



TERMS OF REFERENCE

Advocacy Campaign – Supportive Services for Women in the Labour Market

Facilitate Opening Day-Care Centers with Private Companies

The program “Strengthening access to protection, participation and services for women refugees, IDPs and host communities” Funded by EU Regional Trust Fund in Response to the Syrian Crisis “Madad Fund”

EUROMED FEMINIST INITIATIVE

Deadline for Submission: 25 April 2019



1. Background Information and Rationale

1.1 Introduction

EuroMed Feminist Initiative EFI is a policy network that provides expertise in the field of gender equality, democracy building and citizenship, and advocates for political solutions to all conflicts, and peoples' rights to self-determination. EFI encompasses women's rights organizations from the two shores of the Mediterranean and seeks to correct the gender power imbalances through ending discrimination and oppression of women and bringing about positive change for the whole society. EFI Headquarters are in Paris, with offices in Amman, Beirut and Erbil.

Starting September 1st, 2018, EuroMed Feminist Initiative is implementing a multi-county project "Strengthening access to protection, participation and services for women refugees and host communities", funded by the EU Regional Trust Fund in Response to the Syrian Crisis – MADAD. The overall objective is to improve the livelihood, agency and legal and social protection for Syrian women refugees, IDPs, and host communities in the region in Lebanon, Iraq/Kurdistan Region – Iraq (KR-I) and Jordan.

In Jordan, the project is implemented by a consortium composed of EuroMed Feminist Initiative, Business Development Centre (BDC), and Tamkeen. The objective is to improve the livelihood of women Syrian refugees and host communities in Jordan and contribute to eliminating practical, social, cultural and legal barriers to their employment.

2. Scope and Objectives of the Advocacy Campaign

EFI's and consortium members' is creating partnerships to facilitate women's access to labour market.

The Consultant is expected to provide technical support to design, implement and evaluate the development of a local advocacy campaign aiming at holding consultations with targeted private sector companies in close coordination with EFI, BDC and Tamkeen. The direct consultations will focus on influencing the private sector companies and lobby them to establish day-care centres for women. Additionally, the Consultant is expected to provide technical assistance for private sector employers to open day-care centers in their premises or within other agreed models. Article 72 of Jordan's labour law¹ stipulates the provision of workplace day care centers at factories and companies where more than 20 women are employed with at least 10 total children under the age of four; but this has been scarcely implemented over the last two decades.

The Consultant will jointly plan and conduct a national campaign that aims to organize a one hundred consultations during the project period. It is expected that the consultations will target 200 private sector companies, to push for the establishment of day-care centres.

By the end of the campaign, at least 50 companies will be committed to open day care centres for women.

2.1. Deliverables:

1. Organise a planning workshop with Syrian and Jordanian women to develop 15 months advocacy campaign strategy in a participatory approach.

¹ A new amendment was indorsed by the lower house of the 2019 draft amendments of the labor law, which makes it obligatory for companies to establish a daycare, regardless of the number of employees it has, if the company's employees have at least 15 children below the age of five, in total. Source: <http://www.jordantimes.com/news/local/activists-applaud-lower-house-amendments-labour-law>.



2. Hold 100 Consultations with 200 private companies in targeted locations facilitating opening day care centres for women to improve supportive environments for women in employment.
3. Produce a technical manual to provide advisory support on opening day-care centers to private sector companies.
4. Submit a final report that reflects the campaign results including planning meetings, campaign design, and consultation meetings with private sector companies.
5. Insure that the visibility of the campaign is covered and documented through the campaign activities.

2.2. Key partners involved, including the implementing partners and other key stakeholders

- Consortium members: The project will be carried out in Jordan in partnership with Business Development Centre (BDC) and Tamkeen. BDC will provide the consultant with the list of private sector companies mapped in the project targeted locations.
- Rights-holders: refugee women and women from the host communities,
- Key stakeholders: MoSD, MoL, municipalities, local authorities, and unions, CSOs, CBOs, youth initiatives, Women and men from social and professional groups, boys and men in the host communities, employers and private sector companies, and Media.

2.3. Management, Monitoring, and Reporting

The Consortia led by EFI will provide a supervisory and advisory role for the Consultant to lead the implementation of advocacy campaign and consultations with private sector companies.

- The Consortia will help in facilitating access to private sector companies through BDC.
- Contribute to the development of the campaign design and implementation.
- Review the consultation outcomes through periodic meetings and offer advice on the progress of the consultations with private sector companies.
- Approve the final narrative and financial reports.

3. METHODOLOGY AND WORK PLAN

3.1. Methodology

The Consultant will work closely with partner organizations, women organizations, women leaders, activists, to develop a participatory advocacy campaign that will lead the consultation efforts targeting private sector companies. The Consultant will form local women groups in targeted locations that will lead the campaign design and implementation. Practical tools will be proposed on holding a direct one to one or group consultations with 200 private sector companies to advocate for opening day care centers.

It is expected that the Consultant shall offer a detailed methodology in the concept note proposal in line with the above suggested methodology.



3.2. Work plan: phases, and outcomes.

The consultation will comprise the following phases:

1. Design of the campaign: During this phase, the Consultant shall:

a. Hold participatory planning meetings in project targeted locations to design the campaign objectives, strategy and action plan.

2. Implementation of the campaign and consultations with 200 private sector companies

a. Coordinate with BDC to identify 200 private sector companies in five project targeted locations.

b. Development of the consultation plan to hold 100 consultation meetings with private sector companies in project targeted locations.

c. Advocate for private sector to open day-care centers.

d. Documentation of the outcomes of individual and collective meetings with private sector companies

3. Final Evaluation and reporting

a. Provide a final report on the campaign outcomes and documentation of the 100 consultation outcomes and its impact on providing a friendly working environment for women.

b. Document Success Stories.

4. TIMELINE AND GEOGRAPHIC LOCATION

The consultation is expected to be carried out during 2/05/2019 until 30/07/2020 for a period of 15 months.

The campaign timeline is expected to be agreed with the Consortia led by EFI and upon the submission of a concept note, budget and action plan by the Consultant.

The Campaign activities must be implemented in all of the project targeted locations: Jerash, Ajloun, Deir Alla, Azraq (City and camp), and East Amman.

5. BUDGET

The total estimate for the Campaign expenses is a maximum of 120, 000 Euros. A detailed budget should be developed and submitted by the Consultant.

This amount shall cover the campaign costs, consultation fees and staff, and other expenses incurred during the implementation of the consultation.

6. SUBMISSION OF APPLICATION

The Consultant shall submit a concept note, budget and action plan.

The content of the proposal should include the following sections as a minimum:



A) Detailed proposal on the development of the advocacy campaign strategy and approach to conduct consultations targeting private sector in all phases, monitoring plan, and final reporting and documentation is to be included in the concept note.

B) Budget as detailed below:

- Design stage of the advocacy campaign: campaign planning and design
- Execution of campaign
- Holding of 100 consultation meetings with private sector companies
- Progress and outcomes of the consultations
- staff costs
- Other costs

C) Action Plan for the activities of the campaign

D) The annual audits and narrative reports of the Consultant for the past 2 years.

E) The internal bylaws and/or Statutes including official registration in Jordan

Selection Criteria of the Consultant:

Applications received will be assessed according to the following criteria and standards:

CRITERION 1: Technical quality of the Concept (maximum 5 points out of 10 for the Application as a whole. Minimum of 3 points).

CRITERION 2: Professional profile and experience of the Consultant (maximum 3 points out of 10 for the Application as a whole).

CRITERION 3: Budget (maximum 2 point out of 10 for the Application as a whole).

Place and deadline for submission of Application:

Application should be submitted in English by email to: application@efi-ife.org indicating the reference: "Consultant – Advocacy Campaign" in the email subject.

The deadline for submission of tenders is **25th April, 2019**