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| ***Section A*** |  |
| Title: | Consultant to develop the M&E framework for Qudwa |
| **Work Assignment:** |
| **Background:** QUDWA is a Social Behavioral Change communication strategy that aims at addressing the root causes of harmful practices against children and women, Child Marriage, Child Labour, Violent Discipline, and Intimate Partner Violence. The strategy is based on three main pillars, each offering a variety of tools which allow partners to engage with communities, build their capacity to lead on change and ensure changed perceptions on harmful practices. The pillars are: 1. **Edutainment** which is an approach that aims at creating and spreading a new narrative on the harmful practices among community members – one that is focused on ensuring protective environments for children and women.
2. **Engagement** which builds on a participation of the community engagement as an approach to alter behaviors for children and women.
3. **Mobilization** which puts community members at the center of the change, in which they are empowered and capacitated to lead community-based advocacy efforts to eliminate harmful practices for children and women. The tools under this pillar offer the road map for actors to ensure successful mobilization interventions that lead to the adoption of community members, the cause of children and women’s protection and the promotion of their rights.

**Expected outcomes and impacts at the individual, household and community level:*** Girls, boys, families, and communities in most disadvantaged localities have increased capacities to promote practices that protect them (Greater self-efficacy, attitude towards change)
* Caregivers are empowered to make decisions that better serve their children (Greater self-efficacy, positive social norms, increased participation)
* Community members are capacitated to lead community-based advocacy efforts in favor of eliminating harmful practices against children (Increased family, peer and community support, empowered communities, conducive communication environment).

QUDWA’s theory of change is adapted from the global UNICEF TOC for social and behavior change, focusing mainly on the behavior drivers model.QUDWA offers tools that were specifically designed based on behavioral insights to ensure engagement of communities on child and women protection related issues. The tools are all designed based on an entertaining foundation rather than just educational. Furthermore, the strategy aims at invoking social change through strengthening social responsibility and highlighting community members' roles in addressing child protection issues. It builds on the assumptions that when more individuals in one community are working together towards conducive environments for children and women, the higher the chances are that violence against them is decreased and prevented. UNICEF implementing Partners:MOSA, MEHE, KAFA, Movement Social, Himaya, The Lebanese Council to Resist Violence Against Woman (LECORVAW), Akkar Network for Development, Terre Des Hommes Lausanne & Italy, Rene Mouawad Foundation, Youth Network for Civic Activism), Sawa, Amel, National Commission for Lebanese Women, UNHCR, UNRWA, ILO, Adyan. Child Protection/ Gender Based Violence Actors:Ministry of Social Affairs (MOSA), International Rescue Committee, Plan International, Save the Children, UNRWA, AL Janna, Medical Aid for Palestinians, AL Najdeh association, American Near East Refugee Aid (ANERA). **Purpose and objectives:** QUDWA is a 7-year strategy created with the aim of ensuring sustainable change for children and women. The strategy was designed following formative research led by the CO and later on a baseline study led by the RO as part of an overall evaluation/ study on the drivers of harmful practices in different countries.  QUDWA is the first strategy developed based on the findings of KAP survey (2017), formative research (2018) and using behavioral drivers Model. It is recognized as a signature violence prevention strategy for UNICEF Lebanon and for UNICEF globally. Due to COVID-19, the launch of the Qudwa implementation was delayed, and solid interventions started to be implemented in December 2021. Not many evaluations on similar initiatives have been conducted in UNICEF and none has been conducted in MENA region. Therefore, there is a need to build evidence that the rational and logic of the intervention is accurate, accepted, and will lead to social change if the implementation is intensified.  In addition, stakeholders have requested need for robust evidence to demonstrate that QUDWA (which combination, layering and sequencing of Social and Behavior change, service provision, community engagement, and legal and policy framework) can lead to improvements in protection of girls, boys and women.  UNICEF Lebanon programme management and key stakeholders need evidence on the impact of the QUDWA strategy at the level of the child.  The expectation of the M&E framework is to provide evidence whether or not, QUDWA approach is effective in preventing violence again women and children, in improving positive behaviors and practices at community level and to rebuild role models in society.  In this regards, Unicef is recruiting a Monitoring and Evaluation consultant to design and develop M&E framework to measure the effectiveness of Qudwa plan and initiatives.The development of the M&E framework will necessitate a mixed methods approach including desk review, field visits and interviews with key informants. The institution firm is expected to develop a full framework with tools**Methodology:**1. **Development of logical framework:**  M&E Plan (Logframe, Indicators, Assumption, M&E system, Indicators, tools) in close coordination with UNICEF which will provide all the supportive documents and will coordinate field visits and meetings with the Qudwa task force to enable the consultant to better understand the situation and the implementation of Qudwa plan on the ground; the M&E framework will be presented and validated with the Qudwa taskforce. The framework will be presented and validated in a one day workshop with Qudwa taskforce.
2. **Training of partners (TOT):** in person training for Qudwa task force and implementing partners at national and local level
3. **Field monitoring and evidence generation:** the consultant will conduct two field visits 5 days each (over 6 months: 1st visit in month 3, and 2nd visit in month 6) with partners to monitor the use of tools, ensure feasibility and relevance, and generate evidence of the direct impact of the Qudwa plan. The evidence will be used for reporting, donor proposals, and advocacy.

 **Data Management**To preserve ethical standards (please see XIII. Ethical Considerations for more details), all data needs to be anonymized and confidential, where no data that can identify participants is collected. Furthermore, the contractor is not allowed to use the data for any purposes that are not within the scope of the current ToR or to share the data with any party without the research management teams approval. All raw data, outputs, and deliverables under this assignment, herein the ToR, are the intellectual property of the steering committee and its partners in this research. Report Structure* Introduction
* Purpose of this plan
* Project summary
* Logical Framework
* Indicators
* Data collection tool
* Roles & Responsibilities
* Data Management
* Storage
* Privacy

**Management:** The consultant will be managed by the Social Behavioral change specialist, in close collaboration with child protection, monitoring and planning, and evaluations teams.  |

***Section B***

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| **Work Assignment Expected Results** |
| Tasks/Milestone: | Deliverables/Outputs: | Timeline | Location (in /outside country  |
| Introductory briefing by the Qudwa team | The briefing will target the Qudwa leads (CP – SBC) and Planning monitoring team to go through the ToR in full details (with focus on the M&E plan, background, and expectations in relation to this assignment, expected deliverables, ethics, risk management) | 1 day | In country |
| Development of logical framework |

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| 1. Conduct desk review and Key Informant Interviews to analyze the current situation and asses the Theory of Change and propose new monitoring approach and discuss the outcome with UNICEF
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| 1. Develop the logical framework including tools
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| 1. Validation workshop (1 day) Present and validate the logical framework to UNICEF and the Qudwa task force and adjust it based on the feedback
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 |  25 days | 10 days in country (includes validation workshop 1 day) 15 days outside  |
| Training of implementing partners | Training of implementing partners (coordinator and M&E team) on the use of tools and populate the monitoring framework (2 days)  |  2 days | In country  |
| Monitoring and evidence generation  | Field visits and reporting (two field visits 5 days each (over 6 months: 1st visit in month 3, and 2nd visit in month 6) with partners to monitor the use of tools, ensure feasibility and relevance, and generate evidence of the direct impact of the Qudwa plan.  | 10 days  | In country  |