An output-based budget, i.e. budget showing how much is required for each activity to achieve each output. The administrative/indirect cost should not exceed 7% of the total budget. Maximum budget of the proposal should not exceed amount of EUR 32.000. Applicants are invited to submit the budget proposal in Albanian Lek (ALL). All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal.

3. A copy of the organization's legal registration document

4. Supporting documents such as your organizational brochures, previous annual reports and audit reports from the past three years.

III. Evaluation Criteria

Proposals passing the eligibility criteria (see above) will be scored against the following:

1. **Relevance of the proposal (20 points):** quality of the context analysis and pertinence of the proposed activities against expected results
2. **Implementation strategies (30 points):** linking local implementation to national, regional and international commitments and campaigns; using a rights-based approach; engaging in strategic partnerships; and engaging excluded/marginalized groups

3. **Added value elements (20 points):** previous work on capacity building, organization of awareness raising campaigns as well as past and ongoing engagement with groups working with or representing women from disadvantaged groups
4. **Budget Proposal (20 points)**
5. **Innovative approaches** to challenges harmful gender stereotypes **(10 points)**

Minimum score to be eligible is 70 points.

Only applicants passing the minimum score will be contacted to proceed with shortlisting and a capacity assessment review. During the capacity assessment review, the applicant will be requested to submit documents demonstrating the organization's technical capacity, governance and management structure, financial and administrative management.

IV. When is the proposal due

The deadline for submission of proposals is **September 17, 2017**. Proposals received after the deadline will not be considered.

V. To whom should the proposal be sent

Please send all required application documents in one email unwomen.albania@unwomen.org, indicating in the e-mail subject: EAW Albania- Capacity building and awareness raising campaigns.

UN Women will acknowledge receipt of the applications through a confirmation e-mail. Only those short listed shall be considered and further contacted.

VI. Information session

On September 6, 2017, UN Women will organize one informative session, in which additional clarifications on the application process will be provided. Potential applicants are invited to express their interest to participate in the informative session by September 1st, 2017 by sending an email to unwomen.albania@unwomen.org. (Subject line: Interest to participate in the information session EAW Albania).

This Call for Proposals does not entail any commitment on the part of UN-Women, financial or otherwise. UN-Women reserves the right to accept or reject any or all Call for Proposal without incurring any obligation to inform the affected applicant/s of the reasons.

1. General Information

Name of Organisation	
Contact Person	
Contact Information	Address:
	Tel:
	Email:
Organisation Type	<input type="checkbox"/> Non-government organisation <input type="checkbox"/> Others (specify):
Are you legally registered in Albania?	<input type="checkbox"/> Yes <input type="checkbox"/> No If you have responded yes, please attach a copy of your registration document to the application
Institutional profile	A brief description of the organization, including its registration details and relevant experience working on the thematic issues proposed; familiarity with international commitments on ending violence against women and girls, experience on women's rights, gender equality and women's empowerment both at the local and national levels; experience in capacity building and awareness raising campaigns
Total requested budget	Applicants are invited to submit the budget proposal in Albanian Lek (ALL). All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal.

The project proposal should cover minimum the following:

I. Context and Problem Analysis

II. Project Description

III. Project detailed activities and implementation strategies

Describe how your proposal is planning to achieve the results mentioned above

IV. Project Partnerships

- Describe the key networks/stakeholders/groups/communities with which you will partner/ engage with for the implementation of your proposed project and explain why.
- How do you anticipate working collectively with these networks/stakeholders/groups?
- How do these partnerships complement or build upon previous efforts/initiatives

V. Technical Expertise

Describe why the Applicant Organization is qualified to implement the proposed project. Include mention of the expertise and added value the implementing partners will bring.

- What past programme experience **handling project and initiatives of similar nature as the one in this Call for Proposals** can support the Applicant's likelihood of delivering results?
- What evidence can you provide on the Applicant's substantive thematic expertise in ending discrimination and violence against women?
- What evidence can you provide about the networks and relations the Applicant has established with the stakeholders necessary to the success of the project?
- What evidence you can provide on engagement with women form disadvantaged groups and minorities in the region?
- What evidence you can provide on engagement and cooperation with national programme participating countries governments and regional institutions?

VI. Detailed Budget (see Annex IV)

Please detail budget in the narrative and attach it in and excel sheet.

Also add a narrative of the budget.

PLEASE DO NOT FORGET TO ATTACH THE DOCUMENTS REQUIRED IN ANNEX I

Workplan & Budget						
Outcome: To reduce violence against women and girls an all forms of discrimination and discrimination in Albania						
Objective: To promote favorable social norms and attitudes that promote gender equality and prevent discrimination of and violence against women						
Output	Capacity building and awareness raising campaigns organized on the effects of and how to address harmful gender stereotypes, with the involvement of communities and community based organization, government, media, private sector, National Human Rights Institutions and human rights advocates					
Activities						
Indicators						
Targets						
Means of verification						
Planned Activities (List all activities to be undertaken during the years towards stated results)	Timeframe (September 2017- Decemver 2019)				Budget	
	Q1	Q2	Q3	Q4	Budget Description (means required E.g. travel, consultant, conference)	Amount

Support costs						