

## REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2021-9165100

18 February 2021

## UNITED NATIONS CHILDREN'S FUND (UNICEF)

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

Consultancy to conduct a formative research on successful strategies to end FGM, including strategies to increase service seeking behavior and strengthen provision of care, and transform harmful inequitable gender norms in Ethiopia

Due Date: 03 March, 2021 at 2:00PM Local time

Bid is open for Local Vendors only

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-2021-9165100** 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
------	---------------------	----------	------	------------	-------

**10 Consultancy to conduct a formative resea**

Summary

Consultancy to conduct a formative research on successful strategies to end FGM, including strategies to increase service seeking behavior and strengthen provision of care, and transform harmful inequitable gender norms in Ethiopia.

Purpose - Identifying opportunities and innovative approaches to increasing the demand for and improving the supply of health and protection services. The research will inform the specific Social Behavior Change and Communication (SBCC) activities and approaches based on existing opportunities at individual, community and organizational level, so that messages and channels can be tailored appropriately and amplify social and gender norms transformation

Duration - 4 months based on working days over 9 months (to account for ethical clearance, holidays and feedback on deliverables)

Reporting to - Child Protection Specialist (Child Marriage and FGM/C)

Background

Ethiopia

Eliminating female genital mutilation (FGM) is considered a priority for Ethiopia in order to ensure the protection of children's rights, including prevention of gender-based violence and violence against children (VAC), increasing girls' access to education, and improving women's health indicators. Since 2013, the national Harmful Traditional Practices (HTP) Strategy has been the primary policy document addressing FGM in Ethiopia and there is evidence of good progress in the last decade or so. It was found that from 2005 # 2016, FGM amongst girls 15 # 19 years old declined from 62 per cent to 47 per cent. Whilst this is positive progress, the rates of decline are not fast enough to meet national (2025) and Sustainable Development Goal (SDG) (2030) targets of elimination. To end FGM by 2030, progress for girls and women aged 15 #19 years old needs to be eight times faster than progress over the past ten years. Evidence shows that whilst the prevalence of FGM is reducing amongst younger age groups, the high population of adolescent girls in Ethiopia means the absolute number of girls affected by both practices is one of the highest in Eastern and Southern Africa.

The Government of Ethiopia (GoE), UNICEF, UNFPA, UN Women and multiple other partners undertook a multi-year process to develop a comprehensive national roadmap to end child marriage and FGM by 2025. International and National Girl Summits were held in London (2014) and Addis Ababa (2015) where the GoE committed to end FGM. Led by the Ministry of Women, Children and Youth (MoWCY) - alongside a strengthened National Alliance to End Child Marriage and FGM (National Alliance), a specially created Task Force, and with UNICEF support - a comprehensive, costed Roadmap was subsequently developed.

The key drivers of FGM are social, religious, cultural and gender norms. The importance of girl's reproductive capacities to families' social standing is evident across all regions. FGM is primarily driven by gender norms that seek to control women's sexuality. These norms may be tied to religious beliefs, and FGM is believed by many to be a religious requirement. FGM may be so embedded in cultural practices that it is held in place, even when parents believe it should be eliminated, by fear of being socially sanctioned by the community. Failure to comply with social expectations can result in social consequences such as naming and shaming unmarried girls, a reflection of Ethiopia's highly entrenched patriarchal social system and gender inequalities.

UNICEF Ethiopia

UNICEF, in collaboration with UNFPA and key governmental and non-governmental agencies, has been implementing the joint programme on FGM (UNJP-FGM) since 2008. Since 2020 UNICEF is working together with the Government of Ethiopia to end FGM in a five-year programme. These programmes implement interventions around five areas: 1) girls' empowerment and life skills; 2) social and behavior change communication (SBCC) in communities; 3) prevention, protection and health services; 4) legal and policy frameworks; 5) data and evidence. Social Behavior Change interventions under the FGM programmes

An SBC strategy developed by the harmful practices team for ending child marriage and FGM is focused on addressing the social and gender norms that underpin both of these harmful practices. Similar methodologies are being used across all three programmes and include life skills for out-of-school girls, boys/men engagement,



Item	Service Description	Quantity	Unit	Unit Price	Price
------	---------------------	----------	------	------------	-------

engagement with religious leaders, Community Conversations (CC), and media engagement. The FGM programmes place a strong focus on gender transformation which aims to address the specific needs of girls/women and boys/men but must also transform the power dynamics and structures that reinforce gendered inequalities.

To provide information on the transformative effects on social and gender norms that can be analyzed and compared across the implementing countries, global frameworks for SBC measurement have been developed:

Given the vital role that social norms play in both the continuation and elimination of FGM, the UNJP put changes in social norms at the core of programme strategies. The global UNJP commissioned Drexel University to develop a macro level global M&E framework, summarized under the acronym #ACT#, for tracking and measuring changes in social norms related to FGM. ACT was developed with a global scope in mind, but with flexibility to be localized to country contexts (UNFPA, UNICEF and Drexel University, 2018a).

§ The Cross-Regional Social Norms Change Initiative on Harmful Practices aims to further enhance Social Norms Programming and Measurement. Building on work initiated by the UNICEF in West and Central Africa (WCA) Regional Office in 2015 to measure social norms related to Child Protection in Senegal in collaboration with Columbia University, in 2017, the Communications for Development (C4D) and Child Protection teams in the UNICEF Middle East and North Africa Regional Office (MENARO) partnered with NYHQ and 12 MENA COs to develop a set of monitoring tools focused on social and behavior change around Child Marriage, FGM and Violent Discipline.

#### Justification

While the Ethiopian Demographic Health Survey provide critical information on FGM prevalence, there is less evidence of what works to prevent FGM and to change gender and social norms, especially in a context where local dynamics vary significantly. Civil Society Organisations have also contributed to knowledge generation on FGM, but with limited scope in either geography or topics covered. The evaluation from the Joint Programme on FGM noted that data and evidence were insufficiently detailed to understand the drivers of change at the community level, especially considering the high level of heterogeneity even within woredas and the dynamic nature of FGM; for example, the age of cutting ranges from close to birth to the days surrounding a wedding. In addition, administrative data on FGM are scarce, health promotion tools used are not harmonized and it is therefore difficult to obtain regular information and updates on the practice, including on women and girls' access to services.

Promoting positive social and gender norms is widely recognized as a key strategy to eliminate harmful practices. Underlying these practices are a complex set of drivers that exist at the individual level (attitudes, beliefs, agency), the group level (community dynamics, social influences, norms), and within the broader enabling environment (governing entities, communication environment, structural barriers to change). While there are studies available on FGM in Ethiopia, each with different geography and thematic area, there is little systemic overview of successful strategies to end FGM and challenge harmful gender norms in Ethiopia, which is why a meta-synthesis of existing evidence is required as a first step in the formative research. The meta-synthesis aims to provide an overview of existing literature covering some key questions outlined below, as well as provide recommendations on any gaps or key priorities that would require further research in the second part of the formative research. The synthesis will complement already existing knowledge on FGM and how it is intrinsically linked with inequitable gender norms in Ethiopia by providing qualitative synthesized insights.

The process for the formative research will require literature review to inform the meta-synthesis, direct primary investigation with Implementing Partners' (IP) staff, social and health service providers and various cadres community members/leaders, synthesis of successful and less successful strategies to end FGM and recommendations for future programming. The research should focus on research conducted in Ethiopia, covering Afar, Oromia, Somali and SNNP, with a particular focus on pastoral communities in southern Ethiopia. Working with pastoral communities is a key priority for UNICEF programming given their particular vulnerabilities and require further understanding of appropriate approaches to meaningfully engage with these communities to end harmful practices, notably FGM.

#### Objectives / Target

An international research institution with knowledge on child protection, harmful practices, social and behavior