



UNFPA Project
***Towards Ending FGM & Early Marriage in Assuit,
Sohag, Menya & Beni Suf***

Terms of Reference

**Developing and implementing an advocacy strategy
RE-open**



CARE International in Egypt

CARE International in Egypt:

CARE International is operating in Egypt since 1954. Its programming aims to help communities living in poverty meet basic needs, improve their social positions and cope with their challenging environments in ways that are sustainable and empowering.

Underpinning all of CARE's work is a commitment to strengthening local civil society, promoting human rights and addressing the underlying causes of poverty and injustice, such as poor governance, gender inequity, economic and social exclusion and conflict. CARE places special emphasis on investing in women and girls because its experience shows that their involvement invariably brings long-term benefits to families and communities. CARE Egypt focuses on four main programs: Women's Rights, Governance and Civic Engagement, Education, and Agriculture and Natural Resources

For further information, please visit our website: www.care.org.eg

Background

The Women's Rights Program is designed to empower poor and marginalized women in Egypt who suffer from rights 'violation. Its impact goal is: By 2025, poor women in Egypt especially in Upper Egypt are empowered and enjoying a better quality of life, having attained their rights. In order to achieve this goal, the program works with both the duty bearers in government and civil society, as well as rights bearers, women themselves, to address discriminatory attitudes and behavior towards women and girls.

One of the main issues women face as gender based violence is domestic violence, however, harmful practices still widely prevail within the society's traditions. Female Genital Mutilation (FGM) and early marriage practices/crimes.

CARE Egypt has been selected by UNFPA to implement a project addressing Gender Based Violence against women in Upper Egypt . This project works towards ending FGM and early marriage, and supporting survivors who experienced any types of violence, exploitation, or abuse in the areas of Assiut, Sohag, Menya and Beni Suef.

The project will contribute to the long-term impact of "women and girls in target communities fully enjoy their lives free of the risk of FGM and early marriage". It seeks to address the root causes of FGM and early marriage, develop a set of interventions targeting various stakeholders. These interventions aim to raise community awareness on reproductive health and girls' education, actively engage men and boys in the discussion against early marriage, equip a cadre of local volunteers with the knowledge and skills needed to actively participate in the efforts to reduce the prevalence of harm practices and finally, networking all efforts in organized advocacy campaigns capable to achieve more gains that give women and girls a safe environment free from harmful practices in the targeted governorates.

Overview and objective:

In order to reduce harm practices against girls and women, while focusing on FGM and early marriage in the targeted communities, this project works on agency (women and girls), relations (men and boys) and structures (advocacy for policy change).

Within this framework, CARE Egypt is looking for a consultant to implement:

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- Developing of the advocacy strategy.
 - Developing an advocacy action plan.
 - Support in the implementation of the action plan.

1- Developing of advocacy strategy

- Review current related project documents and activities planned for under the advocacy package
- Develop advocacy strategy
- Identify key goals based on the strategy(short term and long term goals)
- Identify key activities necessary for the advocacy action plan based on current project workplan

2- Developing advocacy action plan

- Draft a detailed action plan with specific objectives, dates and activities.
- Develop indicators that measure the efficiency of the planned activities.
- Assign activities as based on the action plan. (roundtables, meetings, and full media campaign)

3- Support the implementation of the action plan

- Attend meetings with key stakeholders.
- Facilitate workshops and roundtable discussions with civil society government representatives, decision makers, religious leaders, media and independent organizations.
- Draft policy briefs and assist in its subsequent dissemination.
- Draft any related documents needed.
- Rework the strategy in accordance to any political changes and/or available opportunities.

Deliverables: All deliverables will be CARE's property and it is not allowed to be used later by the consultant...

- A final advocacy strategy with short term and long terms objectives
- A detailed action plan with clear objectives, dates and activities.
- Policy briefs aimed to be distributed among decision makers.
- A report on the whole process since developing the advocacy strategy up to its implementation and the related achievements/ results
- Full social media campaign

Key Competencies:

- Previous involvement in advocacy strategy implementation
- Familiar with gender related issues preferable in GBV and FGM

Implementation:

During month of Nov. 2021 and ongoing till deliverables are completed and implemented. Project start Nov. and ends by Mid December.

Conditions of Implementation:

Interested applicants should submit the following documents in their offers

1. Technical Proposal.

- i.A brief statement in understanding of the assignment, and general approach to it.
- ii.A brief description of the methodology proposed to be use in the assignment, including techniques and tools,

iii. Consultant CV/ company profile.

iv. It should indicate a complete list of deliverables and a proposed time-frame.

2. **Financial Proposal:** The financial proposal should include a breakdown of the cost elements to assist in determining the rationale of the given rates. All costs should be included and include taxes applicable...

CARE will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement (based on the proposal submitted).

- **Consultant Professional Service Fees-** will be subject to taxation

Description	Gross Daily Rate in EGP	Number Days	Total

- **Consultant Administrative Costs** – may not be subject to taxation

Description	Unit Cost in EGP	Total QTY	Total amount

Consultant Administrative Costs – may not be subject to taxation.

Technical & Financial Proposal:

Deadline for sending the technical and financial proposal is Oct. 24 , 2021 (end of day) to be sent to CARE International in Egypt to (<http://care.org.eg>)

Consultancy – CARE Egypt

* Any proposals received after the deadline mentioned, will not be considered. Thus, please ensure that the proposal should be submitted on time. Please accept our apology for not giving any exceptions or accepting any justification for late receive or not submitting via the link.

Please feel free to contact us via email (nermin.mohamed@care.org) for any further details or inquiry prior **Oct. 24, 2021.**

The evaluation will be based on the following criteria according to the submitted documents:

<u>Evaluation type</u>	<u>Percentage</u>
Qualifications	10%
Service proposed (Methodology of work and expected results)	30%

Experience (CV/ profile should be included)	9%
Previous experience with CARE	1%
Timeframe & commitment	10%
Financial Evaluation	40%

P.S. applications rated less than 40% in the technical evaluation will be excluded.

CARE Egypt will respond to applicants with its decision within 5-7 working days from the proposal deadline.

CARE keeps all rights to accept or refuse any offer received without giving reasons.

Technical and financial offer will be discussed upon selection.

Payment Schedule:

All payments (done within 20 working days from invoice submission) and linked with deliverables.

No down payment (advance) is done...

CARE will withhold applicable taxes and deposit the funds with the applicable for tax authorities under this agreement