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CALL FOR PROPOSALS

- Project Title:** Development and Implementation of a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing Violence against Women in the Former Yugoslav Republic of Macedonia, under the Programme *"Ending Violence against Women: Implementing Norms, Changing Minds"*
- Purpose:** Selection of qualified responsible party for the Programme
- Duration:** November 2018 – July 2019 (9 months tentatively)
- Contract Type:** Project Cooperation Agreement

Deadline for submissions: 31 October 2018

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) Regional Office for Europe and Central Asia (ECARO) is inviting civil society organizations (CSOs) to submit proposals to develop and implement a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing Violence against Women (VAW) in the Former Yugoslav Republic of Macedonia to contribute to the implementation of the Programme *"Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds"*.

TERMS OF REFERENCE

I. Background

“Implementing Norms, Changing Minds” is a UN Women programme that aims to support a reduction in discrimination and violence against women (VAW) and girls in Turkey and the Western Balkans. The programme is anchored in the Convention on the Elimination of Discrimination against Women (CEDAW), the Istanbul Convention, and is also in alignment with European Union accession standards.

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 behavioural change. Gender-based discrimination and violence against women are complex phenomena that need to be understood within the wider social context and the social and cultural norms that permeate it. Community attitudes and responses toward violence against women reflect these norms and play an important role in shaping the social climate in which discrimination and violence occur. A better understanding of public attitudes toward gender equality and the root causes of violent behaviour against women is key to developing more effective intervention measures.

In order to address this issue, the regional programme has created a Gender Action Laboratory or “*GenderLab*” with the aim to identify, assess and/or develop advocacy and behaviour impact campaigns in the region, to implement them in the countries involved in the programme. The GenderLab plays an instrumental role in exploring the potential contribution of social marketing tools (e.g., market research, audience segmentation, behavioural objective setting, message and programme development, channel and tool selection, monitoring, behavioural results evaluation, etc.) and methodologies (e.g., combining communication approaches, behaviour adoption and maintenance theories, and formative/market research in a methodology that incorporates interpersonal communication, community mobilization, mass media, social media, and policy advocacy) to design effective interventions that address harmful social norms and gender stereotypes at country level, and achieve concrete, specific behavioural outcomes related to gender equality and violence against women.

The activities and initiatives of the GenderLab will be informed by recent [baseline research](#) conducted by the regional programme in the former Yugoslav Republic of Macedonia, which identified successful previous ERAW and gender equality initiatives and measured public attitudes, perceptions, opinions and beliefs toward gender equality and violence against women. Quantitative information on public perceptions and attitudes toward gender equality and VAW will allow the GenderLab to focus its efforts on the most widely held beliefs that justify gender-based discrimination and VAW, and to design programmes that can make a behavioural difference; quantitative data will also serve as a baseline against which the impact (both attitudinal and behavioural) of GenderLab initiatives will be measured in the final endline survey. Successful previous initiatives were determined through in-depth interviews with governmental and non-governmental stakeholders, and the strategies and approaches of these initiatives will be used as a reference for the design of GenderLab interventions.

Using this baseline research as a reference (see community baseline draft report [here](#)), the GenderLab will design its own methods and approaches to induce positive shifts in social norms and specific behavioural impact. The interventions of the GenderLab will be undertaken in Albania, Bosnia and Herzegovina, Kosovo¹, the former Yugoslav Republic of Macedonia, Serbia and Turkey.

¹ All references to Kosovo on this document shall be understood to be in full compliance with UN Security Council Resolution 1244 (1999).

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 develop and implement a strategic communication campaign for changing gender discriminatory social norms and attitudes at community level in the former Yugoslav Republic of Macedonia and achieving concrete specific behavioural results in reducing VAW, and to contribute to the implementation of the Programme "Ending Discrimination and Violence against Women: Implementing Norms, Changing Minds."

Recent research reveals a troubling level of violence against women in the former Yugoslav Republic of Macedonia. Nearly 40% of women have experienced at least one form of violence in the last 12 months,² and more than 60% of women have experienced psychological violence at some point in their lives.³ Despite these alarming rates of violence against women, the protection of women victims of violence is inadequate for multiple reasons, including the lack of recognition of all forms of gender-based violence, the trivial number of criminal sentences against persons who perform acts of domestic violence, the insufficient support offered to victims (including victim shelters, legal assistance, and counseling), and the lack of systematic data collection on domestic violence cases at the national level.

With the belief that there is a current high and unacceptable level of VAW in the former Yugoslav Republic of Macedonia and in the region, UN Women will establish the GenderLab to develop innovative solutions that contribute to communities' greater understanding of and favorable attitudes towards gender equality as well as to their mobilization to ending violence against women, and to achieving concrete, specific behavioural results with regard to reducing VAW. The GenderLab will assess, design and implement innovative, scalable prevention and advocacy/behavioural communication interventions that address gender harmful stereotypes at community levels and achieve measurable behavioural results in reducing VAW.

III. Scope of the Project

Thorough and extensive research has been conducted on the multiple factors that influence the construction and evolution of gender stereotypes. However, more information is needed on the specific factors, including norms and attitudes at community and individual levels that perpetuate gender-discriminatory stereotypes and contribute to violence against women. The relationship between attitudes, social norms, and behaviour is complex. Some research suggests that changing the behavior of a target group can be achieved when social norms and values support the desired 'new' behavior⁴, and other theories suggest that new behaviours can prompt changes in attitudes⁵. In order to prevent violence against women, one step must be to change the attitudes that support violent behavior, and another step must be to understand and address the other drivers that prompt VAW, which in turn will affect gender attitudes. In addition, growing evidence 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.

With this in mind, the Programme will design and implement a campaign utilizing a behaviour communication (BCC) approach called Communication for Behavioural Impact (COMBI), a process that aims to affect both individual behavior and social conditions by using specific communication tools and strategies. The exact strategies and methods of communication utilized are highly dependent on the group(s) to be influenced and the cultural context. In contrast to general awareness-raising campaigns, COMBI campaigns are evidence-based and highly strategic, with clear, measurable behavioural objectives and a rigorous behavioural impact evaluation framework.

² Women Against Violence Europe, Country Report 2012: Reality Check on Data Collection and European Services for Women and Children Survivors of Violence (Vienna: March 2013).

³ Shadow report on the implementation of the CEDAW in the former Yugoslav Republic of Macedonia, 2012.

http://tbinternet.ohchr.org/Treaties/CEDAW/Shared%20Documents/MKD/INT_CEDAW_NGO_MKD_13285_E.pdf

⁴ <https://europa.eu/capacity4dev/iesf/blog/social-behaviour-change-communication-s>

⁵ <https://opentextbc.ca/socialpsychology/chapter/changing-attitudes-by-changing-behavior/>

The outcomes of the development and implementation of a COMBI campaign in the former Yugoslav Republic of Macedonia for changing gender discriminatory social norms, attitudes and behaviours related to VAW 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 Result 2.2: Women, girls, men and boys at community and individual level have a better understanding and acceptance of gender equality

The selected party for the development and implementation of a COMBI programme-campaign in the former Yugoslav Republic of Macedonia for changing gender discriminatory social norms and attitudes and achieving concrete, specific behavioural results related to VAW will:

- Review and analyze baseline data on gender-based discrimination and violence against women in the former Yugoslav Republic of Macedonia. Please see baseline research data [here](#).
- In consultation with UN Women, identify key gender discriminatory social norm(s) and attitude(s), and specific VAW behaviours, to be addressed through a COMBI intervention in specific communities.
- With support from UN Women, design and develop a COMBI campaign including an action plan as well as a clear monitoring component and behavioural impact evaluation component to address the previously identified behavioural issues
- Implement said COMBI campaign in the selected community/communities (for further info on the community(ies) please access the baseline report [here](#)) according to the plan. Document the implementation of the campaign and measure behavioural results accordingly.
- Assess the first phase of the implementation of the COMBI campaign and share preliminary results with UN Women and other relevant stakeholders.
- Implement corrective measures identified (if any) and finalize implementation of the COMBI campaign.
- Collect necessary data to assess the intervention from a programmatic and COMBI/behavioural perspective.
- Produce a final report including the COMBI campaign, the implementation assessment, analysis and recommendations.

UN Women will provide the selected organization with specialized training and technical assistance in COMBI campaign development. Furthermore, UN Women will work closely with the CSO to oversee the implementation of the campaign.

IV. Methodology and Tools

The COMBI Plan to be developed with technical assistance from UN Women should include:

1. Introduction and Background
2. Statement of Overall Objective
3. Statement of Specific Behavioural Objective(s)
4. Summary of Market/Formative Research which offers insights into the factors which influence VAW behaviour and which would also influence the reduction of VAW
5. Presentation of a Communication Strategy for achieving specific behavioural outcomes re reducing VAW.
6. Presentation of a detailed Implementation Action Plan, with a schedule of activities.
7. Presentation of how the COMBI Plan will be managed
8. Presentation of a management/monitoring plan.
9. Presentation of a Behavioural Impact Evaluation Plan
10. Budget

V. Deliverables

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

- A COMBI campaign proposal including a detailed action plan as well as a management, monitoring, and behavioural impact evaluation component.

- At least 2-3 reports on the implementation of the campaign including pictures, stories and programmatic updates.
- Mid-term report including an assessment of the implementation of the COMBI campaign.
- Final report summarizing the COMBI campaign development and implementation.

VI. Duration of project

November 2018 – July 2019 (9 months tentatively)

VII. Budget Request

The proposed intervention size and budget request will have to fall between a minimum indicative amount of USD 55,000 and a maximum amount of USD 60,000. All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal. For October 2018, UNORE Exchange rate is 1USD: 52.6666 MKD.

VIII. 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.

IX. 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.

Annex I. Guidelines for the Submission of Proposals

I. Who can apply

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

All applicants must be legally registered in the Former Yugoslav Republic of Macedonia.

Important notes:

- Each application can only be submitted by a single 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 call for proposals.

Non-eligible applicant organizations

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

- Government agencies or institutions
- UN agencies
- International CSOs
- Bilateral or multilateral organizations, financial institutions, development agencies
- Private sector entities
- Private individuals
- CSOs which do not have any experience working on gender equality

II. What to submit

Eligible applicants are expected to submit the following in English:

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

2. **Project proposal** consisting of:

- Context and problem analysis;
- Project Design and Justification: A description of the approach to develop and implement a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing Violence against Women (VAW) as described in the Terms of Reference, including the description of why and how your organization/institution is best suited to undertake this endeavor;
- Workplan with detailed activities and resources required (see financial proposal);
- Partnerships: A description of the partners needed to successfully implement the project and their roles;
- Institutional profile: A brief description of your institution, including its registration details and relevant experience addressing issues pertaining to an intersectional approach to gender equality and ending violence against women and girls;

- 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 USD 60.000.

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 assessment;
2. Implementation strategies **(30 points)**: Soundness of strategy, proposed activities, and expected results against the problem analysis in designing the project;
3. Workplan & Budget Proposal **(20 points)**
4. Applicants' institutional capacity and relevant experience **(30 points)**

Minimum score to be eligible is 70 points.

Only applicants passing the minimum score will be contacted after 1st of November 2018 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 **31st of October 2018, 17:00 (Skopje local time)**. 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 to info.mk@unwomen.org indicating in the e-mail subject: **EVAW – CfP Strategic Communication Programme.**

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

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.

Annex II. Application Cover Sheet

1. General Information

Name of Organization	
Contact Person	
Contact Information	Address:
	Tel:
	Email:
Organization Type	<input type="checkbox"/> Non-government organization <input type="checkbox"/> Others (specify):
Is your organization legally registered in the Former Yugoslav Republic of Macedonia?	<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 MANDATORY	A brief description of the organization, including its registration details and relevant experience working on the thematic issues proposed; familiarity with international commitments on violence against women and girls, experience in working on women's human rights and ending violence against women; Capacities and experiences of key staff members
Total requested budget	All currency exchanges will 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 .

Annex III. Project Proposal Template

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 development and implementation of a Strategic Communication Programme for Achieving Specific Behavioural Results with regard to reducing 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?
- What evidence you can provide on engagement and cooperation with the Government and relevant ministries in the country?

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

Annex IV. Workplan and Budget

Workplan & Budget						
Outcome						
Women, girls, men and boys at community and individual level have a better understanding and acceptance of gender equality						
Output	Developed and implemented a Strategic Communication Programme for achieving Specific Behavioural Results with regard to reducing Violence against Women					
Indicator	Proportion of people who have been exposed to messages challenging harmful gender stereotypes among targeted communities; Perception of women's and men's roles among women, girls, boys and men in targeted communities;					
Baseline (2017)						
Target (2018)						
Means of verification	Project report					
Planned Activities (List all activities to be undertaken during the year towards stated results)	Timeframe				Budget	
	Q1	Q2	Q3	Q4	Budget Description (means required E.g. travel, consultant, conference)	Amount
Support costs						