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CALL FOR PROPOSALS

Project Title:	Assessment of Advocacy Initiatives and Tools for Changing Gender Discriminatory Social Norms and Attitudes, <i>under the Programme "Ending Violence against Women: Implementing Norms, Changing Minds"</i>
Purpose:	<i>Selection of qualified responsible party for the Programme</i>
Duration:	July 2017 – December 2017 (tentatively)
Contract Type:	Project Cooperation Agreement

Deadline for submissions: 20 July 2017

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) Regional Office for Europe and Central Asia (ECARO) is inviting women civil society organizations (CSOs), women's studies and research centres promoting women's rights and gender equality to submit proposals to conduct an **Assessment of Advocacy and Social Norms Change Initiatives as well as Tools for Changing Gender Discriminatory Social Norms and Attitudes** to contribute to the implementation of the Programme Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds.

TERMS OF REFERENCE

I. Background

The Programme "*Implementing norms, changing minds*" (February 2017- January 2018) 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 – Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Kosovo¹, and Serbia –, and Turkey.

"*Implementing norms, changing minds*" is anchored in the normative frameworks of the Convention for the Elimination of all Forms of Discrimination (CEDAW) and the Council of Europe Convention on preventing and combating violence against women and domestic violence (also known as Istanbul Convention), and in alignment with the European Union (EU) accession standards on gender equality.

Policy measures aimed to tackle multiple gender equality barriers are underpinned by various laws and institutional mechanisms, yet more effort is needed for transformation of persistent patriarchal attitudes. These challenges are in large part due to deep-seated entrenchment of gender stereotypes which create barriers to achieving gender equality and women's empowerment. The most significant challenge for eliminating discrimination, however, remains the persistence of attitudes and behaviors of men and women in society, including on the part of civil servants from the health, justice and security sector, media and community leaders that perpetuate negative stereotypes, and gender inequality, as root causes of discrimination and violence against women. To push for the actual implementation of the existing and new normative framework, and the provisions of women-focused services to women and girls, efforts have to be exerted on the demand side, at the individual, community and societal levels by, *inter alia*, investing in reverting harmful gender stereotypes, and challenging social acceptance of violence against women and girls.

Acknowledging the structural inequalities that lie at the intersection of gender with factors such as *age*, sexuality, ethnicity, race and class, the Programme places a strong focus on tackling multiple discriminations where gender aspects are involved.

II. Objective of UN Women's support

In this context, UN Women is issuing a Call for Proposals (CfP) to select a responsible party to conduct an Assessment of Advocacy Initiatives and Tools for Changing Gender Discriminatory Social Norms and Attitudes.

The existence of a rising conservative discourse and patriarchal social norms, which remain largely unopposed at regional, country or community levels, not only challenges the transformative approach suggested by the Sustainable Development Goals (SDGs), but also threatens the social gains in the political, legal, and economic spheres that have been achieved so far.

With the belief that, in spite of the past and ongoing investments to challenge harmful gender stereotypes, a conservative discourse is gaining ground in the region, UN Women will establish a Gender Action Laboratory (the *GenderLab*) to develop innovative solutions that contribute to communities' greater understanding and favorable attitude towards gender equality as well as to their mobilization to ending violence against women. The *GenderLab* will assess, design and implement innovative scalable prevention and advocacy interventions that address gender harmful stereotypes at community levels to build the evidence on what works and what does not, and strengthen knowledge of effective approaches.

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 Assessment of Advocacy Initiatives and Tools for Changing Gender Discriminatory Social Norms and Attitudes is the first step in setting the *GenderLab*.

III. Scope of the Project

Multiple factors influencing the construction and evolution of stereotypes have been thoroughly and extensively studied. However, more information is needed about how to change norms at community and individual levels and address the underlying causes of those stereotypes. "Changing minds", particularly where gender stereotypes are concerned, remains a black box that has not been systematically investigated from the perspective of policy implementation. Moreover, the approach to prevention is often fragmented through stand-alone activities, limited, for example, to interventions such as awareness-raising and ad-hoc educational initiatives. Growing evidence, however, 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.

The outcomes of the Assessment of Advocacy Initiatives and Tools for Changing Gender Discriminatory Social Norms and Attitudes 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 Assessment of Advocacy Initiatives and Tools will:

- Map existing innovations and compile a set of advocacy community mobilization, prevention and raising awareness initiatives undertaken by civil society organizations in the countries involved in the programme towards increasing community understanding of gender equality and social norms change on violence against women and girls over the last 5 years;
- Assessing and researching work currently being done in increasing community understanding of gender equality and mobilization against violence against women and girls;
- Employing user-centered research by speaking with communities who would be affected by an innovation project and determining their needs;
- Observing how the local population responds to advocacy, prevention, community mobilization and raising awareness tools and methods to achieve a greater understanding of gender equality and decrease tolerance towards ending violence against women;
- 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, mass media, and policy advocacy) to the design of effective interventions addressing gender stereotypes;
- Explore the potential in utilizing the rapid growth of technology and ICTs to lower the barriers and multiply advocacy initiatives and tools impact;
- Take stock at the work already done through the HeForShe campaign and online presence to reach a male audience with the ending violence against women message.
- Develop an analytical framework to effectively evaluate advocacy and raising awareness initiatives and tools to address social norms and a template for the monitoring of good practices through an evolving context;
- Identify advocacy and raising awareness initiatives and tools that have proved to be successful so as to be validated at country level. When identifying advocacy initiatives and tools focus should be made on to the extent the message has been spread and what has made it appealing and memorable;

For the purpose of this call for proposals, a good practice is to identify a process or a methodology that represents the most effective way of achieving the expected result, or the one that has been proven to work well and produce good

results, and is therefore recommended as a model from which to learn and ready to be replicated. Therefore when looking at best experiences the following criteria should be taken into consideration: success of the initiative/tool, ability to test and validate the initiative/tool, likelihood of initiative/tool being promoted, replicability, cost-efficiency, iteration, innovation and sustainability.

IV. Deliverable

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

- a contextualization of initiatives undertaken and tools used to challenge gender harmful stereotypes in the region;
- a template to collect and evaluate good practice examples of advocacy initiatives and tools to challenge gender stereotypes and norms;
- analyze at least 20 initiatives, and a minimum of two initiative in each country looking at: 1) outcomes and impact of the initiative to understand how much change the initiative has brought; 2) why change has occurred looking at the context, the complementarity with other strategies; and the methodology and tools used; the management and cost-effectiveness;
- document at least 5 cases studies as good practices justifying why they could be replicated and how;
- proposal for adapting success models in one context and applying them to another situation or proposal on how to replicate them on the basis of data providing reasonable guidance to choose between a given set of interventions;
- a conclusion;
- a bibliography

V. Duration of project

July 2017 – December 2017 (tentatively)

VI. Budget Request

The proposed intervention size and budget request will have to fall between a minimum indicative amount of EUR 40.000 and a maximum amount of EUR 60.000. All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal. For May 2017, UNORE Exchange rate is 1USD:0.94EUR.

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.