

TERMS OF REFERENCE

Consultancy: Advocacy and Campaigning

Kasa! Initiative

About AWDF

The African Women's Development Fund was established in June 2000 as an Africa-wide philanthropic, grant-making initiative to support the realisation and fulfilment of African women's rights by funding autonomous women's organisations. AWDF believes that if women and women's organisations are empowered with skills, information, sustainable livelihoods, opportunities to fulfil their potential, plus the capacity and space to make transformative choices, then we will have vibrant, healthy and inclusive communities.

As Africa's first feminist philanthropic fund, AWDF plays a pioneering role in building a feminist movement and resourcing the liberation struggle for women in Africa.

Context

Research has shown that sexual violence is not only prevalent but also significantly underreported in Ghana, Senegal and Nigeria. In 2020, the Accra Regional Office of the Domestic Violence and Victims Support Unit (DOVVSU) reported that 27% of women and girls in Ghana experience sexual violence at one time or another. In Nigeria, 1 in 4 girls experiences sexual violence before the age of 18. Similarly, the 2019 Demographic and Health Survey shows that 1 in 3 women aged 15-49 have experienced physical or sexual violence in Senegal.¹

Across the Kasa! initiative focus countries, the role of social, cultural and religious norms in shaping attitudes towards women's bodily integrity is significant. Culture, tradition and religion still hold patriarchal values that tolerate sexual violence. In Ghana, negative cultural norms still accommodate violence against women and girls and child marriage continues to be a serious driver of sexual violence,² and in Nigeria, rape culture is so ingrained it blames women for their experiences, and in extreme cases, forces adolescent girls and young women who become pregnant to marry their rapists. In Senegal, women are seen as the guardians of *sutura*, a pseudo-Islamic social contract shielding domestic "sensitive" affairs from public view and thus swearing women to silence on issues such as sexual violence.³

There is a significant gap in legislation on sexual violence in the focus countries, and where laws do exist, there is a general failure to implement them. In Nigeria, the Violence Against Persons Prohibition Act (2015) is the reference legislation used to address sexual violence because it contains a definition of rape and prescribes strict sentences for anyone convicted of sexually violating another. In Ghana, aside from the Criminal Code Act, no other specific laws exist to address sexual violence against women and girls.⁴ In Senegal, only in 2020 was the penal law amended to include provisions addressing violence, rape and sexual harassment. Furthermore, studies have established that a lack of police commitment hinders victims' access to justice in cases of sexual violence in Nigeria and Ghana.⁵ Police attitudes toward rape investigation reflect the stereotypical beliefs that uphold rape culture. Specifically, some police

¹ https://www.unicef.org/senegal/en/stories/ending-violence-against-children-senegal#_ftnref2

² Apatinga G & Tenkorang Y. (2021) Barriers to Help-Seeking for Sexual Violence Among Married or Cohabiting Women in Ghana. *Violence Against Women*. <https://doi.org/10.1177/10778012211060861>

³ <https://allafrica.com/stories/202105190306.html>

⁴ Dowuona-Hammond C & Hammond A (2022) 'Responding to Sexual Violence, Protecting Survivors and Ending Impunity in Ghana'. 10.1007/978-3-030-75953-7_2.

⁵ <https://theconversation.com/how-ghana-and-nigeria-police-handle-domestic-violence-cases-150756>

officers attempt to shift responsibility for the crime from the suspect to the victim by blaming the victim for encouraging the occurrence of the event.⁶

In Nigeria, Senegal and Ghana, the police lack the capacity to effectively investigate in the rare cases that a report is made. The prevalent masculine nature of police forces and the lack of training leave survivors of sexual violence without justice while subjecting them to recurrence of violence in many cases.⁷

The lack of services to survivors of sexual violence compounds the problem survivors face in the focus countries. In Ghana, survivors face a lack of access to medical resources that allow for adequate post-rape care,⁸ and in Nigeria, with a population of about 200 million, and 50% of that being women,⁹ only 33 sexual assault referral centres exist.¹⁰ In Senegal, activists continue to bridge this gap, however, survivors of sexual violence are still without adequate access to care.¹¹

About the Kasa Initiative

Over a three-year period, AWDF in collaboration with Ford Foundation West Africa and Open Society Initiative for West Africa (OSIWA) seek to scale up interventions to address and reduce sexual violence and its deep-rooted drivers across West Africa, specifically in Nigeria, Ghana and Senegal. The Kasa! Initiative¹² has an ambitious agenda to leverage the growing focus on sexual violence and initiate and support a holistic, multi-year initiative focused on grant making, advocacy and campaigning and collaboration.

Grantmaking under the initiative is directed at supporting local, national and regional women-led organisations to address sexual violence. Advocacy under the Kasa! Initiative seeks to generate data and evidence as well as identify advocacy gaps and priorities in the three focus countries. It will employ strategic high-level advocacy directed at key decision-makers, governments and other public institutions, and deliver an effective public-facing campaign using traditional and new media.

The Kasa! Initiative seeks to achieve the following outcomes.

- Positive attitudes and behaviours towards women's bodily integrity promoted
- Improved responses to emergencies and adequate support provided to survivors/families
- Leadership by and higher profile of women's rights organisations at the forefront of ending sexual violence
- Increased awareness and action around cultural, religious, and social narratives on sexual violence by responsible stakeholders.
- Counter-narratives are established to counter existing attitudes and behaviours that perpetuate rape.
- Multi-agency/donor/private sector collaboration initiated with a commitment to programming over the next five years

Purpose of consultancy

The purpose of the consultancy is to carry out a rapid assessment of the key advocacy challenges and opportunities around sexual violence in the three focus countries, identify strategic advocacy challenges, opportunities and priorities, and design and implement advocacy and campaigning activities. This will be implemented by a consultancy by one or several national or regional organisations. AWDF is seeking the services of an organisation/s

⁶ Boateng F (2015) 'Victims of sexual assaults: The experiences of Ghanaian women. International Review of Victimology' 21. 10.1177/0269758015591931.

⁷ Boateng F above, pg 24.

⁸ <https://theworld.org/stories/2022-02-15/sexual-assault-victims-ghana-justice-expensive-and-elusive>

⁹file:///Users/itunuoriye/Downloads/2015%20Statistical%20Report%20on%20Women%20and%20Men%20in%20Nigeria_final.pdf

¹⁰https://ec.europa.eu/international-partnerships/events/sgbv-challenge-nigeria-increasing-access-justice-through-sexual-assault-referral-centres_en

¹¹ <https://www.bbc.com/news/world-africa-61023659>

¹² Kasa! means speak out in the Ghanaian language Twi

with a successful track record of conducting advocacy and campaigns focused on gender justice and women's rights to carry out two-year advocacy and public campaign to address sexual violence in Nigeria, Senegal and Ghana.

The objectives of this consultancy are to:

- Carry out a detailed rapid assessment of key advocacy priorities and opportunities around sexual violence in the three focus countries.
- Identify high-level strategic advocacy opportunities and priorities in the three focus countries.
- Design an advocacy strategy including a campaign based on identified priority areas in the three focus countries.
- Monitor and document learning on effective and impactful advocacy and campaigning in the three countries.

Approach and Methodology

The consultant is expected to develop a methodology based on feminist principles and approaches including the collection, analysis and generation of information and data.

Proposed stages

Stage 1: Inception Phase — Define the scope of the consultancy, including the proposed design, approach and tools for the consultancy.

Stage 2: Completion of rapid assessment and submission of the report to AWDF — submission of the draft document for feedback, and final presentation of the findings in an online validation meeting.

Stage 3: Development and Design of high-level advocacy strategy and monitoring approach — presentation of the advocacy strategy including proposed campaign and activities.

Stage 4: Implementation and monitoring of advocacy and campaign in the three focus countries

Stage 5: Impact assessment and evaluation — impact assessment and evaluation at the end of the project.

Management of Evaluation

The Kasa! Initiative Programme Specialist will coordinate the execution of this consultancy with oversight from the Director of Programmes.

Deliverables

The consultancy will produce a report analysing and identifying advocacy gaps and priorities on sexual violence in Nigeria, Senegal and Ghana and an advocacy and campaign strategy.

The specific deliverables for the consultancy are as follows:

- An Inception report that includes the proposed methodology, timelines, work plan and budget.
- A substantive rapid assessment report outlining advocacy challenges, opportunities, priorities and potential collaborators.
- A project design document including the strategy and plan of the advocacy and campaign activities, proposed activities, priorities, collaborators and implementation plan.
- A monitoring and evaluation plan

Note: The consultant should deliver an accessible, creatively written, designed report. The

advocacy approach and campaign priorities should be guided by and support the achievement of the Kasa initiative outcomes as stated above.

Budget

The proposed budget for the consultancy should be proposed by the consultant/s. Any other unforeseen expenses directly related to the delivery of this contract must be agreed upon in advance with AWDF.

Consultants Profile

The successful candidate/s should have a good track record in gender justice advocacy. Women's rights organisations and with a proven track record of impactful high-level advocacy and campaign work and ideally relevant, demonstrable experience and expertise working in Ghana, Nigeria and Senegal.

The consultancy is open to consultants/groups of consultants that can deliver the advocacy and campaign work in either one, two or all three focus countries.

However, our preference is for the identified consultants to deliver in all three countries.

The successful candidate/s must show

- A commitment to the AWDF's values of feminist leadership, accountability, diversity, respect and solidarity.
- Knowledge of and experience working with women's rights in West Africa is essential
- Demonstrable experience on projects and programmes focused on feminist advocacy including but not limited to women's human rights. Experience working to address sexual violence advocacy is desirable.
- Expertise in project management, execution and delivery.
- Expertise in monitoring, evaluation and learning
- Excellent interpersonal skills and a flexible attitude
- Proven ability to work under tight deadlines
- Fluency in French is essential

Duration of the consultancy

The consultancy is set to begin in August 2022 and run until October 2024

Application method

To apply, please send the following to consultants@awdf.org.

A concept note demonstrating understanding of the TOR and your proposed approach.

- Two written report samples demonstrating evidence of your previous work (pdf attachments or hyperlinks).
- The CVs of all team members
- Your technical and financial proposal
- Cover email - Email subject header: Application: Sexual Violence Initiative.

Please note: Submissions must be received no later than 09.00 GMT on Monday, July 25th 2022.