

**TERMS OF REFERENCE: ANNEXURE A**

<b>SCM /Tender Ref #:</b>	DPME 03/2023-24
<b>Request for proposals for:</b>	Rapid Implementation evaluation of the 16 Days Campaign

**1. BACKGROUND / CONTEXT**

The 16 Days of Activism Campaign is an international United Nations-endorsed initiative that takes place annually from 25 November (International Day of No Violence against Women) to 10 December (International Human Rights Day). The period was designated by the UN General Assembly to raise public awareness on gender-based violence in line with resolution 54/134 of 17 December 1999.

The South African Government has run a parallel campaign since 1998. As the 16 Days Activism Campaign matures in the country, it has evolved to include issues relating to violence against children as well. Since 2019, with the establishment of the Ministry in the Presidency for Women, Youth and Persons with Disabilities, the campaign is broadened to also look at issues of violence against the youth, the LGBTQIA+ community and persons with disabilities, in particular women and children with disabilities. The period also allows reflection on violence and abuse experienced by women pushed to the periphery of society – women migrant workers, and illegal citizens, and sex workers, etc.

Other key commemorative days observed annually during this 16-Day period include World Aids Day and the International Day for Persons with Disabilities. The 16 Days Activism Campaign continues to generate a heightened level of awareness amongst South Africans on the deleterious effect and impact of gender-based violence and femicide on our society. Over the past two decades, all partners, especially government, working with civil society, have been making concerted efforts in raising awareness about the 16 Days of Activism campaign within a broader approach of 365 days of action to address the scourge of gender-based violence and femicide in the country.

**2. PROBLEM STATEMENT**

Although the 16 Days Campaign has succeeded in raising awareness amongst the South African public, there continues to be cases of abuse and killings of women and children. This continuing disjuncture between a high level of awareness and persisting violence is a cause for concern, and an indication that more needs to be done to cultivate a culture of acting against abuse by relevant justice authorities, communities, civil society and other stakeholders. This necessitates a review of the current arrangements around fighting gender-based violence and violation of rights.

Therefore, the evaluation focuses on determining the effectiveness and whether the intended objectives of the campaign were achieved.

**3. PURPOSE**

To assess whether the campaign has:

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- Been implemented as planned,
- Achieved its intended objectives
- Had an effect on its targeted population well-being and/or behaviour

**4. OBJECTIVES AND SCOPE OF PROJECT**

The objective of the evaluation is to determine the effectiveness of the campaign and to assess whether the desired objectives and outcomes were met.

While the list of questions below is not exhaustive, the evaluation must explicitly answer all the questions listed in this document. The list of questions below must be used as a guideline. The successful bidder must propose which group of question should be asked to which group of evaluation participants. The key questions which the evaluation will seek to answer are as follows:

**4.1. Evaluation Questions**

1. To what extent has the 16 Days Campaign addressed needs and priorities of the targeted population or beneficiaries.
2. To what extent has the 16 Days Campaign achieved its intended objectives and outcomes?
3. How effective were the 16 Days Campaign activities in bringing the desired changes?
4. How well has the 16 Days Campaign used its resources (financial and human) in achieving its desired outcomes?
5. To what extent is the campaign optimally coordinated (i.e. institutional arrangements, roles and responsibilities) and if not, how can it be improved?

**Note:** Proposals must demonstrate how these questions will be measured in the evaluation.

**4.2. Potential users of the evaluation**

Table 1 summarises the main users and how they are likely to use the evaluation results. This is important in conceptualising the consultation during the evaluation and in dissemination of the results.

**Table 1: Main users and stakeholders of the evaluation results**

<b>Stakeholder</b>	<b>Likely use of the results</b>
All spheres of government (National, Provincial and Local Municipalities)	<ul style="list-style-type: none"><li>• Refocus resources to address the direct determinants of GBVF.</li></ul>
Department of Planning, Monitoring and Evaluation	<ul style="list-style-type: none"><li>• Advise on improvement</li><li>• Advise on progress with the implementation of the campaign</li><li>• Promote accountability and transparency</li></ul>

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Department of Women Youth Children and Persons with disabilities	<ul style="list-style-type: none"> <li>• Planning and strengthening the 16 days campaign</li> <li>• Justification for funding,</li> <li>• Inform policy decision making process and introduce reforms of the campaign</li> <li>• Facilitate improvement</li> </ul>
Department of Social Development	<ul style="list-style-type: none"> <li>• Planning</li> <li>• Review and revise their GBV systems</li> </ul>
Department of Basic Education	<ul style="list-style-type: none"> <li>• Inform policy decision making process and introduce reforms of the campaign for abused children in schools</li> </ul>
Civil Society (NGOs CPOs, houses of traditional of leaders, traditional healers’ associations as well as faith-based organizations)	<ul style="list-style-type: none"> <li>• Mobilise resources to support implementation of the 16 Days Campaign</li> <li>• Strengthen collaborations on programmes to reduce Violence Against Women and Violence Against Children Violence Against Women and Children.</li> <li>• Provide Accountability</li> </ul>
Private sector	<ul style="list-style-type: none"> <li>• Mobilise resources to support implementation of the 16 Days Campaign</li> <li>• Strengthen collaborations on programmes to reduce Violence Against Women and Violence against Children Violence against Women and Children.</li> </ul>
Cabinet	<ul style="list-style-type: none"> <li>• Strategic direction of the 16 days campaign</li> <li>• Enforce adequate allocation of budget on matters of GBV</li> </ul>
Parliament	<ul style="list-style-type: none"> <li>• Enhance oversight</li> <li>• Improved policy and decision making</li> </ul>
Chapter 9 Institutions	<ul style="list-style-type: none"> <li>• Monitoring and accountability of the 16 Days Campaign</li> </ul>
Public	<ul style="list-style-type: none"> <li>• More public engagements, accountability, changed attitude and behaviour</li> <li>• Trust and confidence in the 16 days campaign</li> </ul>

**4.3. Scope of the evaluation**

4.3.1. The evaluation focuses on determining the effectiveness of the 16 Days Campaign and an assessment of whether the desired objectives and outcomes were met of the Campaign were met.

**4.3.2. Components of the evaluation**

**The evaluation must cover all the objectives of the 16 Days of Activism Campaign, namely:**

1. Attract all South Africans, in particular men and boys, to be active participants in the fight to eradicate violence against women and children.

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2. Expand accountability beyond the Justice, Crime Prevention and Security (JCPS) cluster to include all government clusters and provinces. Targeted social protection measures and sustainable livelihood programmes.
3. Combine technology, social media, the arts, journalism, religion, culture and customs, business and activism to draw attention to the many ways violence against women and children affects the lives of all people in all communities around the world.
4. Ensure mass mobilisation of all communities to promote collective responsibility in the fight to eradicate violence against women and children.
5. Encourage society to acknowledge that violence against women and children is not a government or criminal justice system problem, but a societal problem, and that failure to view it as such results in all efforts failing to eradicate this scourge in our communities.
6. Emphasise the fact that the solution lies with all of us.

### **4.3.3. Geographic coverage**

The campaign has a national coverage. It is implemented at National level by all government departments and in all the nine (9) provinces and as well as all districts. While most of the lead departments are national government departments, all government departments involved in the implementation of the campaign, relevant National, provincial and local government as well as the private sector,) and Civil Society (NGOs and CPOs, houses of traditional of leaders, traditional healers' associations as well as faith-based organizations) should form part of the study.

## **5. PROPOSED METHODOLOGY / APPROACH**

The prospective service provider/evaluator should propose an appropriate methodology to respond to the evaluation questions (above). The service provider/evaluator is expected to use both qualitative and quantitative methods to respond to the evaluation questions. The evaluation is expected to follow a collaborative and participatory approach ensuring close engagement with a representative sample of key stakeholders. When the representative sample is being drawn the service provider will also be expected to consult the DWYPD stakeholder database. The evaluation must provide evidence-based information that is credible, reliable, and useful. Amongst others, the approach should include the following:

### **5.1. Document and literature review**

This evaluation should focus on existing data sources using a desktop approach, utilising existing administrative data, survey data, monitoring reports (National, Provincial, District reports, Quarterly reports, STATS SA reports, Academia reports, and all other accredited references) etc. and obtaining new information on the effectiveness of the 16 Days Activism Campaign.

The document review will include an analysis of the (1) Grey and published literature on Gender based violence (2) Review of reports produced by the implementing departments as well as the National Task Team (including performance reports, data report, annual reports, etc.; (3) desktop analysis of reports on South African GBV Surveys and reports (4) analysis of the interventions put in place to curb the increasing numbers of gender based violence and Femicide such as the Emergency Response Action Plan on GBVF and National Strategic Plan on Gender-Based Violence & Femicide (NSP GBVF) and Gender Responsive Planning, Budgeting, Monitoring, Evaluation and Auditing Framework (GRPBMEAF).

### **5.2. Interviews**

The service provider must conduct interviews (a mixture of virtual and physical), using questionnaires and focus groups or evaluative workshops with a range of stakeholders who are involved in the 16 Days of activism Campaign.

Key informant interviews should take place with officials from the following national government departments: Department of Social Development,  
Department of Basic Education,  
Department of Health,  
Department of Women Youth Children and Persons with Disabilities,  
Department of International Relations,  
Department of Tourism  
Department of Cooperative Governance and Traditional Affairs,

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Statistics South Africa,  
South African Police Service  
Civil Society (NGOs and CPOs, houses of traditional leaders, traditional healers' associations as well as faith-based organizations)

### 5.3. Learning processes

Reflective processes with interviewees, and a stakeholder validation workshop to reflect on emerging findings and how the 16 Days of Activism Campaign Programme can be improved.

#### Workshops (Inception, Evaluative / Validation)

- Participation in an **inception workshop** with the steering committee to develop a focused and detailed methodology to address key sub-questions. The service provider will be expected to revise their proposal following the inception workshop (if applicable) and prepare a final inception report for approval.
- **Presentation of initial findings, analysis and recommendations** to a steering committee, as and when it is necessary and subsequently, a stakeholder evaluative/ validation workshop. The service provider will utilise the feedback from the workshop to finalise the report and its recommendations.
- The service provider should note that the **final report will be approved when all the steering committee members, and the peer reviewers, are satisfied with it.** This may entail a few revisions of the report before it is approved and the service provider must commit to the revisions until the steering committee and other key stakeholders are satisfied with the process.

## 6. DELIVERABLES AND TIME FRAMES

The core products expected from the evaluation are the following:

- **Inception Report** by the service provider as a follow-up to the proposal with a revised evaluation plan, evaluation design and methodology;
- **Theory of Change (ToC) and Logical Framework** for the 16 Day Campaign Programme. The evaluation should test the theory of change and then at the end make suggestions for changes;
- **Systematic literature review** which draws on analysis of the 16 Day Campaign Programme documents, related policies, regulations, frameworks, review both grey and published literature and implementation of the campaign programme, and **provides analytical framework for the evaluation.**
- **Data collection instruments** and other tools;
- **Draft evaluation report** integrating findings from the systematic review, theory of change, and data collected;
- **Workshop with stakeholders** to validate and discuss the findings and recommendations;
- **Revised draft evaluation report** based on stakeholder feedback (full and in 1/5/25 format), including written feedback from the DWYPD and DPME.
- The **final evaluation reports**, both full and in 1/5/25 format, in hard copy and electronic;
- A revised theory of change, log frame on the implementation model for the 16 Day Campaign Programme.
- Provision of all **datasets, metadata and survey documentation** (including interviews) when data is collected.
- A Power-point or audio-visual **presentation of the results.**

### 6.1. Budget and payment schedule

Funding for this evaluation will be provided by DPME, and payments will be effected by the DPME. The payment schedule is illustrated in Table 2 below.

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The evaluation should be undertaken in the financial year 2023/2024 (i.e. April 2023 and March 2024). The table below depicts the high-level project plan. These are tentative dates and subject to change.

Description	Expected date	% of project (Payment)
Sign Service Level Agreement	September 2023	
Inception Meeting	September 2023	
Submission of Draft Inception Report	September 2023	
Approved Inception Report	September 2023	10%
Systematic Literature Review	October 2023	
Submission of draft data collection instruments, report structure, analysis plan and other tools to test out how the theory of change is working	October 2023	
Theory of Change workshop	November 2023	
Approved of final data collection instruments, report structure, analysis plan and other tools	November 2023	10%
Submission of Draft evaluation report for review.	December 2023	
Workshop with stakeholders to discuss the draft report	Jan 2023	
Revised Draft evaluation report full and 1/5/25 summaries	February 2023	20%
Peer Review of the Report & comments from Steering Committee	February 2023	
Submission of Final Evaluation Report	March 2023	20%
Approved Report by the Steering Committee	April 2023	30%
Power-point Presentation of the Report at top management and provision of all datasets, metadata and survey documentation (including interview transcripts).	May 2023	10%

**7. PROJECT MANAGEMENT / REPORTING ARRANGEMENTS**

**7.1. Management arrangement**

The service provider shall be managed by DPME together with the Chairperson of the **Project Steering Committee** supported by the **Project Steering Committee** that shall be responsible for the sign off for the deliverables submitted. The **Project Steering Committee** will be chaired by DWYPD and the Secretariat role will be provided by DPME - Evaluation Unit.

The evaluation project manager to whom the service provider will report to Ms Kgaugelo Moshia-Molebatsi / 012 312 0161 and Ms Koketso Moloto, Koketso.Moloto@dpme.gov.za / 012 312 0162.

**8. PEER REVIEW**

Peer reviewers will be contracted to support the assignment. Refer to the DPME Guideline on Peer Reviewers; from the DPME website for more details.

**9. OTHER**

None.