

ACTIVITY DOCUMENT

CONFERENCES, CAPACITY BUILDING, etc.



This section is to be filled by KVINFO PA: Leana Islam

Project number: N/A

Date Received/by PA:

*This form should be used when preparing an activity document for a conference, capacity building activity, **study** etc. under the “**Gender Justice and Inclusion Programme (GIIP)**” administrated by KVINFO.*

*Please be aware that the activity should have a mainstreamed approach to **gender** and **human rights**, and that the total activity document (section 1-3) should not exceed **8 pages**. If you have any questions in regard to filling the format please contact KVINFO.*

Kindly note that some sections may not be relevant, depending on the type of activity being conducted or whether it is being managed solely by KVINFO or in collaboration with KVINFO. Therefore, please use common sense to fill out what is relevant.

COVER PAGE:

Activity title	Jordanian Women’s Union (JWU) Case Study to explore the question of “ How does targeting individuals at the grassroots level lead to systemic change? ”	
Name of organization	Jordanian Women’s Union and KVINFO	
Contact details	Physical address of the organization: Jordanian Women’s Union Safad Street Jabal Hussein, Amman 11196, P.O. Box 961188 Jordan	Postal address of the organization: N/A
	Contact person for the activity	Contact person for financial issues
Thematic focus area (please tick)	<div>Click here to enter thematic intervention area</div> <div><input type="checkbox"/> 1.3 Dialogues on rights - between duty bearers, international actors and rights holders enhanced and widened with regards to topics covered, spaces/platforms and involved youth groups of human rights defenders and activists</div> <div><input checked="" type="checkbox"/> 4.1 Gender just legal frameworks and reforms, including their implementation, are promoted and monitored</div> <div><input type="checkbox"/> 4.2 Sexual and Reproductive Health and Rights (SRHR) among youth enhanced (if applicable)</div> <div><input checked="" type="checkbox"/> 4.3 Gender justice enhanced in GBV-related prevention and protection, including legislation</div>	

	<input type="checkbox"/> 4.4 Gender just representation and participation enhanced in politics, public debate and decision making in wider society, especially among youth <input type="checkbox"/> 4.5 Civic engagement enhanced to critically address gender norms and deconstructing gender stereotypes	
Activity period	Start date:	15-06-2025
	Completion date:	31-08-2025
Partner organization(s) (if any)	N/A	

ACTIVITY DOCUMENT	
1. ACTIVITY SUMMARY <i>(maximum 10 lines)</i> Kindly provide a summary of the activity: What is the purpose of the activity, what is the gender aspect, who will be involved, and where and when will it take place? KVINFO will use the summary as public information about the activity (maximum 1,500 characters/10 lines).	
<p>The purpose is to hire a consultant to develop a case study that explores and answers the question: “How does Jordanian Women’s Union’s work targeting individuals at the grassroots level contribute to social change?”</p> <p>Sub questions:</p> <ol style="list-style-type: none"> How does JWU target individuals at the community level? What kind of change is JWU aiming to see by following these approaches? How does JWU assess/measure changes it aims to achieve? <p>Here we may have a set of sub-questions to be developed by the consultant.</p> <p>KVINFO would also like the consultant to explore a sub question related to JWU’s work on child marriage over the course of the past 10 years or so and whether that is affecting change.</p> <p>The gender aspect about this study is that the work that JWU does is all linked towards creating gender justice in Jordan and realizing women’s full human rights.</p> <p>The following stakeholders are expected to be involved:</p> <p>Expected that Consultant meets the following types of stakeholders:</p> <ol style="list-style-type: none"> Beneficiaries Other CSOs Relevant government representatives, such as but not exclusively MoSD, Family Protection Department, Ministry of Justice, National Council of Family Affairs, UN agencies (UNFPA, UNWomen) <p>The consultancy will take place in Jordan and the collection of material can be done both with face-to-face as well as online meetings and calls.</p> <p>The consultancy is expected to begin 15th June and be completed end of August 2025. The exact timeline will be developed and agreed on with the consultant, depending on their proposed workplan.</p>	

The case study is expected to set a standard within KVINFO on how to capture information and conduct case studies of this nature and topic, and is thus an important activity for KVINFO's monitoring and learning process.

2. DESCRIPTION OF THE ACTIVITY

2.a) Preparation: Please describe how the idea for the activity was conceived and developed. If relevant, please describe the cooperation between the different partners involved.

KVINFO and JWU have been discussing the importance of working at the grassroots level with rights holders to achieve systemic change as part of JWU's theory of change (ToC) for a number of years. Measuring change at an individual level and how individual journeys can be seen as a small step towards social change has proven to be one of the more difficult areas to measure and this has been the case with many of KVINFO's partners over the years.

With this background in mind, KVINFO invited JWU and a partner organization from Egypt, that does similar work, to discuss this issue and conduct a one-day workshop with MEAL advisors from KVINFO and the respective organisations, in early October 2024 to Copenhagen, in order to brainstorm this topic. The images below give a glimpse of what was discussed:



Following this workshop, KVINFO conducted a follow up meeting with JWU in November 2024 in Amman, to discuss this further and make a more concrete plan, which is what this case study will do.

2.b) Context: Please describe the particular needs/challenges/opportunities that have led to the activity and how these are related to a **human rights** issue or agenda. Please describe the organizational framework of the activity (i.e. how it is linked to the general work of the organization and who will be responsible for its implementation?)

Particular needs/challenges/opportunities:

Taken from JWU's Project Document:

Gender justice as an objective faces multiple challenges in the Jordanian context. There is discrimination against women and between women based on religion, class, and the area they live in. There are gaps in the access to resources, access to information, access to services (all kinds of services including protection). This comes in addition to the discrimination within the legal framework and the dominant cultural norms. Violence against women is a multi-faceted phenomenon; it is complex and consists of multiple layers and factors that enable it, such as the denial of different forms of violence, justification of certain forms of violence and defending the gender power gaps. Gender stereotypes are produced by these power gaps and reproduce them in return, and there is a lack of a legislative framework that identifies and recognizes forms of violence from a feminist and human rights perspective.

JWU's project with KVINFO addresses these multiple layers, through an approach to work on different levels. The challenge to gender justice this project addresses can be explained as follows:

1 – Working on amending discriminatory legislations against women: a main challenge to progress towards gender justice is the existence of discriminatory legislations, therefore; working on amending these legislations by preparing drafts, establishing coalitions or promoting amendments is key to eliminate this challenge. Amending legislation efforts in this project will be focused on:

- Personal Status law: the work on the PSL will be in synergy with a regional effort (funded by African Women's Development Fund) where a civil PSL is drafted and will be promoted regionally. In this project with KVINFO, JWU will be mobilizing support for amendment of the law. The law is attributed to religion, the amendments tackle discriminatory practices that are defended in the argument that "they are rights given by God and by religion". The common understanding of these forms of discrimination and norms is often mobilized by conservative and Islamist groups to attack the work on civil values. It is for this reason that JWU wants to focus its efforts to mobilize rights holders' support for the amendments and a civil PSL through courses in the field that will eliminate misperceptions on these amendments.
- Cyber crimes and civic space: during 2023, JWU will start work on evidence based advocacy efforts to work on amending legislations that govern the cyberspace and protection of women in this domain, mainly focusing on Technology Facilitated (TF)-GBV as well as legislations governing the engagement in civic spaces. The work will be done in collaboration with other national CSOs.

2 – Raising community awareness on issues pertaining to women's rights and democratic political participation: the dominant culture that still does not recognize violence against women and the level of this phenomenon, and tolerates violence against women is one of the factors that enable these practices. Thus, awareness-raising activities are an important step to address this challenge.

This activity is particularly relevant for this case study, but cannot be seen or analysed in a silo. It must be linked to how it connects to service delivery, advocacy and systemic change in society and structures.

3 – Building a feminist discourse and enhance the feminist movement in Jordan and within the Arab region: feminism remains attacked and demonized in the dominant culture and mainstream social discourse. JWU has for a long period realized the need to build a feminist discourse that comes from within the Arab region, understanding the geopolitical, social, cultural and economic aspects of the lives of women and individuals, and in the same time defining a stand from the global context and issues. At the same time, the educational system has been dominated by conservative discourse, which demonizes thought outside of the spectrum of a conservative and Islamist mindset, while curriculums do not encourage personal reading and access to major intellectual references. Building a feminist discourse requires workshops and trainings that open the dialogue on the concept, and engages activists and community leaders in discussion over the different aspects and topics related to women's rights, political participation, the identity of the state and a wide range of issues, while encouraging them to read from valid information sources in order to build a new understanding of their activism. Building a feminist discourse that addresses Arab and Jordanian women's issues, challenges and context is expected to enable feminist movements to progress towards the goal of equality and ending patriarchal practices against women.

How this case study is linked to the general work of the organization:

The project is part of the overall JWU strategy to address women's rights and combat violence and discrimination against women through a comprehensive approach that complies with JWU's vision and objectives and recognizes the importance of all actors and stakeholders in responding to this issue. In earlier phases of collaboration between JWU and KVINFO, JWU worked in line with its strategy on targeting duty bearers, preparing draft laws for legal reform, building the awareness of the community, establishing coalitions and preparing memorandums, targeting duty bearers with specialized advocacy efforts, and engaging with regional networking efforts. This project continues by using the same, as well as some new, approaches but this time focusing more on rights holders, working with them on multiple levels. Where it makes sense to do so, JWU will engage with relevant duty bearers in the course of this project, such as the Ministry of Interior, Ministry of Digital Economy and Entrepreneurship, and Ministry of Social Development, and continues to target duty bearers in work funded by other donors.

The first level is to promote civil values and a civil personal status law among the rights holders and community members to build their knowledge on the discriminatory aspects of the legislation and mobilize their support for the amendments. The second level is raising community awareness on GBV and women's rights related topics, in order to influence change in their behaviour as a means of combating GBV. The third level is to promote feminism among young activists, in order to strengthen the feminist movement, and contribute to building an Arab feminist discourse. The fourth level, which has been started in 2023, is to support the healing and recovery of survivors of violence from the traumatic experience, and turn them from the circle of vulnerability into activism and equip them with knowledge and skills to join later advocacy efforts.

Background to KVINFO:

KVINFO, Denmark's Knowledge Center for Gender and Equality, is looking for a Jordanian consultant to conduct one case study exploring the question mentioned above. The case study is part of the Gender Justice and Inclusion Programme, a five-year programme financed by the Danish Ministry of Foreign Affairs, with the objective to improve gender justice in Jordan. The programme is implemented by KVINFO in collaboration with JWU. The programme started in 2023 and runs until 2027, but is a continuation of previous programmes implemented by JWU with KVINFO.

The consultant will take the lead in conducting a qualitative case study, which will be conducted in close collaboration with KVINFO and JWU. The assignment will involve co-designing the case study, conducting interviews with JWU representatives and targeted stakeholders, including external stakeholders, and elaboration of a final report of approximately seven to ten pages in English and Arabic based on analysis of the findings.

This kind of documentation, which highlights the context, content, results and importance of JWU's work, is essential not only for the organisation and KVINFO, but also for the donor.

KVINFO intends to use this approach to capture learning from different partners over time, and thus this process in itself will also be a reflective one that allows for KVINFO, the partner organisation and the consultant to touch base and discuss at important moments to ensure we are on the right track.

Who will be responsible:

KVINFO is responsible for the consultancy. KVINFO will manage the contract with the consultant and the process.

JWU will support KVINFO to identify the consultant for the task and JWU will provide information and contacts to the consultant as needed. JWU will of course also be interviewed to collect information for the study.

2.c) Target Group: *Please describe the group of people who will be involved in/benefit from the activity. How many are they? Who are they? Please specify: gender and age distribution, their profession, their organizational affiliation, etc.*

The beneficiaries of the case study will be primarily JWU, KVINFO and the Danish MFA, as the study is expected to share learnings about how the work leads to systemic change, which is relevant for all parties involved in the Danish Arab Partnership Programme (DAPP).

The people involved in the study will include:

- 1) JWU Beneficiaries (rights holders)
- 2) Other CSOs
- 3) Relevant government representatives, such as but not exclusively MoSD, Family Protection Department, Ministry of Justice, National Council of Family Affairs,
- 4) UN agencies (UNFPA, UNWomen)

2.d) The objectives and indicators: *State max. two immediate objectives describing the specific purpose of the activity. Please note that at least one immediate objective should relate to **dialogue and debate** on gender related issues. For each objective, formulate **one or two indicators**, which specify what should be achieved, as a minimum, in order to determine if the activity has achieved its objectives. Please use the table below to group the objectives and indicators.*

Immediate objective 1:	Outcome indicator 1:
Produce a case study that answers the question: How does Jordanian Women's Union's work targeting individuals at the grassroots level lead to systemic change?	Case study produced
Immediate objective 2 (on dialogue and debate):	Outcome indicator 2:
JWU and KVINFO to use the findings of the study to discuss and plan for how these findings can be used in future planning and any potential adaptations as needed.	Discussion between KVINFO and JWU on the findings of the study have occurred and any potential follow up action planned for.

The activity is expected to contribute to KVINFO's key outcome indicators by **increasing the number of actors addressing and/or reducing barriers limiting:**

N/A

- Women's social, economic and political participation in MENA societies
- Gender equal legislation and/or access to justice

☐
☐

<p>2.e) Activities: <i>Please describe the main activities that will be carried out in order, to the extent possible, to ensure that the objectives will be achieved. A detailed work plan should be attached (annex 3).</i></p> <p>The work plan is to be developed by the consultant as part of their application for the consultancy. This will be added as an annex once agreed on with KVINFO.</p>
<p>2.f) Implementation Strategy: <i>Please describe the strategies/methods/resources that you intend to make use of while carrying out the activity, including how you will ensure that the activity is gender-aware or gender-transformatory. Describe also how the activity will contribute to building the capacity of the organization and other stakeholders.</i></p> <p>Feminist methodology: KVINFO applies a feminist approach to all of its research, and therefore we expect the consultant to respond to this in their methodology for the work, which KVINFO is happy to discuss further.</p> <p>Feminist approaches to knowledge production wish to confront hierarchies of power and knowledge that have historically blocked or silenced the experience (views, voices and perspectives) of subjects who carry gendered identities, existing in racial, cultural and class hierarchies. Abstract, generalized forms of knowledge, lacking the complexity and contradictions of women's (and anyone's) lives are excluding, and they seek to recognize and celebrate the importance of relationship, interaction, and intersubjective knowledge building in researching the social world. Feminist research is focused on lived experiences and the subjective, aiming to produce situated knowledge that encompasses partiality and intersectionality. Research outcomes of these approaches aim to be transformational and address inequities. In research designs, feminist research therefore engages participants and stakeholders as collaborative partners.</p> <p>It is expected that any draft methodology shared with KVINFO will include details of how the consultant aims to do this in practical terms.</p> <p>Domains of change: KVINFO makes reference to 'domains of change' which are taken as a concept from the Danish Ministry of Foreign Affairs' guidance on case studies, which KVINFO is using as a source of inspiration. KVINFO will meet with the consultant upon commencement of the consultancy to discuss this further, including which theories and literature the consultant will refer to.</p> <p>The case study is not:</p> <ul style="list-style-type: none"> • An objective evaluation of an intervention / a project • A validation or verification exercise, but rather an opportunity to reflect and learn.
<p>2.g) Dialogue and debate: <i>Please describe how the activity will contribute to dialogue and debate on gender related issues in the local/national/regional/international context.</i></p> <p>The results of the case study are expected to contribute to a deeper understanding of how approaches of working with grassroots rights holders may lead to systemic change and what the different pathways thereof can look like. It is expected that this will help JWU better explain to donors how it works and achieves long term results, which are not always easy to track within the time span of one project life cycle.</p>

3. ORGANIZATION AND FOLLOW-UP

3.a) Division of roles and responsibilities: *Please describe how tasks and responsibilities are divided among the individuals or teams designated to carry out and administrate the activity.*

Consultant's role:

1. **Case study design and planning:** Develop a comprehensive work plan, including a set of questions, methodology (which should include a feminist approach¹), and data collection strategies.

¹ Feminist approaches to knowledge production wish to confront hierarchies of power and knowledge that have historically blocked or silenced the experience (views, voices and perspectives) of subjects who carry gendered identities, existing in racial, cultural and class hierarchies. Abstract, generalized forms of knowledge, lacking the complexity and contradictions of women's (and anyone's) lives are excluding. Feminist approaches seek to recognize and celebrate the importance of relationship, interaction, and intersubjective knowledge building in researching the social world. Feminist research is focused on lived experiences and the subjective, aiming to produce situated knowledge that encompasses partiality and intersectionality. Research outcomes of these approaches aim to be transformational and address inequities. In research designs, feminist research therefore engages participants and stakeholders as collaborative partners.

A proposal for a draft plan for the case study is to be submitted as part of the application for the consultancy position (see section 'APPLICATION'). The Consultant is to lead (in collaboration with KVINFO and JWU) the collaborative process of drafting the plan.

2. **Data collection:** Collect qualitative data through interviews with representatives from JWU and external stakeholders that will be defined by JWU, in collaboration with the consultant and KVINFO, to explore the content and impact of the organisation's work for improved gender justice. The data collection can be realised both through individual interviews and through focus group discussions in Jordan.
3. **Report Writing:** Produce high a quality case study report in English and Arabic in word format, no longer than 30 pages, that highlights the content, results and importance of the organisation's work and answers the key question: **"How does targeting individuals at the grassroots level lead to systemic change?"** and sub questions that will be agreed on with KVINFO and JWU. It is also expected that the consultant produce a 5-7 brief of the case study that can be shared with audiences that do not have the time to read the longer and more detailed version. The style should not be overly academic or theoretical but rather reader friendly, clear, easy to understand, and engaging.

3.b) Evaluation: *Please describe how the activity will be evaluated (when, by who and by which methods?).*

Remember to specify who will be the overall responsible for the evaluation of the activity as well as for the reporting to KVINFO.

The applicant should have the following qualifications and skills:

- Preferably a Ph.D degree in a relevant field (sociology, gender studies, psychology, humanities, etc.). A Bachelor's degree with a proven experience in research is accepted.
- Proficiency in qualitative research methods, especially interviews, and data analysis. Insights into feminist research methodology is a requirement.
- Experience in writing communication material an advantage.
- Strong/good knowledge of gender justice issues and development work.
- Collaborative skills and experience
- Good organisational skills, ability to work independently and respect for deadlines.
- Excellent written and verbal communication skills in Arabic and English.
- Experience in producing high-quality research/case studies/articles.
- Ability to think outside the box and bring fresh perspectives.
- Ability to accept and integrate feedback and change.

To apply for this consultancy position, the applicants are invited to send the following documents to

Connie.C.Christiansen@kvinfo.dk and leana.islam@kvinfo.dk no later than **25th May 2025**. The application should include:

1. CV.
2. A proposal of a draft plan for the case study, including a work plan with estimated number of hours/days needed for the completion of the tasks, and hourly/daily rate. Elaboration of feminist approach to the task.
3. 2-3 samples of similar work in English to demonstrate writing skills and quality of previous research/case studies/articles.

KVINFO and JWU will review the draft study and provide inputs before it is finalized.

FINANCIAL MANAGEMENT

Systems for management and control: *Please describe briefly the administrative management structure; i.e. the instruments in place to ensure internal financial management and control, to avoid mismanagement of funds. And if funds are transferred to sub-grantees; describe the system in place to assess the administrative capacity of the sub-grantees and the financial reporting and audit requirements for the sub-grantees.*

Please attach a copy of the most recent externally audited financial report, if possible including audit memorandum/management letter. If no projects have been externally audited explain why.

KVINFO will sign a contract with the consultant and transfer the funds at the beginning and end of the consultancy based on the finalized product, with 50% upon signature of the contract and 50% upon finalized and approved final deliverables.