

**The CSO WINS project is searching for advocacy and policy dialogue  
good practices to strengthen the role of women in society  
in the Euro-Mediterranean region**

**CALL FOR PROPOSALS**

This call for proposals forms part of an EU-funded initiative aimed at strengthening the role of civil society organizations (hereafter, the organizations) working for equality between women and men in the southern Mediterranean by enhancing their abilities to mobilize policy-makers and public opinion for the defence and promotion of women's rights. It is available at [www.iemed.org/proposals](http://www.iemed.org/proposals).

Our aim is to foster the transfer of lessons learnt and networking of the organizations in the advocacy field and strengthen their capacity to participate in the monitoring of the policies concerning women at a Euro-Mediterranean level.

**1. Objectives**

The call for proposals seeks, on the one hand, to identify 12 advocacy and policy dialogue good practices for the promotion of the role of women in society in order to enhance their value at a Euro-Mediterranean level and, on the other hand, to strengthen the capacities of the organizations that have implemented the 12 good practices while putting them in contact with other organizations in the region.

**2. Potential beneficiary candidates**

The call for proposals is aimed at non-governmental organizations in the Euro-Mediterranean region pursuing, in general, a public interest objective.<sup>1</sup> These include grassroots organizations, federations and thematic networks.<sup>2</sup>

**3. Expected results**

1) The practices selected will be modelled in order to encourage their reproduction and implementation in other frameworks at a Euro-Mediterranean level.

2) The practices selected will be broadly disseminated through the distribution of a publication among the organizations working in the field of women, policy-makers, funders and local and international cooperation agencies operating in the region.

3) The organizations selected will be invited to a training and networking workshop in Morocco (late 2015) in order to present their experiences and strengthen their links with organizations pursuing similar objectives.

<sup>1</sup> "European Policy Brief", available at

[http://ec.europa.eu/research/swafs/pdf/pub\\_other/optimising\\_civil\\_society\\_participation.pdf](http://ec.europa.eu/research/swafs/pdf/pub_other/optimising_civil_society_participation.pdf)

<sup>2</sup> [https://webgate.ec.europa.eu/fpfis/mwikis/aidco/index.php/Civil\\_society\\_organisation](https://webgate.ec.europa.eu/fpfis/mwikis/aidco/index.php/Civil_society_organisation)

4) The organizations selected will have the opportunity to participate in the specific advocacy actions and to work with their peers through twinning periods (in 2016).

5) The organizations selected will be able to play an active role in monitoring the policies in favour of women and participate in a dialogue with public authorities during a Euro-Mediterranean meeting, to be held in Tunisia (first half of 2017).

#### 4. Activities scheduled

- Practice submission period: 9 March to 5 May, 2015
- Notification practices selected: May 2015
- Modelling of the practices selected: May-July 2015
- Capacity-building workshop: November 2015  
The organizations selected will be invited to participate in a 5-day training and networking workshop on advocacy in Morocco.
- Twinning periods: 2016  
Following the capacity-building workshop, the organizations selected will have the opportunity to participate in learning exchanges with other organizations in the region.
- Euro-Mediterranean dialogue: first half 2017  
The organizations selected will be invited to participate in the conception of a monitoring strategy on women-related policies at a Euro-Mediterranean level and to dialogue with high level policy-makers during a meeting in Tunisia.

All the travel, board and lodging costs related to the aforementioned activities will be paid by the project promoters.

#### 5. Profile of the potential beneficiaries

- Be based in one of the countries of the Union for the Mediterranean (see list at: <http://ufmsecretariat.org/ufm-countries/>);
- Having regularly developed activities in the promotion of the role of women in society;
- Be familiar with the EU policies related to the promotion of the role of women in society ;
- Having experience in international cooperation ;
- Good command of French or English or Arabic ;
- Be motivated to take part in advocacy of the promotion of the role of women in society at a Euro-Mediterranean level ;
- Be available to participate in all the activities (see section 4) and to regularly communicate with the project promoters and other beneficiary organizations.

#### 6. Eligibility of the good practices

To be eligible, the good practice must take into account the following elements:

- Cover the field of advocacy and/or political dialogue for the promotion of the role of women in society (see definitions in Annex 1 and types of practices in Annex 2) ;
- Target at least one of the following groups: 1) Public authorities and policy-makers at a local, regional, national, European or Euro-Mediterranean level; 2) The media;

- 3) Professionals and other key actors in the thematic field concerned; 4) The general public ;
- Be implemented in at least one country of the Euro-Mediterranean region.

The following practices will not be eligible:

- Isolated events (such as a conference, seminar or meeting) ;
- Private initiatives ;
- Initiatives supporting political parties ;
- Proselytizing initiatives.

#### 7. Submission of a good practice

The organizations interested are invited to complete the application form available at [www.iemed.org/proposals](http://www.iemed.org/proposals) in English, French or Arabic, in order to be processed as soon as possible.

Each application form must correspond to a good practice and only one application form per organization will be accepted.

Application forms must:

- Be complete (all fields) ;
- Be sent by email to [euromedwomen@iemed.org](mailto:euromedwomen@iemed.org) before 15 April 2015 ;
- Be accompanied by the CV of a contact person of the organization (compulsory) as well as the complementary documentation on the practice (optional).

#### 8. Assessment of practices

Only the practices meeting the eligibility criteria described in point 6 will be taken into consideration in the assessment of proposals. The assessment of proposals will be based on the selection criteria described in Annex 2.

#### 9. Notification of practices selected

All organizations that have sent a proposal will be notified of the result of the selection process by e-mail. The organizations selected must confirm their interest in participating in the project in writing within 15 days following the notification of their selection, under penalty of being disqualified from the selection process. It is recommended to regularly consult the website [www.iemed.org/proposals](http://www.iemed.org/proposals) which will provide information on the progress of the project.

#### 10. Signing agreements with the organizations selected

The organizations selected that have confirmed their interest in participating in the project will sign agreements with the project promoters detailing the conditions of the participation. Thus, the organizations must agree to:

- Provide the project promoters with the information necessary to model the good practices ;
- Participate in the project's activities described in point 4 ;
- Ensure the visibility of the project results and activities ;
- Complete the project assessment forms.

After signing the agreements, the list of organizations selected will be published at [www.iemed.org/proposals](http://www.iemed.org/proposals) and widely disseminated.

### 11. Data protection

This call for proposals will be subject to digital processing. The responses in the application form are necessary to assess the good practices and will be processed solely for this purpose by the project promoters. The organizations that have sent a practice proposal can, upon request, obtain, review or add to their personal data.

## ANNEX 1 DEFINITIONS

**Good practice** refers to any initiative (for example, an action, a method, a project or a strategy) that is being tested and has the potential to be transferred from one geographic area to another.<sup>3</sup> A good practice does not need to be in operation or to be operational for an indefinite period of time, but its effect must endure in time.

**Advocacy** refers to the process, based on evidence, consisting of influencing policy-makers, key actors and public opinion to support and implement actions contributing to the fulfilment of a cause. Advocacy is a means to create a change in governance, attitudes, power, social relations or institutional functions.<sup>4</sup>

**Political dialogue** refers to a communication or negotiation process aimed at reaching a consensus on complex issues. It involves different interest groups to discuss a political issue based on comparative data and sharing of experiences.

**Promotion of the role of women in society** refers to any initiative aimed at strengthening and/or enhancing equality between women and men and improving the situation of women in all fields mentioned during the Union for the Mediterranean Ministerial Conferences:

- Women's and men's equal right to participate in the political, economic, civil and social spheres ;
- Fight against all forms of violence and discrimination against women and girls ;
- A change in attitude and behaviour to attain gender equality between women and men and encourage women's emancipation.<sup>5</sup>

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<sup>3</sup> "Good practices in Gender Mainstreaming. Towards Effective Gender Training" available at: <http://eige.europa.eu/sites/default/files/Good-Pratiques-in-Gender-Mainstreaming.pdf>

<sup>4</sup> "Advocacy toolkit. A guide to influencing decisions that improve children's lives" available at [http://www.unicef.org/evaluation/files/Advocacy\\_Toolkit.pdf](http://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf)

<sup>5</sup> "Conclusions of the Third Union for the Mediterranean Ministerial Conference on Strengthening the Role of Women in Society, 2013" available at: <http://ufmsecretariat.org/wp-content/uploads/2013/09/34-13-REV4-Draft-Ministerial-Conclusions-Women.pdf>

## ANNEX 2 TYPES OF GOOD PRACTICES POSSIBLE

The call for proposals seeks to select the advocacy and political dialogue practices in the field of the promotion of the role of women in society whose aim is to:

- Enable and/or enhance control and assessment of policies and programmes and accountability through the implementation of measures ;
- Increase awareness among public authorities and the general public of the challenges of equality between women and men and of the role of women in society through the production of studies and/or implementation of advocacy campaigns ;
- Create meeting and dialogue spaces between public authorities and organizations on the production, implementation and assessment of public policies concerning the role of women in society ;
- Enhance the commitments of public authorities to measures or reforms to put into practice the commitments made by a country in the field of the promotion of the role of women in society ;
- Develop and enhance the organizations' advocacy platforms by involving grassroots organizations at a local level ;
- Modify the decision-making processes to ensure that the organizations working in the field of the promotion of the role of women in society can participate and influence the political agendas.

Other types of practices can be selected, provided they meet the project objectives and the call for proposals criteria.

## ANNEX 3 SELECTION CRITERIA

### Quality of the practice

#### a) Effectiveness and efficiency

The following element(s) will be taken into account:

- The practice was efficient in achieving the objectives set out.

#### b) Pertinence in relation to the framework of implementation

The following element(s) will be taken into account:

- The practice had a significant impact in the field addressed;
- The practice was adapted to the needs of the social, economic, cultural and gender framework in which it was implemented.

#### c) Integration in the work of the organization

The following element(s) will be taken into account:

- The practice was not an isolated activity but rather strategically forms part of the daily activities and main work of the organization.

#### d) Durability

The following element(s) will be taken into account:

- The practice had a positive tangible impact on the target groups;
- The practice had an impact at a political, legal, social and/or economic level;
- The practice included measures to ensure the continuity of its effects.

### Implementation and transferability process

#### a) Innovation elements

The following element(s) will be taken into account:

- The practice offers an added value and is innovative in relation to the existing need in the framework in which it was implemented.

#### b) Measurable impact

The following element(s) will be taken into account:

- The practice produced positive results as proven by the quantitative and qualitative information available;
- The organization implemented, from the outset, monitoring mechanisms in order to appropriately assess and systematise the process;
- The gaps in the implementation of the practice were identified, when appropriate.

#### c) Reproduction and expansion potential

The following element(s) will be taken into account:

- There is evidence showing a successful reproduction of the practice in other thematic fields, in other regions or in other target groups;
- The factors of success and the constraints to reproduce or enlarge this practice were analysed;
- The practice can have multiplying effects in relation to the use or transfer of the results at a local, regional, national or Euro-Mediterranean level.