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CALL FOR PROPOSALS

- Project Title:** Development and implementation of awareness raising, advocacy and/or behavioral changes campaign to challenge gender harmful stereotypes that lead to violence against women in the Republic of North Macedonia, under the Programme *"Ending Violence against Women: Implementing Norms, Changing Minds"*
- Purpose:** Selection of qualified responsible party for the Programme
- Duration:** May 2019 – January 2020 (9 months tentatively)
- Contract Type:** Project Cooperation Agreement
- Deadline for submissions:** **22 March 2019 (2 weeks)**

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 awareness raising, advocacy and/or behavioral changes campaign that contribute to communities' greater understanding and as well as behavioral changes connected with achieving gender equality and ending violence against women in the Republic of North 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 develop innovative strategies that will promote favorable attitudes and cause desired behavioral changes connected with achieving gender equality and ending violence against women in the region and to implement them in the countries involved in the programme. The GenderLab is an innovative approach for generating new ideas for challenging cultural and social norms supportive of violence and aiming at prevention of violence against women.

The activities and initiatives of the GenderLab are informed by recent [baseline research](#) conducted by the regional programme in the Republic of North Macedonia, which identified successful previous ERAW and gender equality initiatives and measured communities attitudes, perceptions, opinions and beliefs toward gender equality and violence against women. Quantitative information on communities’ 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.

Using this baseline research as a reference (see community baseline draft report [here](#)), the GenderLab will implement initiatives carried out by CSOs to address perceptions of gender roles referring to the aspects on gender equalities, as well as the perceptions of causes and ways for overcoming gender violence.

II. Objective of UN Women’s support

The prevention of violence against women requires an increase in public awareness and a change in attitudes and beliefs that perpetuate harmful gender stereotypes. Article 13 of the Istanbul Convention requires awareness-raising activities to inform the public about various forms of violence in order to enable it to act against violence against women and support survivors. Furthermore, as indicated in Article 14 of the Istanbul Convention, promoting favorable social norms through formal and informal educational facilities, for instance in schools and sport clubs, but also within other leisure activities, is of fundamental importance alongside with awareness raising in the media. Based on the conviction that each member of the society can play a role in the prevention of violence, the Istanbul Convention suggests engaging with men and boys, who can act as role models within and outside the family, advocate for gender equality, and – in case of being a perpetrator – take part in preventive interventions and treatment programmes. Lastly, according to Article 15 of the Istanbul Convention, professionals who deal with survivors and perpetrators should be trained and monitored on a regular basis.

In this context, UN Women is issuing a Call for Proposals (CfP) to select a responsible party to develop and implement awareness raising, advocacy and/or behavioral changes campaign to challenge gender harmful stereotypes that lead to violence against women in the Republic of North Macedonia.

According to the findings of the Baseline study on gender stereotypes and public perceptions of gender roles and attitudes towards violence against women, conducted in the Republic of North Macedonia ([baseline research](#)), 29% of female respondents and 40 % of the male respondents agree or strongly agree that “A good woman obeys her husband even if she disagrees.” In addition, 23.1% of female respondents and 30% of male respondents agree or strongly agree that “It is important for a man to show his wife/partner who is the boss.” Finally, 17 % of female respondents and 22.5% of male respondents agree or strongly agree that “The husband/male partner has a good reason to hit his wife/female partner if he finds out that she has been unfaithful.” Regarding exposure to relevant messages, 55.5% of all respondents have “often” or “very often” been exposed to messages related to the prevention of violence against women and girls and/or the equality between women and men and girls and boys through TV spots/movies in the past 12 months, 53.8% have “often” or “very often” been exposed to these messages through TV emissions/debates and 49.2% have “often” or “very often” been exposed to these messages through social media.

With the belief that there is a current high and unacceptable level of VAW in the Republic of North Macedonia and in the region, UN Women will establish the GenderLab that 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’ behavior¹, and other theories suggest that new behaviours can prompt changes in attitudes². 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 innovative strategies that will (1) challenge prevailing negative attitudes and gender stereotypes resulting in discrimination and violence, (2) promote positive social norms, and (3) cause desirable change in the behaviour related to gender equality. These strategies must mobilize different stakeholders at the community level (local governments, CSOs, private sector, education sector, media and other interest groups) through initiatives for challenging gender stereotypes and behavioral changing related to gender equality and violence against women.

The outcomes of the development and implementation of the awareness raising, advocacy and/or behavioural changes campaign in the Republic of North Macedonia 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.

¹ <https://europa.eu/capacity4dev/iesf/blog/social-behaviour-change-communication-s>

² <https://opentextbc.ca/socialpsychology/chapter/changing-attitudes-by-changing-behavior/>

The selected party for the development and implementation of the awareness raising, advocacy and/or behavioral changes campaign in the Republic of North Macedonia for changing gender discriminatory social norms and attitudes and achieving concrete, specific behavioural results related to VAW will:

- Provide innovative approaches to expose targeted populations during the whole duration of the programme to messages that challenge harmful gender stereotypes.
- Focus on awareness-raising activities that address harmful gender stereotypes, attitudes, etc.
- Select target groups that include women, girls, men, and boys
- Explore the potential contribution of social marketing tools (e.g., audience segmentation, objective setting, message and programme development, channel and tool selection, etc.) and methodologies (i.e., combining communication approaches, behavioural change theories, and formative research, which is grounded upon a methodology that incorporates interpersonal communication, community engagement and mobilization, and policy advocacy) to the design of effective interventions that address gender stereotypes.

V. Deliverables

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

- Awareness raising, advocacy and/or behavioural change campaign that contributes to communities' greater understanding and favorable attitudes as well as behavioural changes connected with achieving gender equality and ending violence against women, including a detailed action plan as well as a management, monitoring, and evaluation component;
- At least 2 reports on the implementation of the campaign including pictures, stories and programmatic updates;
 - Mid-term report including an assessment of the implementation of the campaign;
 - Final report summarizing the development and implementation.

VI. Duration of project

May 2019 – January 2020 (9 months tentatively)

VII. Budget Request

The proposed intervention size and budget request will have to fall between a minimum indicative amount of USD 60,000 and a maximum amount of USD 65,000. All currency exchanges will be calculated using the UN Operational Exchange Rate as per the date of submission of proposal. For March 2019, UNORE Exchange rate is 1USD: 54.1108 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 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 Republic of North 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 awareness raising, advocacy and/or behavioral changes campaign to challenge gender harmful stereotypes that lead to violence against women 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;

- 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;
- Detailed budget, the administrative/indirect cost should not exceed 7% of the total budget. Maximum budget of the proposal should not exceed amount of USD 65.000.

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 22nd of March 2019 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 **22nd of March 2019, 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 Awareness raising, advocacy and/or behavioral changes campaign**

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 Republic of North 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 awareness raising, advocacy and/or behavioral changes campaign with regard to achieving gender equality and 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

