Contractor Application – Terms of Reference

SHEDECIDES SUPPORT UNIT

Applications must address all of the requirements of the Terms of Reference, and include all of the information/documents requested at Section 7.

| 1. Background | Overview of IPPF
IPPF is a global service provider and a leader advocate of sexual and reproductive health and rights (SRHR) for all. IPPF provides SRHR services in 172 countries and runs approximately 65,000 service points worldwide. It seeks to influence governments and other key decision-making bodies to make policy and legislative changes that support or defend SRHR. IPPF also conducts a range of education, awareness and empowerment programmes that supports its key mandate of SRHR for all.

Overview of the engagement
SheDecides is a global political movement driving change, fuelled by actions in communities, with young people at its heart. The movement was born in January 2017 and has fast evolved over the last 3 years. It works under three priority areas: Stand Up Speak Out, Change the Rules and Unlock Resources. The SheDecides Support Unit (SDSU) serves as secretariat to the global SheDecides movement, under the governance of the Guiding Group of SheDecides Champions, and the leadership of the Lead. The SDSU is hosted by the IPPF Central Office. It is an autonomous entity with its own strategy (2019-2021), budget and governance structure.

A contractor (or team of contractors) is required to support the SDSU with the development of a comprehensive Theory of Change (ToC) that includes the work of the SheDecides Support Unit as well as the broader movement. The role is also required to guide the SDSU in its mid-term Strategy Review Process, and aligning the ToC and revised strategy with recommendations for effective monitoring and evaluation of the impact of both the SheDecides Support Unit and the movement as distinct areas.

The key deliverables for this engagement will be a nested Theory of Change that includes the role of the SDSU in the wider SheDecides movement; corresponding ToC for each of the strategic pillars of SDSU work, and an M&E framework to operationalise the final approved ToC.

Key stakeholders
- SheDecides Support Unit Staff
- SheDecides Guiding Group
- SheDecides Champions
- SheDecides Movements
- SheDecides 25x25
- SheDecides Friends

| 2. Purpose | SheDecides believes that political change needs to engage all parts of society – political change is fuelled by action in communities, with young people at its heart. |
Understanding the impact of the movement is key to being able to mobilise others and create the social change necessary so that women and girls everywhere are able to decide over their own bodies, lives and futures.

The role of this contractor (or contractors) is to help conceptualise what the movement’s impact is and could be – and how the different components of the movement – including Champions, Local Movements, the 25x25s and Friends - contribute to this vision. The contractor will help map the change pathways for different stakeholders (Champions, Movements, Friends, Youth), and the kind of strategies (policy influence, communications) that might be utilised to help achieve this vision.

The aim is to develop a comprehensive Theory of Change that explains how the movement is working for a world where SheDecides, Without Question – and the role that the SheDecides Support Unit plays within.

The Theory of Change will be operationalised in an M&E framework that can help the SDSU better track impact.

This process will be part of the SheDecides Strategy mid-term review.

### 3. Roles and responsibilities

**Contractor’s specific roles and responsibilities:**

- Review existing documentation – including the SheDecides Strategy, current M&E indicators and results, and past annual reports.
- Convene ToC design workshop/s.
- Design a new Theory of Change for the SheDecides Movement through a participatory process involving key stakeholders such as the SDSU staff; Guiding Group members, 25x25s; Champions, Movements; Friends.
- Create detailed change pathways for each of the focus areas, including communications and policy for change.
- Review ToC of similar movements to understand areas of overlap and conceptualise added value of SheDecides.
- Review ToC of successful movements on other policy areas (e.g.: environment) to understand linkages between their ToC and their salient/publicly known political action.
- Outline and plan to test the assumptions inherent in the Theory of Change.
- Develop an M&E Framework that brings to life the final approved ToC, using both qualitative and quantitative measurement tools.
- Review the current SheDecides Strategy and make recommendations for revision, based on the approved ToC..
- Present ToC and recommendations on SheDecides strategy to the SheDecides Guiding Group and Donor Advisory Group.
- Facilitate a Strategy review workshop.

### 4. Timeline

**Commencement date:**
- 30 March 2020

**Anticipated completion date:**
- November 2020

**Factors that may affect completion date:**
Decisions taken by the SD Support Unit and Guiding Group of Champions
### 5. Milestones and deliverables

- A detailed work plan, submitted 15 days from the start [April 2020]
- Review of existing documentation and short report/PPT outlining challenging areas/areas for improvement [May 2020]
- Workshop to kick off the ToC mapping [June 2020]
- A final report including: [Draft August 2020; finalised and approved version November 2020]
  - Methodology
  - Literature review underpinning ToC in the context of Social and Political Movements.
  - A fully approved ToC in narrative and visual formats
  - Fully approved nested ToC for work areas (and change pathways) in narrative and visual formats
  - Narrative on assumptions and detailed plan to test these, allowing for course correction throughout implementation
  - M&E framework to operationalise ToC for SDSU, including recommendations on current tools
- Additional report with recommendations for the SheDecides Strategy review, aligning with the approved ToC [September 2020]
- Presentations to Guiding Group and Donor Advisory Group [September, November 2020]
- Strategy review workshop [October 2020]

### 6. Contractor requirements

**Professional qualifications:**

- Bachelor’s degree preferred in a relevant field (international development/government/politics/gender/international development).
- MSc preferred.

**Experience required:**

- Strong knowledge of M&E methodologies, both quantitative and qualitative.
- Strong experience in designing and implementing M&E activities in a NGO, research or campaign setting – paying particular attention to pathways for policy impact.
- Positive attitude to working with non M&E specialists and appreciation of the contribution others can make.
- Excellent interpersonal and communication skills, and ability to work effectively and credibly with young people and people from diverse backgrounds and countries.
- Experience and interest in advancing gender equality and sexual and reproductive health and rights (SRHR).
- Excellent knowledge of social change and movement theory and feminist organising theory.
- Experience designing succinct, well-presented and compelling documentation.
- Demonstrable experience leading teams/organisations through similar processes, including knowledge about the limitations on capacity and data collection

**Skills:**
- Project/Programme Management.
- Visual design/ideation
- Microsoft Office, publishing and design software.
- Strong verbal, written and interpersonal skills.
- Excellent time management and organizational skills.

### 7. How to apply

To apply, please submit the following:
- Technical proposal explaining previous relevant experience, approach and methodology (2 pages), including:
  - Approach and methodology
  - Stakeholder engagement approach
  - Detailed experience, including samples, of prior ToC development and M&E frameworks
- Detailed budget, including consultancy fees and all expenses including graphic design.
- CVs of all consultants for project
- References for past clients for whom the consultant(s) have carried out similar work – including contact details

Please send the application to Muriel Kahane, Champion Advisor ([muriel@shedecides.com](mailto:muriel@shedecides.com))