

Tender Description

Brief Summary of Organization:

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disasters and hardships in more than 40 countries around the world, we partner to put bold solutions into action—helping people triumph over adversity and build stronger communities from within now and for the future.

Project Overview:

Tawazon - Promoting the Voice and Leadership of Women Activity is a five-year USAID funded activity that will bring about transformational changes in gender relations at the home, community, and national levels in Jordan, promoting gender equality and advance women's leadership. This will be achieved by:

- 1.Strengthening the enabling environment and institutional capacity, as well as addressing structural barriers preventing women from fully exercising their rights, expressing their agency, and freely leading and participating in society without restrictions.
- 2.Promoting equitable social norms and counter prevailing prohibitive norms that perpetuate gender inequality, undermine women's agency to exercise their rights, and prevent transformative change in gender relations through the development and implementation of a National Social and Behavior Change Communication Strategy in partnership with The Jordanian National Communication for Women (JNCW) and the Inter-Ministerial Committee for Women (IMCW).
- 3.Advancing the inclusive and transparent leadership and decision-making participation of girls and women through establishing the Arab Women Leadership Academy.

Tawazon is led by a consortium with established expertise in transformative work—engaging men and women as agents of change—which includes Mercy Corps (MC), Solidarity is Global (SIGI), Al Jidara, Arab Renaissance for Democracy and Development (ARDD), and Plan International. In addition, Tawazon aims to enrich collaboration amongst USAID's Gender Community of Practice (CoPR) members to strengthen coordination, scale innovative ideas, and promote accountability to gender equality among practitioners. Tawazon consortium consists of four partners who work collaboratively to ensure the institutionalization of their efforts at a national level that will drive change as per the activity's theory of change.

Tawazon is looking for a creative agency to create and implement a comprehensive social behavior change communication campaign centered on promoting women's ability to reach a goal or perform a task successfully and encourages them to encompass their confidence in themselves to control their behavior, exert an influence over their environment, and stay motivated in the pursuit of their goal.

Tender Description:

Tawazon has identified a strong desire to enhance women's confidence in handling diverse situations and to empower them to make independent decisions. However, hesitancy within the community persists regarding full support for women in these roles.

Research indicates that self-efficacy is primarily influenced by access to experiences and vicarious experiences, supportive learning environments, social reinforcement, and effective verbal persuasion. However, many Jordanian women face significant barriers to these essential resources. Furthermore, our findings revealed a disparity in women's confidence regarding their own abilities and to those of other women to lead and succeed.

Tawazon's research findings and collected insights also indicated several challenges that women encounter as they attempt to attain their full potential and achieve success in the community. These challenges include the belief that women should not make their own decisions and that men have more experience and expertise to pursue leadership roles at home, within the community, and at the national level.

Accordingly, to enhance women self-efficacy, it's crucial to enhance their access to opportunities, foster inclusive learning spaces, and provide encouragement through positive reinforcement and effective communication interventions. In addition to addressing societal pressures, we should help women combat internalized fears and self-doubt by focusing on resilience training, confidence-building exercises, and strategies to overcome imposter syndrome, empowering them to recognize and celebrate their worth.

Furthermore, Tawazon's recent consultation sessions with targeted communities in Jordan's central and southern regions confirmed that men play an important role in positioning women as leaders within the community. Both men and women are eager to demonstrate their commitment to Islamic values, believing that women, particularly female leaders, must publicly uphold these values to earn the community's respect. Women are also comfortable demonstrating these values in public and are willing to follow tribal norms even if they do not belong to a specific tribe.

To ensure the effectiveness of our initiatives, we will establish clear KPIs, such as the number of women participating in training programs, self-reported confidence levels, and community engagement metrics. Regular evaluations will allow us to adapt our strategies based on real-time feedback, ensuring continuous improvement and accountability. Given the foregoing background on the campaign concept, Tawazon seeks an encouraging and inspirational campaign that successfully shifts social norms toward greater acceptance of women's access to opportunities and their freedom to make informed decisions about their lives. The campaign should actively include voices from diverse backgrounds, ensuring representation of women across different socioeconomic statuses, educational levels, and geographic locations. This diversity will enrich our discussions and broaden the impact of our message.

Key Insights for Campaign Development:

1. Women deserve equal opportunities to fulfil their full potential, and it is significant to address societal anxieties about decision-making.
2. It is essential to address gaps in knowledge on the gains associated with fostering an inclusive culture that benefits everyone by encouraging women's self-efficacy and their access to opportunities for learning and experiencing different situations.
3. Religion values that support women participation in the community and public life consider as one of the references that community and women themselves refer to justify their rights to greater participation.
4. Traditional norms and Jordanian culture that supports women leadership is something that should be emphasized and used when promoting upper norms.

Target Audience:

1. Primary:
 - a. Women aged 18-45, from diverse backgrounds, including professionals, students, head of households, and entrepreneurs.
 - b. Husbands, brothers, fathers, and father-in-law.
2. Secondary:

- a. Male educators, employers, policymakers, and community leaders.
- b. Adults aged 18+

Campaign Indicators

1. Percentage of participants with increased level of knowledge and understanding of social equality norms (including women's and youth rights, roles and capabilities).
2. Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities.
3. Number of effective communication channels (e.g., soliciting input and feedback) activated with women and youth.
4. Percentage of community members taking action relevant to SBC campaign/activity main messages.
5. Number of developed products to promote equitable social norms and address harmful norms.

Campaign Scope of Work and Deliverables:

No.	Component	Deliverable Items	Description
1	Creative Asset	Creative Concept	<ul style="list-style-type: none"> A strategic and cohesive approach to effectively communicate with the target audience, setting the tone for how the campaign will be perceived and achieving campaign objectives in the duration of 12 months. Ensuring consistency across channels while maximizing engagement and impact.
2	Artworks and visuals for social media	Campaign Visual Assets	<ul style="list-style-type: none"> High-resolution visuals highlighting empowered women in various roles and insights on women's empowerment. Illustrative graphics represent key campaign messages and themes. Videos featuring success stories of Jordanian women.
		Campaign Written Content	<ul style="list-style-type: none"> Campaign slogans and taglines that resonate with Jordanian woman self-efficacy empowerment themes. Social media captions tailored for different platforms (Instagram, Facebook, LinkedIn, and X).
		Campaign Interactive Content	<ul style="list-style-type: none"> Interactive post to engage and educate the audience about self-efficacy. Polls to gather insights and opinions on Jordanian women's roles in society and self-perceptions. Infographics video with creative concept/ mood board
3	Campaign Outdoor Hoardings OOH	Offline Advertising	<ul style="list-style-type: none"> Prepare designs and print creative media tools as posters, billboards, cars stickers, die-cut foam, and campaign visibility materials. Production and full installation (including all tools, equipment, machinery needed) of the outdoor media advertising adaptations. Provide photos and locations, to include google map locations, for each network of each outdoor media advertising medium which will be booked for the campaign
4		Evaluation and Reporting	<ul style="list-style-type: none"> Conduct regular surveys and collect participant feedback.

	Campaign management and monitoring		<ul style="list-style-type: none"> • Monthly reports including status updates and KPIs. • Analyze engagement and impact metrics. • Produce regular reports.
		Community Management	Seven days a week; 8 hours daily Moderation service for all channels (Weekdays and Weekends 9:00 am to 5:00 pm) Active responding & internal channeling of questions and concerns.
5	Media and Distribution Plan	Social media	Develop a content calendar.
		Digital Advertising	Allocate budget for targeted ads on social media.
		Offline Advertising	Bridges in most targeted areas in east and west Amman and provide recommendations in each governorate in the Kingdom.
		Influencer Partnership	Collaborate with influencers known for promoting women's empowerment in Jordan.
6	Public Relations	Media Buying	<ul style="list-style-type: none"> • Allocate budget for digital advertising campaigns across different platforms and Google Ads. • Negotiate competitive rates for maximum reach and frequency within allocated budget
		Media Relations	<ul style="list-style-type: none"> • Press release announcing the campaign launch and objectives. • Media pitches tailored to different media outlets emphasizing unique campaign angles. • Secure media coverage in publications or online platforms.
7	Ground Activations	Community Engagement Events	<ul style="list-style-type: none"> • Engagement of communities' themes, activities, locations and purposes. • Plan of quantities and duration of each community event or activity in each of the targeted locations.
8	Sponsorships and Collaborations		<p>Creative engagement of local businesses to participate in campaign activities in a creative way:</p> <ul style="list-style-type: none"> • Partners with local businesses, nonprofits, and civic organizations to co-host events, share resources, and expand outreach efforts • Organize panels featuring successful women leaders or experts discussing topics related to self-efficacy, empowerment, and overcoming challenges. • Organize events celebrating cultural diversity, women's achievements in various fields, and international women's days to foster a sense of pride, unity, and empowerment among participants. <p>Collaborate with schools, colleges, and universities to integrate self-efficacy workshops, leadership development programs, and mentorship opportunities into educational curricula, reaching young women early in their personal and academic journeys.</p>