



Project funded  
by the European Union



**Consultancy for development of community friendly awareness materials to  
influence change in attitudes and practices**

**Under project funded by the European Union  
"Promoting working with men and boys to end violence against women in the  
Middle East"**

Main Facts Table	
Reference	Promoting Working with Men and Boys to end VAW in the Middle East. LEBA 40
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Deadline for submission of offers	23.8.2012
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Estimated date of award of contract	03.9.12
Period of consultancy	1 month

## **1. Background**

Violence against women (VAW) is a manifestation of gender inequality, unequal power relations and contributes to women's subordination and vulnerability. It is a global phenomenon, and equally does exist in the Middle East as in other countries. Many organizations and government have escalated efforts to address VAW as a development as well as a human rights issues. In the region, manifestation of VAW has been reflected in many reports from local, national, regional and global institutions. Types of violence against women varies but not limited to physical, psychological and economic types of violence. The challenges of ending VAW requires changing attitudes and practices as well as policies and legislations for effective strategies to end VAW.

While organizations often focused on prevention and protection measures; men engagement and role in ending VAW has been limited and with less strategies on how best to work with men to end VAW. Oxfam GB has been leading an approach that focus on working with men, as perpetrators, policy makers and community leaders who hold an ultimate power to reduce and end VAW. Oxfam approach is to position men in the heart of ending VAW, by condoning and looking in depth into masculinity in the region. Oxfam theory of change is based on the assumption that working with men and boys as targets for changes at different levels (household, community, and policy levels); will result in reducing gender power structure and hence violence against women.

In addressing ending violence against women in the region, many national, international and multilateral organizations have integrated VAW as part of their agenda/strategies for change. However few considered violence against through the lens of focusing on men.

- ***Pilot phase 2009-2011***

As such Oxfam GB started three years pilot programme that started in January 2009 to promote strategies and approaches of working with men and boys to eliminate Violence against women (VAW), and came to an end by the end of 2011. During that phase, Oxfam main activities focused in Lebanon, with regional linkages and dissemination of the approach to other countries in the region. The pilot phase focused on building the capacity of women's organisations with knowledge and skills for working with men and boys to end VAW and thus by their engagement with men, to positively change the attitudes, practices and policies.

- ***Consolidated phase EU programme 2011- 2013***

The new phase of the programme titled: "Promoting working with men and boys to end violence against women in the Middle East", started in January 2011, with the EC funding and it aims to build on the lessons learnt from the first phase, and it strengthen direct interventions on the ground in other countries apart from Lebanon, which has been the core country for learning and testing the modes of working with men and boys to end VAW. With the same scope, the current overall program objective is to contribute to the efforts of civil society organizations in the Middle East in countering gender stereotypes to combat the root causes of Violence Against Women. The programme is implemented in Lebanon, Jordan, Occupied Palestinian Territory (OPT), and North Iraq.

The specific objective of the programme is to bring about an improvement in attitudes and practices of men, and the policies of institutions, to end Violence Against Women in the Middle East.

***The programme focus on achieving the below results:***

Result 1: Enhanced capacity of 16 CSO's to effectively influence men in key institutions to take positive actions to end VAW in Lebanon, Iraq, Jordan and Occupied Palestinian Territories;

Result 2: Enhanced capacity of 4 CSO's in counselling for male perpetrators in Lebanon, Jordan, Occupied Palestinian Territories and North Iraq.

Result 3: Enhanced capacity of men's forums to lead awareness raising campaigns to end VAW in Lebanon, Jordan, Occupied Palestinian Territories and establish in North Iraq .

Result 4: Improved attitudes and practices of male beneficiaries with reference to VAW as a result of Middle East White Ribbon Campaign in targeted countries;

Result 5: Improved capacity of two organisations to act as a resource organizations on working with men and boys to eliminate VAW in their respective countries .

In order to deliver on the above, Oxfam office in Lebanon contributes to the implementation and management of the programme. At country levels, one partner namely KAFA Enough Violence and Exploitation Against Women and Children, ASUD for Ending Violence Against Women (Iraq), and in both Jordan and Occupied Palestinian Territory it is implemented through two sub-contractors, namely SAWA and Sisterhood is a Global Institute respectively

## **2. Production of community based user friendly materials**

### **Objectives of the consultancy:**

Under the European Union funded project titled "Promoting working with men and boys to end violence against women in the Middle East", implemented by Oxfam GB, Oxfam is seeking a consultant(s)/consultancy firm to produce educational materials to be used at community level to raise the awareness of men and young boys on ending VAW.

The objectives of the consultancy are:

- To develop unified community friendly contextualized awareness materials for the region to be used as part of the programme approaches in working with men and boys to end VAW,
- To design and print the educational materials to be used by the men's forums.

### **The scope of the consultancy:**

In the targeted countries men's forums have been established and in some countries such as Lebanon, the men's forum is well advanced and has produced awareness raising materials. The men's forum is a title given for men who collate efforts and gather to play a role on ending VAW by educating other men from the community. The Men's Forums work is meant to stimulate the public dialogue through extensive publications and community based activities. The goal of men's forum is to promote awareness and debate on violence against women. The specific activities of the men's forum include: *sensitization for community male members thru awareness raising sessions, workshops, exhibitions, drama performances, school competitions, sports activities and different community activities, etc.*

Members of each Men's forum are currently using educational and awareness materials developed through their organizations, however these materials need to be reviewed and redeveloped in order to produce unified materials for all Men's forums in the region focusing on the importance of engaging men in the fight of violence against women. Specifically, the consultant is expected to equip members of men's forum with effective and focused materials that target men and boys in the community in order to draw attention to the issues of violence against women.

The materials to be developed must detail the basic concepts related to violence against women and its links to the unequal power relations between men and women in order to make men and boys think about how the violence women experience in their daily lives is linked to the issue of gender inequality. Developed materials will be presented according to the diverse perspectives of different people such as teenagers, adults from the local community, local authorities, etc. in order to appeal to different audiences. Addressing such a community wide issue makes it necessary to take a number of different approaches to reach a number of different people. This means conducting different kinds of awareness raising strategies/materials to reach a wider audience. For example, song and sport competitions could interest teenagers and youth, debates and discussions could interest young adults. All materials must contain clear, easy to understand, meaningful, effective and memorable messages to intended audience.

## **3. Methodology:**

The selected consultant will work collaboratively with Oxfam team to refine and agree the final methodology.

*Consultant is expected to:*

- Desk review (understand the context, background, the interventions, developed materials and activities of each men's forum in targeted countries so far);
- Meeting and detailed discussion with Oxfam team and members of men's forums;
- Design and develop effective unified materials to be used by members of men's forum;
- Share the outline of materials with the Programme Manager and members of men's forum for approval;
- Testing the awareness materials;
- Finalize, design and produce awareness materials.

#### **4. Training Process and Timeline**

The consultancy is expected to begin in September 3rd, 2012 until October 1st, 2012

<b>Action</b>	<b>By when</b>	<b>Who</b>
Application submission to be sent to Oxfam	23.8.2012	Oxfam
Review applications/short list/appoint	29.6.2012	Oxfam
Contract start date	3.9.2012	Consultant(s)
Review existing information, materials and activities and meetings with Oxfam and Skyping with members of men's forums in the region	3.9.2012-5.9.2012	Consultant(s)
Develop unified materials	6.9.2012 - 13.9.12	Consultant (s)
Submission of First Draft for testing	13.9.12	Consultant(s)
Comments, feedback and testing of the materials on field by the men's forum	13.9.12 – 23.9.12	Oxfam, Partners, Sub-contractors
Incorporate feedback	24.9.12 – 26.9.12	Consultant(s)
Production and submission of the final materials	1.10.12	Consultant (s)

#### **5. Outputs**

Expected outputs include:

- Agreed framework for the types of materials to be prepared;
- Agreed content of the community based friendly materials by partners and Oxfam;
- Materials produced and disseminated widely among partners and beyond

#### **6. Budget**

The budget for this task must include all type of expenses (Consultancy fee, Travel, per diem, transportation, calls, design & printing of the tools for the 4 targeted countries ....). Printing should take into account an estimated lump sum that could be increased or reduced once agreed.

## **7. Skills and Competence**

*The specific skills and competencies we seek include:*

- Proven knowledge violence against women;
- Experience in awareness raising materials development;
- Proven experience of conducting awareness raising activities/events;
- Proven experiences of issues related to gender equality and masculinities;
- Excellent writing and verbal communication skills in English and Arabic;
- Excellent communication and interpersonal skills.

## **8. Applications**

Applicants with the experience and skills described above are invited to submit the below:

1. CV
2. A cover letter of no more than 2 pages introducing the consultant experience and how the skills and competencies described above are met, with concrete examples. Please also use this cover letter to indicate consultants' availability at critical periods.
3. An outline of no more than 2 pages of the proposed process and key considerations.
4. A 1-page budget covering all major anticipated costs (Oxfam prefers to pay an agreed price for the totality of the work including the field trips and Skype calls)
5. One example of a previous similar task.

**Applicants not conforming to this model may be rejected. Applicants should be emailed to [rabisaad@oxfam.org.uk](mailto:rabisaad@oxfam.org.uk)**

## **9. Technical evaluation**

The quality of each technical offer will be evaluated in accordance with the award criteria and the associated weighting as detailed in the evaluation grid below.

No	Criteria	Max Score
1	Methodology - Marks will be awarded for clarity, credibility, innovation and 'achievability'	40
2	Quality of personnel/consultant - Assessed against the skills, competencies and experience specified	30
4	Commitment to availability in the critical periods.	10
5	Commercial - Fees commensurate with skills/experience - Quoted expenses reasonable/realistic to deliver outputs	20

Consultancy for the production of friendly community based awareness sessions for men to end VAW

	- Terms and conditions	
Total		100

**10. Financial proposal**

Prices must be quoted in **USD** and include all expenses necessary to perform the contract.