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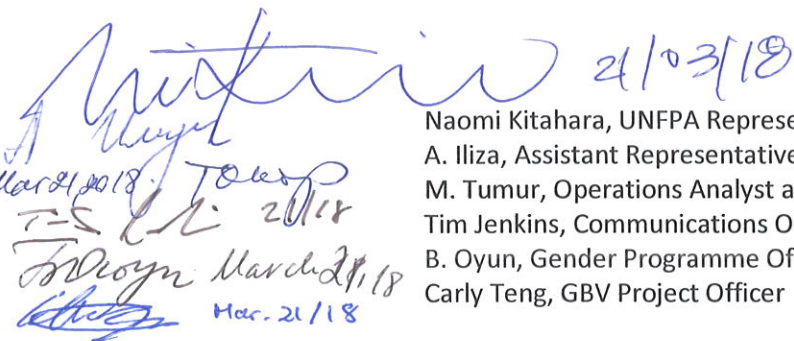
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### Terms of Reference

## Request for Proposal for Public Awareness Raising Activities by NGOs and Academic Institutions on Gender-based Violence or Domestic Violence

### BACKGROUND

Gender-based violence (GBV) is a significant public health concern in Asia and the Pacific, with many consequences for the health, social and economic well-being of women and girls, being an impediment to sustainable development. The inclusion of Target 5.2 to “Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation” under SDG 5 of achieving gender equality demonstrates the importance to combat GBV at the global and national levels.

The Combating Gender-based Violence (CGBV) Project, which is co-financed by the Swiss Agency for Development and Cooperation (SDC), UNFPA and the Government of Mongolia, is helping Mongolia to strengthen the national response mechanism to prevent and combat GBV, particularly Domestic Violence (DV).

Mongolia has undergone a tremendous societal change in the past three decades stemming from the country's political and economic transition. This changing context has had a significant impact on the country's socio-cultural norms, the dynamics of gender equality, power relations and GBV. A 2015 assessment conducted by the Committee on Economic, Social and Cultural Rights reaffirmed that GBV, and particularly domestic violence (DV) against women and children, is prevalent and widespread in Mongolia. While there have been legal advances in the country in recent years, including improvements in legal protections for victims, GBV remains one of the most severe and life-threatening human rights violations in Mongolia. It remains mostly behind closed doors and is still seen as a private matter. In order to break the silence, the public needs to be made aware of the repercussions and impacts of GBV/DV. Given that GBV/ DV is a widespread social phenomenon that occurs at all levels of society, it is important to sensitize the general public to have a better understanding at how GBV/DV impacts everyone and what are the resources available to victims/ survivors of GBV/DV.

It is against this background that public awareness raising and public engagement is essential to shifting attitudes and having a better and stronger understanding to the root causes of GBV/ DV as well as ways to better respond to this major public health threat.

Therefore, UNFPA Mongolia CO is announcing a call for proposals under the GGBV project for proposals that are culturally sensitive (tailored to the local context) and using the most innovative ways to conduct public awareness raising activities among the general public. The academic institutions and NGOs can apply for this call for proposals.

The proposals we are seeking are:

- 4 proposals from either NGOs or academic institutions which use innovative methods to convey GBV/DV prevention messages on health, social, legal consequences of violence and its impacts on the individual, family and society.

#### **SCOPE OF WORK AND TENTATIVE TIMELINE**

The project should be completed in 8 months, starting from May 2018 until December 2018. The selected organizations will work in close collaboration with UNFPA, and the implementation shall be undertaken in accordance with UNFPA's rules and regulations.

It is anticipated that the selected organizations will provide innovation and expertise in developing a public awareness raising strategy to combat GBV/ DV by targeting general public including disadvantaged young people, men and women, elderly, disabled, and the LGBTQI community. The bid should provide both the technical and financial proposals with details on how the public engagement activities will be conducted. The financial proposal should not exceed 40,000,000 MNT per proposal.

Activities may include the following:

- Provide expertise and excellence in public engagement activities specific to GBV/ DV;
- Use innovative tools and methodologies to raise public awareness on the health, social and legal consequences of GBV/ DV, paying special attention to the revised Law on Combating Domestic Violence;
- Deliver communication of GBV/DV prevention and response activities;
- Provide outreach communication and information provision in vulnerable communities with regard to GBV/DV; and
- Engage the public utilizing traditional, non-traditional, and/or social media in conveying messages to prevent GBV/DV.

Areas of Focus:

- Raise awareness on GBV/DV prevention of the general public, including men, women, boys, girls, elderly, disabled, the LGBTQ community and ethnic minority groups;
- Engage and mobilize the public in advocating for the sensitization of GBV and DV; young people, men and women, elderly, disabled, the LGBTQ community and ethnic minority groups in ending GBV/ DV;
- Empower women and girls to access support services and resources on GBV/DV; and
- Empower young people, minority groups and other vulnerable groups to access support services and resources on GBV/DV.