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## REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2019-9148017

09 April 2019

## UNITED NATIONS CHILDREN'S FUND (UNICEF)

**Wishes to invite you to submit a proposal for**

Review of the Ethiopia Country Office ending Child Marriage (CM) and Female Genital Mutilation (FGM) programmes #Community conversation (CC)# manual, its implementation guide and additional visual communication tools

Due date: 24 April, 2019 at 2:30PM East African Time  
(Bid is applicable for LOCAL & INTERNATIONAL Vendors)

XXXXXXXX FAX/LETTER NOT SPECIFIED IN 'PREPARE ITB (ZMRQ)' XXXXXXXX

THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

**REQUEST FOR PROPOSAL FOR SERVICES FORM**

This FORM must be completed, signed and returned to UNICEF.  
Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

**TERMS AND CONDITIONS OF CONTRACT**

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

**INFORMATION**

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2019-9148017** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Tel No: \_\_\_\_\_

Fax No: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Currency of Proposal: \_\_\_\_\_

Validity of Proposal: \_\_\_\_\_

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% \_\_\_\_\_ 15 Days 2.5% \_\_\_\_\_ 20 Days 2.0% \_\_\_\_\_ 30 Days Net \_\_\_\_\_ Other \_\_\_\_\_

Item	Service Description	Quantity	Unit	Unit Price	Price
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**10 Review of the Ethiopia Country Office en**

Review and revision of the ECM and FGM Programme #Community Conversation# manual and its implementation guide

Title of the research

Review of the Ethiopia Country Office ending Child Marriage (CM) and Female Genital Mutilation (FGM) programmes #Community conversation (CC)# manual, its implementation guide and additional visual communication tools

Purpose

The purpose is to enhance the quality and effectiveness of the Community Conversation (CC) interventions by conducting a systematic review of the ending Child Marriage (CM) and Female Genital Mutilation (FGM) programmes #Community Conversation (CC)# manual and its implementation guide (which also stipulate the overall strategy on the intervention), and updating them in light of current global, regional and country-level evidence and specific regional contexts of the programme target areas to galvanize consensus building ultimately leading to measurable social and gender norms change

Location - Addis Ababa, Amhara, Afar, Somali, Oromia, Gambella and SNNP regions targeted by Ending CM and FGM programmes and federal level focusing on the revision of the National community conversation manual on HTPs drafted by MoWCY

Duration - Estimation of 6 months Start Date May 1, 2019

Reporting to - Social Mobilization and Development Specialist

**1. Background**

Ethiopia like other developing countries is characterized by highly entrenched patriarchal system manifested with the low status of women and girls at different levels as a result of the underlying social fabric which belittles their potential contribution, and limits access to resources and opportunities. The inequality is further reinforced by different practices which affect the lives of women and girls, influence their destiny, violates their rights and human rights and forces women to live in a vicious circle of systematic and self-enforced discrimination. These detrimental harmful practices include child marriage (CM) which can impede the full potential of girls and limit their ability to thrive in life, and female genital mutilation (FGM) which -for many -results in long and short-term health consequences as well as impedes their ability to enjoy and exercise their reproductive rights as well as bodily integrity.

The practice of child marriage and FGM is highly prevalent in Ethiopia: nationally, 40% of girls are married by 18 years old (amongst the age group 20-24), and 65% have undergone one form of FGM (amongst the age group 15-49) as per EDHS 2016. The practices are common across all regions with varying degrees and timing. Recent evidence revealed that the number of girls affected by both practices is high despite decreasing trends in prevalence levels, which can be attributed to high population growth. This number of impacted girls will increase unless meaningful effort is exerted to curb the practices by all actors.

Similarly, evidence show that one key underlying cause of child marriage and FGM are social and gender norms which envision women and girls as #good# wives and with limited capacity beyond managing often under-valued household work. This is done through controlling the lives of women and girls including their sexuality, in a context where family honor and acceptance of girls for marriage is based on girls# being a virgin until their first marriage. Hence, the majority of society cuts girls at early age with the intention of limiting early sexual activity and marry her off prior to her participation in pre-marital sex. The existing social norms are also further perpetuated by different gaps in society including limited opportunity in terms of education availability of upper primary and secondary school within acceptable distance, vocational and marketable training opportunities, employment and other opportunities for income generation, limited enforcement of existing law, weak coordination and lack of robust evidence which informs programme design and choice of strategies.

UNICEF Ethiopia

At the country level, informed by UNICEF#s global Gender Action Plan (GAP I) (2014-2017) and GAP II (2018-2021), the 2018-2021 Strategic Plan and Results Framework, and in response to the persistent

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disadvantages faced by adolescent girls in the country, UNICEF Ethiopia's current country programme (2016-2020) has put a strong emphasis on the empowerment of adolescent girls (age 10-19). This was articulated in a dedicated multi-sectoral Country Office outcome: #By 2020, key barriers to girls' empowerment have been removed and adolescent girls live in supportive communities and utilise quality services and information that protect them from child marriage and FGM#. The cross-cutting outcome was subsequently elaborated in a strategy on adolescent girls Adolescent Girls strategy, UNICEF Ethiopia Country Programme 2016-2020 which focuses on delivering results to end CM and FGM in five programme areas through six outputs. The adolescent girls' strategy embodies UNICEF Ethiopia Country Office's contribution to UNICEF's agenda for Young People and echoes some of the targeted priorities of the GAP II, with ending CM and FGM as priority programmes and an entry points to address other issues such as girls' completion of primary education and transition to secondary level, which in turn contribute to the elimination of child marriage.

In addition, realizing such grave human rights violations and the need for concerted actions from all, UNICEF in collaboration with UNFPA and key governmental and non-governmental agencies and organizations is implementing ending child marriage (since 2017) and FGM (since 2008) programmes. These programmes identified key participants and social influencers including girls and women, parents' community leaders, service providers and policy makers and engages them to champion social norms change at different levels. One of the key strategies to engage and bring together different members of society to bring about social change is through Community Conversation/dialogue.

Community Conversation (CC) is a community capacity enhancement strategy which enables to build and tap into community resources to facilitate the questioning of sensitive societal beliefs and practices. The target groups of CCs include all community members from the leaders to any adult both women and men, and includes adolescent girls and boys. It aims to create a platform for joint critical reflection and challenging underlying assumptions including around gender dynamics, and facilitates coordinated change led by community insiders. This has been implemented by both programmes supported by UNICEF and others and has shown promising results in terms of increasing awareness, changing attitudes, leading to public declarations abandonment of the practices, and contributing to a decrease in prevalence of the practices as reflected in the EDHS findings. Evidence and programme reviews done by UNICEF internally in 2017 and 2018 and by external review as part of the UNJP programme evaluation done in July 2018 also confirmed the relevance and effectiveness of the strategy (CC) in bringing societal change.

However, findings from evidence and programme reviews have also identified that the effectiveness of community conversation as a strategy of social norm change depends on how the intervention is designed and managed by implementing partners, on the quality of the manuals used to guide the intervention, on the capacities of community facilitators leading the change facilitation process, friendliness and their proper understanding and use of the manuals.

In line with this, the programme reviews done by UNICEF staff at different levels across the different regions as well as a programme monitoring done by an external company (in Amhara only), the evaluation done on the UNJP FGM programme in 2018 has shown the need to revisit the community conversation manual and its implementation guide. It has recommended the update of the approach and to inform the manual using gender equality perspective, as well as the framework to address child marriage and FGM as part of broader adolescent girls' empowerment agenda. In addition, there is a draft manual on Harmful Practices initiated by MoWCY in consultation with stakeholders which needs finalization to serve as a national level framework.

Hence, this comprehensive review of the manual and its implementation guide is initiated with the aim of enhancing the quality and effectiveness of the CC in response to the recommendations.

#### 1. Rationale for the Research Activity/Justification

UNICEF Ethiopia Country Office (ECO) has acknowledged the pivotal role of Community Conversation interventions in bringing social norms change through facilitating critical reflection on existing practices and their underlying assumptions, creating consensus building and cultivating fora for collective action to end child marriage and FGM. Considering the critical importance of the intervention, various field missions have been conducted to undertake rapid assessments of the overall Ending CM and FGM interventions and particularly the community conversation which resulted in a recommendation to revisit the community conversation manual and enhance its quality, including by enhancing its integration of gender.

Hence, this systematic review and updating the manual is initiated with aim of strengthening the quality and