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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"*
- Purpose:** Selection of qualified responsible party for the Programme
- Duration:** Baseline survey in October - November 2017, approximately 15 days
End-line survey in October - November 2019, approximately 10 days
- Contract Type:** Project Cooperation Agreement
- Location:** Serbia
- Reference number:** CFP 05/17 EXT
- Deadline for submissions:** **September 15, 2017**

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) is inviting women civil society organizations (CSOs), women's studies and research centres 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.

Terms of Reference

I. Background

“Ending Violence Against Women: Implementing norms, changing minds” is a UN Women programme funded by the European Commission (EC), which aims to support a reduction in discrimination and violence against women and girls in Western Balkans 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 and 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 the **Republic of Serbia**.

II. Objective of UN Women’s 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;
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; and (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 survey in the Republic of Serbia**. 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 selected responsible party will be also in charge of conducting the end-line analyses using 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 to 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 addressed¹.

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 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:

- (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, disaggregated by gender and age
- (2) Proportion of people who have been exposed to messages challenging harmful gender stereotypes among targeted communities (disaggregation by sex).
- (3) 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,

¹WHO (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.

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 the Republic of Serbia 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.**

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 for Serbia must be between 318 and 1608 persons;
- **Translation and validation of the questionnaire survey** from English to the Serbian language;
- **Collection quantitative data in 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 second week of November 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 November 2017 and the results must be shared with UN Women, in English, no later than 31 November 2017.

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 indicate 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

October - November 2017 for baseline survey (tentatively)
October – November 2019 for end-line survey (tentatively)

VI. Budget Request

The proposed intervention maximum budget allocation is USD 10.000. Budget proposal 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>

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 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.

Note: Interested applicants are invited to attend the informative session, on August 11th 2017 at 11 am, at UN House in Serbia, New Belgrade, Bulevar Zorana Djindjica 64, in which additional clarifications can be provided on the application process. Kindly communicate your interest in participating at info.serbia@unwomen.org