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**REQUEST FOR PROPOSAL FOR SERVICES**

**LRPS-2020-9161089**

**01 September 2020**

**UNITED NATIONS CHILDREN'S FUND (UNICEF)**

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

Consultancy to re-design Community Conversations toolkit consisting of manual, handouts and implementation guide

Due Date: 23 September 2020 at 2:00 PM East African Time

This bid is open for both 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-2020-9161089** 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 Consultancy to re-design Community Conve**

**TERMS OF REFERENCE**

Consultancy to re-design Community Conversations toolkit consisting of manual, handouts and implementation guide

To re-design the existing community conversations manual, handouts and implementation guide to support adolescent, caregiver and key influencers conversations, thinking and change on the social and gender norms underpinning child marriage and FGM in Ethiopia

Location - Ethiopia # Addis Ababa, Amhara, Afar, Somali, Oromia, Gambella and SNNP

Duration - 262 days (12 months based on working days) over 16.5 months (to account for ethical clearance, holidays and feedback on deliverables)

Reporting to - Child Protection Specialist (Harmful Practices and Adolescent Girls)

Background

Ethiopia

Ending child marriage (CM) and female genital mutilation (FGM) are 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 these issues in Ethiopia and there is evidence of good progress in the last decade or so. The percentage of women aged 20 # 24 years who were first married or in union before age 18 declined from 59 per cent in 2005 to 40 per cent in 2016 # with a reported 4.2 per cent average annual rate in reduction from 2010 # 2016. UNICEF. Ending Child Marriage: A profile of progress in Ethiopia, UNICEF, New York, 2018. It was also found that from 2005 # 2016, FGM amongst girls 15 # 19 years old declined from 62 per cent to 47 per cent. Central Statistical Agency (CSA) [Ethiopia] and ICF, Ethiopia Demographic and Health Survey 2016, Addis Ababa, Ethiopia; Rockville, Maryland, USA, 2016, pp. 315. 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. Analysis shows that the decline in child marriage needs to be six times faster than that of the last ten years in order for it to be eliminated by 2030, and ten times faster to reach this goal by 2025. UNICEF. Ending Child Marriage: A profile of progress in Ethiopia, UNICEF, New York, 2018. 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 Federal Democratic Republic of Ethiopia, Ministry of Women, Children and Youth, National Roadmap to End Child Marriage and FGM/C (2020-2024), Aug., 2019, Figure 25: Percentage of women 15-49 who have been cut, by region (EDHS 2016) and Figure 27: Type of FGM/C, by region (EDHS 2016).. Evidence shows that whilst the prevalence of both harmful practices 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 child marriage and 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 five-year Roadmap was officially launched by the President on 14 August 2019.

The key drivers of child marriage and FGM are social, religious, cultural and gender norms. Generally, girls are expected to become wives and mothers with their roles limited to household tasks. Traditionally, girls have been married either before or soon after puberty to ensure that if they became sexually active, either by choice or by rape, they would not damage their own or their family#s reputations. This also ensures, from their parent#s perspective, that girls would not be #unmarriageable# # essential given that marriage is the traditional route to economic security for girls and women and their children and also central to establishing social ties between extended families. The importance of girl#s reproductive capacities to families# social standing is evident across all regions. FGM, like child marriage, 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



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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 National costed roadmap to end child marriage and FGM/C 2020 - 2024. 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. Ethiopia ranks 121 out of 189 countries on the Gender Inequality Index.

#### UNICEF Ethiopia

UNICEF Ethiopia's new country programme (July 2020 # June 2025) has agreed that one of the four Country Office flagships is #End child marriage# (other flagships are #All Children Learning#, #End stunting#, #End Open Defecation#). In the previous country programme (2016-2020), a similar effort was articulated in a 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#, subsequently elaborated in a strategy on adolescent girls Adolescent Girls strategy, UNICEF Ethiopia Country Programme 2016-2020 .

UNICEF, in collaboration with UNFPA and key governmental and non-governmental agencies, has been implementing the global programme to end child marriage (GP-ECM) since 2015 and the joint programme on FGM (UNJP-FGM) since 2008. These programmes implement interventions around five outcomes: 1) girls# empowerment and life skills; 2) social and behavior change communication (SBCC) in communities; 3) prevention and protection services; 4) legal and policy frameworks; 5) data and evidence.

#### SBCC interventions under the CM and FGM programmes

An existing tool - Community Conversations (CC) - brings together key influencers in the community to examine key issues, why they are happening and what the community can do to stop them; the group then designs an action plan to address the issue. The aim is to create a platform for joint critical reflection and challenge assumptions and facilitate coordinated change led by the community. This tool has been implemented by UNICEF in both the CM and FGM programmes and has shown promising results in terms of increasing awareness of CM and FGM.

Programme evaluation and reviews undertaken by UNICEF internally and externally in 2017 and 2018 confirmed the relevance and effectiveness of the CCs in bringing about increased awareness. However, challenges include: 1) focus on raising awareness rather than challenging social and gender norms; 2) participants include key influencers and caregivers/parents but very few adolescents; 3) #diffusion model# reliance has been on asking participants to diffuse their learning to at least 5 other people around them, with limited monitoring and follow up to see how and if this is taking place; 4) inconsistent application of the methodology # not held regularly, not all facilitators had tools; 5) identification of the facilitators found some were living at the other end of the Kebele making regular participation and follow up difficult. These will need to be addressed in the new toolkit.

No SBCC baseline or endline has been conducted for the CM or FGM programmes and so evidence of progress in changing social and gender norms is not available. There is no monitoring tool (e.g, pre- and post-test) attached to the CCs to assess change in self-reported knowledge, attitudes, intention to change practice and norms among CCs participants, so tracking progress is also not possible. The new phase of the GP-ECM (2020 # 2023) places a strong focus on the gender transformative nature of the programme which also aligns with the implementation strategy for the FGM programme. To accelerate progress made to date in Ethiopia on ending CM and FGM both programmes need to strengthen the SBCC component to address the key social and gender norms driving the practices.

#### Justification

The Community Conversations methodology has been the key tool used in SBCC interventions. It is implemented by Government implementing partners with key influencers in the community but has focused more on awareness raising rather than interventions to specifically drive critical thinking and change in the social and gender drivers of CM and FGM. Therefore, a reframing of the Community Conversations approach and content from the broader perspective of gender equality and empowerment of girls and women and understanding of CM and FGM practices as a gender issue is required.

With a greater focus on addressing social and gender norms there is a need to develop a specific toolkit to engage with children including adolescents and family members on social and gender norms through a Community Conversation approach. The process to develop this tool will require desk review, primary and secondary data collection, development of a new tool with regionally appropriate and contextualized handouts and an implementing