



CALL FOR PROPOSAL

Project Title: Support to Civil Society Organizations, particularly those focusing on media, to contribute to the creation of an enabling environment fostering the public discourse that enables reduction in structural inequality between women and men, under the EU funded Project “Communicating Gender Equality”

Purpose: Selection of qualified responsible party for the Programme

Duration: March 2022 – May 2022 (tentatively)

Contract Type: Law Value Grant Agreement

Deadline for submissions: March 1st, 2022 at 13:00h

The United Nations Development Programme (UNDP) is inviting Civil Society Organizations, focusing on media and issues of gender equality and women’s rights, to submit proposals to:

- Contribute to the creation of an enabling environment fostering the public discourse that enables reduction in structural inequality between women and men, through:
 - Innovative awareness raising initiatives:
 - development of innovative communication products;
 - implementation of innovative awareness raising campaigns (online and offline);
 - engagement of influencers from diverse areas, including but not limited to, media, culture, art, STEM, academia, CSOs, etc.
 - with transformative potential to influence the development of similar initiatives through creation and fostering of partnerships and cooperation with diverse set of stakeholders.
 - Utilizing media, culture and art to convey messages that promote favorable social norms and values, including but not limited to:
 - women’s rights and anti-discrimination;
 - gender equality, promotion of diversity and social inclusion;
 - women’s political and economic empowerment;
 - women’s participation in decision making and democratic governance;
 - ending gender based violence and femicide;
 - other.



Terms of Reference

I. Background

Culture of one society presents systems of knowledge, attitudes and practices shared by a relatively large group of people. Gender is intrinsically linked to culture as a 'social construct' and to the way in which cultural policy is designed and implemented. Gender is a cultural and social construct, defined by the power relations between women and men, and the norms and values regarding 'masculine' and 'feminine' roles and behavior in a society. Therefore, collective beliefs about 'typical male' or 'typical female' roles might contribute to the creation of stereotypes that may limit or enable opportunities for women and men to act within their cultural context.

People's lives are embedded in a cultural communication and media context that is structured along these asymmetric gender roles. Gender, culture and rights intersect in intricate and complex ways. Cultural rights must be also understood in the context of who in the community holds the power to define its collective identity. Culture and tradition can enable or obstruct, and be oppressive or liberating for different people at different times. Nowadays, public communications, traditional media, and increasingly important social media, play a crucial role in shaping gender roles within societies. In this regard, setting boundaries of what is acceptable or appropriate in the content generated by media regulated through related policies can contribute to gender equality and prevent discrimination, or vice-versa, drive stereotypical portraying of gender roles in the production of cultural and media content. Nevertheless, the Civil Society Organizations play an important role in promoting a culture of values, based on the fundamental rights, principles of gender equality, rule of law and democracy.

Till date, in Montenegro gender equality work targeted many of its aspects such as women in politics and economy, violence against women, but dimension of gender mainstreaming and capacity development in communications, culture and media were absent. Increased agency allows women to move from complete compliance with constraining and unequal gender norms to questioning such norms in the face of potential opportunities – to changing their aspirations as well as their ability to seek and achieve desired outcomes. In a more enabling environment, which not only creates more opportunities but also changes the individual's capacity to aspire to access them, transformative change is more likely.

While inequalities and gender stereotypes exist in social structures and the minds of people, communication and media in different formats have the potential to propagate and perpetuate or to ameliorate these. The creation of gender sensitive communication and media content distributed in an accessible platform for dialogue is important step in realizing the broader picture of how stereotypes are born, how they prevail and affect context of our society, and represents a powerful tool for learning, exchanging knowledge and promoting gender equality.

This initiative will overall contribute to creation of an enabling environment fostering the public discourse that enables reduction in structural inequality between women and men. It will also have a potential to become a good practice, particularly in terms of understanding the concept of gender equality in the region.



II. Objective of EU and UNDP support

The support to Civil Society Organizations, particularly those in the area of media, to contribute to the creation of an enabling environment fostering the public discourse that enables reduction in structural inequality between women and men, under EU funded Project “Communicating Gender Equality”.

The objective of this Call for Proposals is to contribute to changing attitudes and perceptions regarding gender equality through awareness raising work with the aim of creating the enabling environment for achievement of gender equality and women’s empowerment in Montenegro.

This Call for Proposal is implemented under the EU funded project “Communicating Gender Equality” which aims to contribute to achieving a gender equal Montenegro, where women and men, girls and boys, in all their diversity, are enjoying equal opportunities. This specific initiative represents a joint action of UNDP, the Ministry of Justice, Human and Minority Rights and the EU to enhance capacities to promote and integrate gender equality in governing, culture, media and human rights institutions to encourage and endorse culture of tolerance and gender equality in public discourse.

III. Scope of the project

The Project builds on the strong links of UNDP with civil society organizations (CSOs) in Montenegro and UNDP’s work on promoting the gender equality and favorable social norms and values. Civil society, plays a crucial role in the promotion of gender equality and women’s rights. Additionally, the role of CSOs is instrumental - in terms of their networks, outreach and innovation - to facilitating the required behavioral and attitudinal changes for tackling the structural barriers to gender equality.

Therefore, the Civil Society Organizations, focusing on media and issues of gender equality and women’s rights, are invited to contribute to the creation of an enabling environment fostering the public discourse that enables reduction in structural inequality between women and men, through:

1. Development and implementation of innovative awareness raising initiatives, including: a) development of innovative communication products; b) implementation of innovative awareness raising campaigns (online and offline); c) engagement of influencers from diverse areas, including but not limited to, media, culture, art, STEM, academia, CSOs, etc; d) with transformative potential to influence the development of similar initiatives through creation and fostering of partnerships and cooperation with diverse set of stakeholders.
2. Utilizing media, culture and art to convey messages that promote favorable social norms and values, including but not limited to: a) women’s rights and anti-discrimination; b) gender equality, promotion of diversity and social inclusion; c) women’s political and economic empowerment; d) women’s participation in decision making and democratic governance; e) ending gender based violence and femicide; e) other.

IV. Duration of project

From March 2022 to May 2022 (tentatively)



V. Budget Request

Total eligible amount of funding under this small-scale grant will be est. up to 5000 USD.

VII. Institutional Arrangement

The selected organization(s) will sign a Law value Grant Agreement (LVGA) with UNDP. A competitive selection process will take place to identify the potential Responsible Party. The NGO will be selected only if it has proven capacity to deliver the proposed activity. The NGO's capacity will be assessed by the Evaluation Committee comprising of members of UNDP, Ministry of Justice, Human and Minority Rights and the Delegation of European Union to Montenegro.

VIII. Reporting

The selected partner(s) will be the principal responsible party but will work closely with UNDP during programme implementation. The partner will provide regular narrative and financial reports in line with UNDP guidelines and requirements (as per attached Narrative and Financial reports as per UNDP rules and procedures for LVGA)

All knowledge products and communications materials that would be produced under this agreement must acknowledge the support and seek approval of UNDP. 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

- CSOs that have specialized knowledge, expertise and track record of working focusing on media, gender equality and women's human rights.

II. What to submit

Eligible applicants are expected to submit the followings in English:

1. **General Information** including name of organization, contact person and contact details (please see Application Cover Sheet).

2. **Project proposal** (please see attached Project Document)

A narrative proposal consisting of:

- Context and problem analysis
- Project Design & Justification: A description of the approach to meeting the programme objectives 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 attached Low Value Grant Proposal with Budget and Budget xls.)
- Partnerships: A description of the partners needed to successfully implement the project and their roles;
- Institutional profile: A brief description of your organization, including its registration details and relevant experience addressing issues pertaining to an intersectional approach to gender equality and ending violence against women and girls;
- Develop visibility and communication plan for project activities;



- 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 (please see attached Low Value Grant Proposal with Budget, Budget xls.).

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

4. **Supporting documents** such as your organizational brochures, 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 (30 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. Budget Proposal (20 points); and
 4. Applicants' institutional capacity and relevant experience (20 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.

IV. When is the proposal due

The deadline for submission of proposals is March 1st, 2022 at 13:00h. 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 procurement.me@undp.org indicating in the e-mail subject: **Call for Proposals for Communicating GE Project.**