



Request for Proposals

Completion of the baseline study for
Stand for Her Land (S4HL) Ethiopia

November 2023

Background information

Around the world, land serves as a foundation for security, shelter, and livelihood. But rights to land are not equitably distributed. This is especially true for women. Even while laws and policies are being passed around the world that strengthen women's equal rights to land and property, women in half of all countries still face significant obstacles to realizing those rights.

Women's equal rights to land are firmly entrenched in international law and in the Ethiopian constitution, but they are often blocked by customs, tradition, discriminatory social norms and practices, and the lack of implementation/enforcement of laws and policies. Women's property and inheritance rights are frequently violated particularly during marriage and divorce. Women are often considered as 'secondary' rights holders, who broadly depend on their male partners or relatives for the use of the land. Even when women are owners and/or holders of land, they may lack effective power to influence decisions on the use of the land because of socioeconomic and cultural discrimination. Despite progressive laws, efforts by donors and the government, threats to women's land rights remain high in Ethiopia and more partnership and investments are required to improve women's tenure security.

The Stand for Her Land (S4HL) Campaign aims to close the implementation gap for women's land and property rights (WLR): the gulf between the strong standards in place to protect women's rights to land, and the realization of those rights in practice. S4HL exists to support millions of women around the globe to claim equal footing in a fast-moving world through the transformative power of land rights, and to engage men as champions for gender justice. S4HL works through collective, locally developed, and locally led advocacy, aided by capacity sharing among global, national, and local actors, to ensure that land tenure governance, reforms, and processes include, benefit, and are led by women.

At the global level, the S4HL Campaign is led by Landesa, a research and advocacy organization that partners with progressive governments and civil society to develop pro-poor, gender-sensitive laws, policies and programs that strengthen the land rights of the poorest. The campaign is carried out with the support and cooperation of the International Land Coalition (ILC). The S4HL Campaign is currently active in Bangladesh, Colombia, Ethiopia, Senegal, Tanzania, and Uganda. In Ethiopia, Senegal, and Uganda, the S4HL Campaign is funded by BMZ. In Ethiopia, the work is led by Habitat for Humanity Ethiopia (HFHE), part of Habitat for Humanity International (HFHI), which is a leading global nonprofit organization working with local communities in housing for more than 70 countries.

The Ethiopia Coalition aims to achieve the following outcomes in order to bridge the implementation gap for WLR:

1. A sustained, locally driven movement for WLR is catalyzed
2. Increased knowledge and resources for a diverse group of stakeholders to realize WLR
3. Engage communities in realizing WLR
4. Women have greater legal literacy and agency regarding land
5. Social norms and behaviors in communities and political spaces shift towards being more supportive of WLR

To achieve these outcomes, the Ethiopia Coalition will conduct a variety of activities including but not limited to awareness-raising and capacity-building trainings, producing and disseminating Information, Education, and Communication (IEC) and Behavior Change Communication (BCC) materials on WLR, mobilization activities in marketplaces and other public gatherings, community dialogues, events,

festivals, and symposia, lobbying government officials, private entities, and celebrities to support WLR and complementary services and inputs, conducting research and sharing knowledge on strategies to strengthen WLR, and supporting the establishment of community-based non-judiciary complaint handling mechanisms. These activities will specifically target grassroots women, men (to ensure male engagement), traditional leaders, as well as CSOs, government officials, justice officials, and policymakers at local, regional, and national levels.

Objectives

HfHE and Landesa are currently seeking proposals from qualified organizations to conduct a baseline study for the S4HL Campaign in Ethiopia and develop a performance indicator reference sheet (PIRS) for each indicator in the project logframe (see Appendix 1). This study seeks to assess baseline perceptions about the implementation and enforcement of policies related to WLR, knowledge about WLR, awareness of gender-responsive land governance, attitudes about WLR, descriptive and injunctive norms about the role of women certificate holders in decision-making about property, and behaviors that support WLR in Ethiopia. By comparing baseline and endline data, we can evaluate the campaign's performance. This information will also be used to enhance our understanding of the pilot woredas, fine-tune the interventions, and limit any risks associated with achieving the campaign's objectives.

Data collection tools

HFHE and Landesa will work with the selected firm to prepare the following data collection instruments, and to determine the appropriate sample sizes:

- Surveys or semi-structured interviews of Coalition members (14 organizations, with 1 focal point per organization)
- Surveys of men and women from pilot communities
- Focus group discussions with men and women, separately, from pilot communities
- Key informant interviews (KIIs) with government officials, justice officials, traditional leaders, and policymakers
- Format of PIRS

The current contract will cover baseline data collection. Endline data will be collected in 2026. We plan to interview the same individuals at baseline and endline, to the extent possible, using the same survey questionnaires.

List of pilot locations

Some activities of the S4HL Campaign in Ethiopia will take place at the national level while other activities will only take place within specific pilot locations. These pilot locations—organized into categories depending on whether they are in areas that are predominantly pastoral, smallholder, large scale agriculture, or urban—are listed in the table below. For the baseline study, we plan to randomly select sites within each category.

Category	Region	Zone	Woreda (Town)
Pastoral Area	Oromia regional State	Borena	Yabelo Town
	Somali Regional State		Eleweya woreda (Eleweya town)
	South Ethiopia Regional State	South Omo	Gomole woreda (Surupha town) Dubluk woreda town (Dubluk town)
Smallholder area	Sidama Regional State		Dale Woreda
	Oromia Regional State		Lume Woreda
	Central Ethiopia Regional State		Sodo Woreda
	Benishangul Gumuz Regional State		Mandura Woreda
	Tigray Regional State		Laelay Mayichew and Ambalaje Woreda
Large scale area	Oromia Regional State	Jima Zone	Dedo woreda
		Bale Zone	Adaba Woreda, Goba Woreda
		East Shoa Zone	Fentale woreda
		Buno Bedele Zone	Chora worda
		Elibabur Zone	Doreni, Yaya, Urumu, Age sechi, Blonopha woreda
	Afar Regional State	Zone	Amibara Woreda
		Zone 3	Awash Sebat town, Awash Fentale Woreda
	Amhara Regional State	North Shewa Zone	Menezgera woreda
	Urban	HFHE Intervention area	

Roles and responsibilities

The selected research firm is responsible for collecting information for the baseline study. It must oversee all aspects of data collection and quality assurance, including:

- Hire and manage personnel for data collection and management
- Develop a detailed timeline and logistical plan for data collection
- Develop and harmonize baseline study methodology with implementing partners

- Obtain authorizations for data collection
- Prepare logistics for data collection, including transportation and community preparation
- Pre-test (pilot) data collection tools using cognitive interviewing techniques
- Collaborate with HFHE and Landesa on sampling strategy, design of data collection instruments, and review and adjustment of tools after pre-testing
- Communicate regularly with HFHE and Landesa, in particular through periodic verification meetings (the frequency of these meetings will vary according to the phase of the project)
- Translate the data collection tools, enter the questionnaires into the electronic data collection instruments and send the final versions to HFHE and Landesa
- Develop a manual for data collectors
- Train data collectors
- Quality assurance in the field
- Clean, translate, and process data from structured surveys, focus group discussions, semi-structured interviews, and key informant interviews, and the transfer of both raw and cleaned data to HFHE and Landesa. In the case of FGDs and KIIs, the company must organize, collect, process and code the transcripts
- Prepare an interim report of the baseline study with conclusions and recommendations
- Present the results of the study to the HFHE, Landesa, and stakeholders
- Integrate feedback from HFHE, Landesa, and stakeholders
- Produce the final report of the baseline study, including PIRS for each indicator

The research firm will ensure that all activities related to data collection and management, as well as the conduct of its staff, comply with Landesa's ethical guidelines for research.

Deliverables

- Finalized data collection tools (survey questionnaires, KII guides, and FGD guides)
- Implementation plan, including detailed timeline, sampling strategy, and logistics
- Training agenda and manual for data collectors
- Progress reports during data collection
- Encrypted raw and cleaned data, including transcripts of KIIs and FGDs
- Draft and final baseline report, including PIRS for each indicator, with all feedback incorporated
- Presentation of findings

Tentative Timeline

We present below an approximate timeline:

- HFHE and Landesa review applications and select firm (about 2 weeks)
- Finalize and program data collection materials and develop sampling strategy (about 2 weeks)
- Select and train data collectors (several days)
- Collect data (about 2 weeks)
- Clean data (about 1 week)
- Analyze data, draft report, incorporate feedback, and present the findings (several weeks)

The selected firm will develop a more detailed timeline, in consultation with HFHE and Landesa.

Selection process

Landesa and HFHE will evaluate proposals on the basis of alignment with the research objectives, the technical merit of the proposed evaluation, and the qualifications of the proposed data collection team using the following criteria:

- Based in Ethiopia with experience in land rights
- Understanding of gender issues and how to apply a gender lens in research
- Technical merit of the proposed methods of data collection and analysis
- Team qualifications, including experience collecting similar data, strong skills in research and statistical analysis, and advanced university degree in relevant discipline
- Value for money

During the evaluation process, applicants may be contacted by HFHE or Landesa for more detailed information.

Guidelines for submitting proposals

Qualified companies can submit their proposals by email to Michael Zaki at michaelz@landesa.org , with a copy to Dr. Caitlin Kieran at caitlink@landesa.org, Waleign Fetahei at wfetahei@habitatethiopia.org, and Nardos Eshetu at neshetu@habitatethiopia.org **by November 30, 2023.**

Please provide the following information

1. A statement of the company's qualifications for the assignment, demonstrating its expertise in quantitative and qualitative research (maximum 3 pages).
2. Descriptions of previous projects related to the assignment, including client contact details for at least two projects (maximum 2 pages)
3. CV of up to three people to manage/coordinate activities and staff.
4. Staffing, including roles and responsibilities of each team member (manager, coordinator, supervisor, etc.) mentioned above.
5. Logistics, including a description of who will collect the data, how data collectors will be selected, trained and supervised, how you will obtain permissions for the research, how you will mitigate risks and any other relevant logistical information.
6. Estimated budget (in USD) up to \$27,000 for baseline data collection. The budget should include all costs related to the creation of the sampling frame, training of data collectors, data collection (remuneration of data collectors, accommodation, transportation, meals, snacks, venues for group discussions, etc.), data cleaning, report writing, translation, staffing requirements, travel expenses, office expenses, taxes, etc. Please indicate the amount of the budget to be transferred before the start of data collection. A maximum of 20% of the total budget can be paid upon signing contract. Remaining funds will be transferred upon Landesa's approval of deliverables, including final questionnaires, training manuals, data sets, and reports.

Appendix 1

Intervention Logic	Indicator	Source of Data
Impact: Implementation gap for WLR bridged	Number of policies/regulations/laws procedures ratified/improved by government as a result of the advocacy work to bridge the implementation gap.	Project Report
	Number of implementation issues (<i>i.e. identification and sensitization around community perceptions blocking women's access</i>) solved to bridge the implementation gap identified in dialogues with stakeholders.	Project Report
	Percentage of women who perceive that laws and policies related to WLR are effectively implemented and enforced.	Survey, Primary Data
Outcome 1: A sustained, locally driven movement for WLR is catalyzed	Combined representation (registration and attendance) in membership in the country coalition disaggregated by age, gender.	Periodic report
	Percent of Coalition members who are confident in the strength of the Coalition to influence the government in policy advocacy.	Survey, Primary Data
	Total estimated reach of S4HL media mentions.	Survey, Primary Data
	Total estimated reach of S4HL social media.	Survey, Primary Data
	Total estimated number of people reached through S4HL presentations.	Survey, Primary Data
Output 1.1: Country level coalition to promote WLR formed	Number of coalitions formed.	Project Report
	Number of existing efforts strengthened on land right actors and government.	Project Report
Output 1.2: Country Coalition Strategies, background analysis, MEL and work plans developed	Number of coalition sustainable strategy document developed.	Project Report
	Number of work plans prepared.	Project Report
	Number of MEL plans developed.	Project Report
	Number of coalition by-laws developed and discussed.	Project Report
	Number of networks and collaborations formed with diverse actors outside the land sector.	Project Report
Output 1.3 Coalition members advocate for WLR	Number of coalition members trained on how to develop position papers/ policy briefs and advocacy strategy to engage with policy makers.	Project Report
	Number of advocacy and legal literacy materials produced by the coalition through the support of the project.	Project Report
Output 1.4 Increased financial resources for Coalition to collectively advocate for WLRs	# of new grants advancing WLRs.	Project Report
	Number of mass media campaigns launched.	Project Report

Output 1.5 S4HL Campaign popularized	Number of events where the S4HL Campaign has been presented.	Project Report
Outcome 2: Increased knowledge and resources for a diverse group of stakeholders to realize WLR	Percentage increase in women and men's knowledge from the pilot area on women land rights and property rights.	Survey, Primary Data
	Number of community members engaged in land documentation processes or land use planning either through Coalitions' activities or as a result of Coalitions' partnerships with governments' implementation efforts.	Project Report
Output 2.1: National and local-level institutional (CSOs and local government) support provided	Number of community members reached through awareness raising sessions organized on women land rights and property rights from the pilot area.	Project Report
	Number of trainees participated in refresher training to coalition members, Council of Traditional leaders facilitated on transformative leadership on women land rights.	Project Report
	Number of position papers/policy briefs produced and tabled to policy makers at all levels.	Project Report
Output 2.2: Advocated legal and policy alternatives in WLR	Number of national policy dialogues held by the coalition members on land rights, land acquisition, challenges of land ownership entitlements.	Project Report
	Number of advocacy dialogues conducted by country coalition for judiciary, law enforcement agencies, and customary and informal justice institutions on women legal rights to women land and property rights.	Project Report
	Number of national advocacy forums conducted by the country coalition to support gender-transformative implementation changes to the Federal Rural Land Administration and Use Proclamation.	Project Report
Output 2.3: High-level gatherings organized	Number of hosted national level roundtable gatherings by country coalition on women land and tenure issues.	Project Report
	Number of national advocacy workshops organized on women's tenure and property rights.	Project Report
	Number of round table discussions held to follow up the engagement dialogues to policy makers on WLR.	Project Report
Outcome 3: Engage communities in realizing WLR	Increased awareness of the whole pilot community on gender-responsive land governance.	Survey, Primary Data
	Number of issues raised in community conversations that are solved (<i>forum where people will bring issues, tracked in report from conversations</i>).	Project Report
	Increased satisfaction of poor women that pursue their issues on court with the service of the justice process.	Survey, Primary Data
	Number of community level learnings from the pilot areas used in national level advocacy (<i>i.e. issue or solution from local level then brought as a solution to national level</i>).	Project Report
Output 3.1: Communities engaged in realizing WLR	Number of awareness campaigns organized to country coalition to promote sustained shifts to gender-responsive land governance while engaging community leaders and traditional authorities.	Project Report

	Number of participants from the grassroots level engaged in the civil society movement, disaggregated in gender.	Project Report
	Number of persons reached through paralegals' legal literacy activities (disaggregated by gender, age).	Project Report
Output 3.2: Conduct community dialogues	Number of community dialogues held with traditional and religious leaders to identify key WLR issues and prevalent social norms related to WLR.	Project Report
	Number of created forums by country coalition for local advocates to participate and to make WLR issues vivid and personal for decision-makers.	Project Report
Outcome 4: Women have greater legal literacy and agency regarding land	Number of poor women who pursue their rights in court pertaining to marital property, divorce settlements and housing through the support of the project.	Project Report
Output 4.1: Women trained on legal literacy and rights awareness	Number of participants from the pilot area in gender transformative training on WLR.	Project Report
	Number of radio and/or TV talk show and/or social media campaign held by the country coalition to enhance women's legal land literacy and empowerment.	Project Report
	Number of learnings captured from community dialogues linked to national level advocacy efforts on the nexus between land and housing.	Project Report
	Number of documented lessons on policy and advocacy results.	Project Report
Outcome 5: Social norms and behaviors in communities and political spaces shift towards being more supportive to WLR	% increase in wives with joint certificate who report that other wives with joint certificates participate in decision-making about property.	Survey, Primary Data
	% increase in wives with joint certificate reporting that people in their reference group approve of them making decisions about property.	Survey, Primary Data
	Percentages of women, men in pilot communities who conduct practices that support WLR.	Survey, Primary Data
Output 5.1: Social norm and behavior change (SNBC) strategies developed	Number of social norms and behavior change (SNBC) communication strategies developed by country coalition in local language to address discriminatory social norms related to WLR (Amharic, Afan Oromo, Tigrigna, Somali, Afari).	Project Report
Output 5.2: SNBC strategies operationalized	Number of participants in trainings conducted by country coalition to enhance male, traditional authorities, and land administrators' engagement around social norms on WLR.	Project Report
	Number of participants in capacity building trainings provided to country coalition to design social norms and behavior change (SNBC) communication strategies to address discriminatory social norms related to WLR in local language (disaggregated by men and women).	Project Report
	Number of grass root level women community conversation carried out on issues of joint land registration, inheritance tenure management, record keeping, and better integration of gender-responsive practices.	Project Report

Number of participants in community conversations
disaggregated by community elders, gender.

Project Report