



## **Terms of Reference**

**Consultant for the final evaluation of the project  
"Roma Women Leaders in the Fight for a Society  
Without Gender-Based Violence"**

**01.08.2022 – 31.07.2025.**

**Association of Roma Women Osvit**

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## **1. Background and context**

### **1.1. Description of the project that is being evaluated**

Gender-based violence remains a pervasive global issue, deeply rooted in unequal power dynamics between men and women. This violence manifests in multiple forms, including physical, psychological, sexual, and economic abuse, and continues to affect millions of women worldwide. The situation is especially critical for women from marginalized groups, such as Roma women, who face compounded vulnerability due to discrimination, socio-economic factors, and the isolation of their communities. Historical and cultural factors, such as patriarchal norms and gendered expectations, perpetuate these cycles of violence, making it difficult for Roma women to escape and seek help.

In Serbia, gender-based violence remains widespread, particularly in intimate partner and family relationships. According to national statistics, nearly half of women (46.1%) have experienced some form of violence in their lifetime, and a significant portion of these experiences occurs within the home or intimate relationships. The law, while formally in place to protect victims of domestic violence, has faced inconsistent application, resulting in insufficient protection and support for women. Furthermore, the lack of an administrative record that tracks all types of violence, as well as the ethnicity of victims, hinders the ability to create policies tailored to the specific needs of marginalized groups like Roma women.

Roma women, in particular, are often invisible in both the broader society and the protection system, due to both social isolation and systemic discrimination. Their rights are frequently overlooked, and they remain vulnerable to multiple forms of violence, ranging from physical and sexual violence to economic abuse. Within Roma communities, patriarchal traditions and gendered expectations contribute to an environment where women have limited autonomy and are often forced to accept violence as a part of their reality.

"Roma Women Leaders in the Fight for a Society Without Gender-Based Violence" project focused on the prevention of and protection from gender-based violence (GBV), implemented by the Association of Roma Women Osvit. The project began with the goal of directly addressing this violence and improving the protection and support available to Roma women. Through the program, Osvit has worked on various levels: raising awareness, providing educational resources, offering counseling, and establishing accessible support systems.

The project, now in its final phase, has been dedicated to addressing the specific challenges faced by Roma women in Serbia, particularly in the context of domestic and gender-based violence. With just four months remaining until its completion, the program has made significant strides in raising awareness, providing support, and empowering Roma women, but also highlights the need for continued efforts to ensure sustainable, long-term solutions for this marginalized group. The SOS hotline services, available in Romani and Serbian, have been a key initiative in the fight against GBV in marginalized communities, offering essential resources and support to Roma women, as part of this project.

Despite these efforts, challenges remain, including institutional discrimination and the cultural and social barriers that prevent Roma women from accessing help. The project, therefore, focuses on providing accessible and culturally appropriate services while working toward the reduction of violence

through advocacy, community mobilization, and the empowerment of Roma women as leaders in the fight against GBV.

<b>Organization</b>	<b>Association of Roma Women Osvit</b>
<b>Project title</b>	<b>"Roma Women Leaders in the Fight for a Society Without Gender-Based Violence"</b>
<b>Project duration</b>	01.08.2022 – 31.07.2025.
<b>Budget and expenditure</b>	Budget: USD 195.000 Expenditure: USD 118.664.61 (According to the latest financial report for the period until January 31, 2025.)
<b>Geographical areas</b>	<b>Serbia</b> (Nis, Aleksinac, Kostolac, Vranje, Zajecar)
<b>Specific forms of violence addressed by the project</b>	<ul style="list-style-type: none"> <li>– Violence in the Family (Intimate partner violence, Physical, Psychological and emotional, Sexual, Economic)</li> <li>– Harmful practices (Early/Child marriage)</li> <li>– Violence against the girl child (non-spousal violence, violence related to exploitation)</li> </ul>
<b>Main objectives of the project</b>	<p><b>The general goal of the project is:</b> Contribution to the realization of the right to life without violence of women and girls from multiple marginalized groups without discrimination.</p> <p><b>Specific goal:</b> Create conditions for Roma women and girls in Serbia to exercise their rights to life without violence and without discrimination through research, training, campaigns, conferences and stakeholder support of SOS services and institutions responsible for prevention and protection of women from gender-based violence, for 36 months.</p>
<b>Key assumptions of the project</b>	Roma women and other multiply marginalized women feel empowered and safe to report all forms of violence without fear of stigma, discrimination, or retaliation; Sensitization training is expected to result in meaningful shifts in the attitudes and behaviors of institutional employees, fostering a more empathetic and unbiased approach toward survivors of violence; Social support services collaborate closely with women’s organizations to ensure comprehensive protection and support for women and girls who are survivors of gender-based violence; Community-based education can lead to behavior change and awareness in both women and the wider community; Field research will yield credible, actionable data that can be used to shape public opinion and policy; Positive visibility and public campaigns will help challenge harmful norms and reduce stigma around GBV and Roma identity.
<b>Description of targeted primary and secondary beneficiaries</b>	<p><b>Primary Beneficiaries: targeted 900; achieved: 1,141:</b> Women and girls in general, women and girls who are survivors of violence (beneficiaries of the SOS Helpline, Legal Aid, and psychological counseling services), and women and girls from minority ethnic groups, particularly Roma women (participants in research, workshops and awareness-raising activities).</p> <p><b>Secondary Beneficiaries: targeted 100 ; achieved: 80:</b> Civil servants trained through the project, including social workers, police officers, healthcare professionals, and other institutional representatives.</p>

	<b>Broader Stakeholders: targeted 165; achieved: 177</b> Policymakers, local government representatives, NGOs, and community members engaged in efforts to combat gender-based violence and improve support services for Roma women
<b>Key implementing partners and stakeholders</b>	Association of Roma Women Nada-Aleksinac, Association of Successful Women of Kostolac, Roma Association Zaječar, Association of Roma Women Sastipe - Vranje, United Nations Trust Fund to End Violence against Women (UN Trust Fund)

As the project enters its final phase, the focus is on consolidating the achievements made so far and ensuring that Roma women continue to have a voice in both the protection system and the wider societal discourse on gender-based violence. By creating stronger networks, increasing public awareness, and fostering partnerships with other key stakeholders, the project aims to leave a lasting impact on both the Roma community and the broader efforts to combat GBV in Serbia.

## 1.2. Strategy and theory of change

The Theory of Change for the "Roma Women Leaders in the Fight for a Society Without Gender-Based Violence" project is built on the principle of human rights as guaranteed by international and national laws, with a particular emphasis on women's rights and the right to life without violence. This approach asserts that every woman, regardless of nationality, education, or financial status, is entitled to a life free from violence. The project activities are strategically designed to align with this goal, ensuring that women, especially those from marginalized groups like Roma women, can access the resources and support necessary to realize their rights and live violence-free lives.

The key activities of the project are developed in a well-structured and integrated manner, leading to the achievement of the overarching goal: a society in which women live free from violence. To this end, we engage a diverse range of actors who play crucial roles in realizing this right, including community members, local service providers, and institutional stakeholders. The project adopts a strategy of community mobilization and awareness-raising, empowering both the Roma community and wider society to recognize and address the problem of gender-based violence (GBV).

Given the lack of administrative records in Serbia tracking the different types of violence and the number of women experiencing it, the project takes a research-driven approach. Field research conducted in five cities on the prevalence of violence within the Roma community and the specific living conditions of Roma women with experience of violence generated the first database on this issue. This research, which involved a sample of 500 Roma women, provided valuable data to influence decision-makers and guide the creation of targeted, positive public programs for the prevention of gender-based violence, tailored to the needs of Roma women.

### *Community Mobilization and Awareness-Raising*

The project aimed to engage Roma women and girls in educational and informational workshops focused on GBV, reaching a target of 100 women and girls in Roma neighborhoods. This initiative empowered Roma women with the knowledge they needed to identify and address violence within their communities. The goal was for these women to not only benefit from the information themselves but also to serve as agents of change, transferring their newly acquired knowledge to others in their environment and taking preventive actions against gender-based violence.

### *Capacity Building and Advocacy*

A critical component of the project involved capacity-building and advocacy to improve the quality of services for Roma women. To this end, the project implemented a two-day accredited training program for 100 civil servants, aimed at sensitizing employees in public institutions to overcome prejudices and stereotypes toward Roma women. The training focused on breaking down institutional discrimination and ensuring the consistent application of the normative and strategic framework related to gender-based violence. The curriculum explored the history, culture, and traditions of the Roma community, highlighting both the similarities and differences between Roma and majority populations. By increasing awareness of Roma women's specific challenges, the training also addressed socio-cultural issues, such as the impact of patriarchal structures on women's autonomy and the role of Roma women in family and community life. Participants engaged with positive role models from the Roma community to challenge stereotypes and show that Roma women are active contributors to societal development. In the second and third years of the project, the training program expanded to include 60 additional civil servants from cities like Niš, Zaječar, and Vranje, as well as 40 more civil servants from regions like Aleksinac and Kostolac. This multi-tiered training approach was designed to ensure that the knowledge and insights gained reached a broad range of public employees involved in the protection of women and girls.

### *Support Services and Empowerment*

A core element of the project is the provision of specialized support services to Roma women experiencing violence. Recognizing the deep isolation and social barriers faced by Roma women, Osvit is the only organization in Serbia offering licensed SOS telephone services in both Romani and Serbian languages. This 24/7 service, available on the toll-free number 0800/100909, ensures that Roma women across the country have access to immediate support. This hotline serves as a critical lifeline for women experiencing violence, offering not only emotional support but also psychological counseling, legal aid, and representation in court. The program provides continuous support to women throughout all phases of overcoming violence, focusing on the individual needs of each beneficiary. The SOS hotline is an essential resource that enables Roma women to seek help and break free from the cycle of violence, tailored to their linguistic and cultural needs.

### *Multisectoral Cooperation*

The project recognizes that addressing gender-based violence requires multisectoral cooperation. By connecting various actors responsible for the protection of women from violence and discrimination, we aim to create an integrated system that can support women with experience of violence. This approach ensures that all necessary actors — from local NGOs and civil society organizations to public institutions — are mobilized to support Roma women in exercising their right to a life free from violence.

### *Theory of Change*

Conditions have been created for Roma women and girls in Serbia to exercise their rights to a life free of violence and without discrimination. Through our work so far, we have noticed that by supporting a Roma woman, we can free her from prejudices and value systems that have been imposed on her. She gains self-confidence very quickly and visibly, frees herself from fear and she is able to resist various forms of discrimination, threats and violence.

RESULTS FRAMEWORK	
<b>Project Goal</b>	Create conditions for Roma women and girls in Serbia to exercise their rights to life without violence and without discrimination through research, training, campaigns, conferences and intersectoral support of SOS services and institutions responsible for the prevention and protection of women from gender-based violence, by 36 months.
<b>Outcome</b>	<b>Output</b>
<b>Outcome 1:</b> The quality of services intended for women with experience of violence with a focus on Roma women has been improved through the work of SOS hotline in Romani and Serbian languages and sensitization of employees in state institutions responsible for their protection through training.	Output 1: At least 300 women with experience of violence were empowered, 30% of whom are from the category of multiple marginalized women, to get out of the circle of violence, and who used the services of SOS hotlines in Romani and Serbian language, psychological counseling and legal aid. Output 2: 100 employees in state institutions (Police, Judiciary, Centers for Social Work, Health Centers, educational institutions and NGOs) have improved knowledge and provide quality services to Roma women without discrimination.
<b>Outcome 2:</b> Conditions have been created for the prevention of violence against Roma women through research, educational workshops and campaigns.	Output 3: Results on the prevalence of violence against Roma women and girls in Nis, Aleksinac, Kostolac, Vranje and Zajecar were obtained, and recommendations for their protection and prevention of gender-based violence were published. Output 4: The level of awareness and knowledge of 100 Roma women and the wider community on the problem of gender-based violence was raised through organized educational workshops, campaigns and conferences.
<b>Management Output</b>	Effective project management per the policies and guidelines provided by UN Trust Fund

Key Activities
<b>Act 1.1:</b> Continuous support to women and girls with experience violence through the work of the SOS hotline
<b>Act 1.2:</b> Provide psychological support to women and girls with experience violence in the territory of the city of Niš and by phone or online service in the territory of the whole of Serbia 24/7
<b>Act 1.3:</b> Provide legal support to women and girls with experience violence in the territory of the city of Niš and by phone or online service in the territory of the whole of Serbia 24/7
<b>Act 2.1:</b> Training service providers of 3 accredited training seminars "Support to improving the position of Roma women (in Niš, Zaječar, Vranje, Aleksinac and Kostolac ) for 100 civil servants
<b>Act 2.2:</b> Monitoring and supervision of trained personal to improve service provision
<b>Act 3.1:</b> Conduct Field research on the prevalence of violence against Roma women in 5 cities in Serbia
<b>Act 3.2:</b> Research analysis on the prevalence of violence against Roma women in 5 cities in Serbia
<b>Act 3.3:</b> Publication and presentation of the findings of the prevalence of violence against Roma women in 5



cities in Serbia to relevant stakeholders at round tables.

**Act 3.4:** Realization of the 16 Days of Activism against Gender-Based Violence Campaign - street actions of distributing promotional material and appearing in the media

**Act 4.1:** Conduct informative and educational workshops for Roma women in 5 cities of Serbia

**Act 4.2:** Conduct campaign "Month of Roma Women's Activism" - street actions of distribution of promotional material and guest appearances in the media

**Act 4.3:** Organize the National Conference "Roma Women Leaders in the Fight for a Society without Gender-Based Violence"

By following this Theory of Change, the project aims to foster systemic change, addressing both the direct needs of Roma women and the structural barriers that perpetuate gender-based violence. Through community mobilization, advocacy, capacity building, and the provision of specialized services, the project is actively working toward a society where all women, regardless of ethnicity, education, or wealth, are guaranteed the right to live free from violence. This comprehensive approach will contribute to lasting change by empowering Roma women, improving institutional responses, and fostering a society that respects the rights and dignity of all women.

### **1.3. Project's Geographic Scope**

The project is focused on Southern and Eastern Serbia, an underdeveloped region with significant socio-economic challenges. According to the 2011 census, this region had a population of 1,563,916, with the most numerous ethnic groups being Serbs (1,393,673) and Roma (57,239). The region is known for higher levels of poverty, especially among Roma women and girls, whose socio-economic status is significantly more disadvantaged than in other parts of Serbia. This disparity is compounded by the lack of effective local authorities and the resulting difficulty for Roma women in accessing their legally guaranteed rights.

The cities and municipalities targeted by this project—Niš, Kostolac, Vranje, Aleksinac, and Zaječar—are all part of this economically and socially challenged region. They also lack specialized social services for women affected by gender-based violence, such as SOS telephone services in the Romani language, which are critical for supporting Roma women in crisis situations.

The project focuses on five cities in Southern and Eastern Serbia with significant Roma populations: Kostolac, Vranje, Zaječar, Aleksinac, and Niš. In Kostolac, 50.17% of the Roma population are women, and it has the third highest rate of child marriages in Serbia, which contributes to violence against Roma women. Vranje has 48.78% Roma women, with over half of the social protection beneficiaries being women. Zaječar has 50.60% Roma women, with 55.68% of social protection recipients being female. Aleksinac has 51.73% Roma women, and 48.57% of social protection recipients are women. Niš, the largest city in the region, has 49.09% Roma women, with over half of the social protection beneficiaries being women. These cities face high levels of poverty and limited access to social services, making them critical areas for intervention in combating gender-based violence.

In the targeted regions, Roma women face compounded social and economic challenges, including high levels of poverty, low educational attainment, and limited access to public services. They are often excluded from legal and social support systems, particularly when it comes to gender-based violence. The lack of targeted services, such as specialized shelters or counseling services, and the absence of an SOS hotline in Romani make it difficult for Roma women to escape cycles of violence. Osvit is currently



the only organization in Serbia providing a licensed SOS hotline in both Romani and Serbian, ensuring Roma women across the region can access support, 24/7.

#### **1.4. Total resources allocated for the intervention**

Total resources allocated for the intervention included both technical and human resources. Osvit provided an SOS telephone service for women with experience of violence in Romani and Serbian for 20 years, offering continuous support to Roma women. In 2017, we accredited the program "Support to the Improvement of the Position of Roma Women" with the Republic Institute for Social Protection, aimed at improving the quality of services provided by civil servants to Roma women. In 2018, we licensed the SOS telephone service with the Ministry of Labor, Employment, Veterans, and Social Affairs, establishing the first SOS telephone in Romani in Europe. In March 2019, we received the EU Award for Roma Integration in the Western Balkans and Turkey for "Women Grassroot Activists / Unknown Heroes."

Beyond direct help through the SOS hotline, we also focused on prevention and economic empowerment of women to help them escape the cycle of violence. Osvit expanded from a local organization with strong community roots into a regional one, covering southern Serbia and influencing public policies at the national level. Our expertise in human security and the fight against violence against women was recognized both in professional circles and in the general public. Members of Osvit participated in working groups for the development of national and local strategies aimed at improving the position of Roma women, women in general, and women with experience of violence.

The director of Osvit, a member of the Roma national minority and a marginalized woman herself, brought firsthand knowledge of the needs and problems faced by her community. This enabled the creation of programs and projects that directly addressed these issues. Osvit's work earned the trust of marginalized women and girls, particularly those with experience of violence, and made the organization recognizable in the Roma community and beyond.

Our organization developed both technical infrastructure and human resources. We employed four full-time staff members, six contract workers, and twenty volunteers who were available as needed. Our staff included a diverse team of social workers, sociologists, pedagogues, psychologists, psychotherapists, lawyers, and journalists, all trained in areas like social protection, legal aid, violence against women, and human rights. Osvit's SOS hotline operated 24/7 with a toll-free number and was the only specialized women's organization in Serbia meeting the standards of the Council of Europe Convention for providing such services. We employed six consultants, two psychologists, one sociologist, and one lawyer on the SOS hotline, and established partnerships with four pro bono lawyers for court representation.

Osvit also had a well-structured management system, including an Assembly, Board of Directors, and Supervisory Board. Financial operations were overseen by an accounting agency, while two staff members were trained in financial management and accounting. The organization served a four-year term as chair of the Roma Women's Network of Serbia, which helped us build strong partnerships with other organizations based on professional, responsible, and intersectoral approaches to addressing the issues faced by Roma women.

The total budget allocated for the project is \$195,000.00. This includes various expenses related to the operation and implementation of project activities. Our contribution to the intervention included the use of space for workshops, technical equipment such as PCs, laptops, projectors, and cameras. Additionally, we conducted five two-day seminars for institutional employees at no cost to the trainers,

who were experts from the organization. The realization of project activities also involved human resources not paid from the project, including volunteers and staff from the organization who contributed their time and expertise in various roles such as coordination, logistics, and facilitation.

### **1.5. Key partners involved in the project**

Our partner organizations include the Association of Roma Women "LERO" (Leskovac), the Association of Roma Women "Nada" (Aleksinac), the Association "Sastipe" (Vranje), and the Roma Association Zaječar. These organizations had already established trust within the Roma communities in their respective regions and were actively engaged in fieldwork within Roma neighborhoods. They played a key role in mobilizing Roma women, raising awareness about the project, and informing women about the available services and their rights. As part of the project implementation, the partner organizations held informative meetings in Roma neighborhoods to introduce the project, discuss the benefits, and encourage Roma women to participate. The participation of women in the project activities was entirely voluntary, with strict adherence to confidentiality and respect for their privacy.

The geographical focus on Southern and Eastern Serbia, coupled with the selection of key cities and the engagement of trusted Roma women's organizations, ensured that the project was deeply rooted in the local context. By addressing the unique challenges faced by Roma women in these areas and enhancing local service provisions, the project contributed to both short-term improvements in the lives of women and long-term systemic changes in the region's response to gender-based violence.

## **2. Purpose of the evaluation**

### **2.1. Why the evaluation needs to be done**

This evaluation is necessary to ensure accountability for allocated resources and to assess the real impact of the project on women and girls, especially Roma women. It aims to generate evidence-based insights, giving a voice to beneficiaries and stakeholders while measuring the effectiveness of project activities in addressing gender-based violence. Additionally, the evaluation will provide an opportunity to document achievements, challenges, and lessons learned, offering a comprehensive assessment of the project's success in improving services and support for Roma women. The timing of the evaluation aligns with the project's conclusion, ensuring that data-driven decisions can be made for future interventions.

### **2.2. How the evaluation results will be used, by whom and when.**

The findings of the evaluation will be utilized by the implementing organization, Association of Roma Women Osvit, along with project partners, institutional stakeholders, and policymakers. The results will be used to assess the effectiveness of current policies and interventions, identify gaps in service provision, and highlight both progress and remaining challenges. Additionally, the evaluation will serve as a reference for refining community outreach strategies and advocating for systemic changes. Osvit will integrate the evaluation outcomes into its strategic planning and future project development efforts. The final evaluation document will be publicly available on Osvit's official website, ensuring transparency and accessibility.

### **2.3. What decisions will be taken after the evaluation is completed**

Based on the evaluation's conclusions, Osvit will take steps to enhance its service delivery, strengthen community engagement, and refine strategies for advocacy and social influence. The organization will use the findings to shape new project proposals, secure additional funding, and develop more effective interventions tailored to the specific needs of Roma women facing gender-based violence. Additionally, institutional stakeholders may adjust policies and procedures to improve their responsiveness to Roma women's needs. The evaluation's recommendations will inform the broader agenda for gender equality and human rights advocacy at both local and national levels.

## **3. Evaluation objectives and scope**

### **3.1. Scope of Evaluation:**

- **Timeframe:** The evaluation will comprehensively assess the entire duration of the project to capture its full impact and effectiveness. The evaluator will cover the complete implementation period of the project, ensuring that all phases—from planning and execution to outcomes—are systematically analyzed.
- **Geographical Coverage:** The evaluation will focus on all project locations, including the cities of Niš, Zaječar, Vranje, Aleksinac, and Kostolac, where key interventions were implemented. This will ensure a thorough assessment of the project's reach and influence across different regions.
- **Target Groups:**
  - **Primary Beneficiaries:** Women and girls in general, women and girls who are survivors of violence (beneficiaries of the SOS Helpline, Legal Aid, and psychological counseling services), and women and girls from minority ethnic groups, particularly Roma women (participants in research, workshops and awareness-raising activities).
  - **Secondary Beneficiaries:** Civil servants trained through the project, including social workers, police officers, healthcare professionals, and other institutional representatives.
  - **Broader Stakeholders:** Policymakers, local government representatives, NGOs, and community members engaged in efforts to combat gender-based violence and improve support services for Roma women,
  - **Association of Roma Women Osvit project staff, project partner organizations (Association of Roma Women Nada-Aleksinac, Association of Successful Women of Kostolac, Roma Association Zaječar, Association of Roma Women Sastipe-Vranje), UN Trust Fund Portfolio Managers.**

Additionally, the evaluation will incorporate internal reflection and personal impact assessments:

- **Internal Review:** At least three internal team members will be interviewed to assess the challenges faced during project implementation, internal communication dynamics, and the benefits of the project on team development.
- **Beneficiary Testimonials:** At least three in-depth testimonies from women who benefited from the project's services will be collected, highlighting life-changing experiences and the impact of the support they received.

By covering these aspects, the evaluation will provide a comprehensive understanding of the project's achievements, challenges, and areas for future improvement.

### 3.2. Objectives of Evaluation:

The evaluation aims to systematically assess the project's effectiveness, relevance, coherence, efficiency, sustainability, and impact while incorporating a cross-cutting analysis of gender equality and human rights. The key objectives include:

- **To evaluate the entire project** (01.08.2022 – 31.07.2025), against the effectiveness, relevance, coherence, efficiency, sustainability and impact criteria, as well as the cross-cutting gender equality and human rights criteria (defined below);
- **To identify key lessons and promising or emerging good practices** in the field of ending violence against women and girls, for learning purposes (this is defined under the knowledge generation criteria below).
- **Offer recommendations** for improving the effectiveness of future interventions addressing gender-based violence and the protection of minority women.

## 4 Evaluation Questions

Evaluation Criteria	Evaluation Questions
<b>Effectiveness</b> <i>A measure of the extent to which a project attains its objectives / results (as set out in the project document and results framework) in accordance with the theory of change.</i>	<ol style="list-style-type: none"> <li><b>1. To what extent were the intended project goal, outcomes and outputs (project results) achieved and how?</b></li> <li>2. What factors contributed to or hindered the achievement of these results?</li> <li>3. To what extent was the project effective in reaching the targeted beneficiaries at the project goal and outcome levels?</li> </ol>
<b>Relevance</b> <i>The extent to which the project is suited to the priorities and policies of the target group and the context.</i>	<ol style="list-style-type: none"> <li><b>4. To what extent do the achieved results (project goal, outcomes and outputs) continue to be relevant to the needs of Roma women and girls victims of gender based violence?</b></li> <li>5. Whether or not the strategy was relevant given the wider context (municipality, lawmakers etc.) and was the project able to adjust and adapt to any changes in the context?</li> </ol>
<b>Coherence</b> <i>The extent to which other interventions support or undermine the intervention, and vice versa. Includes internal coherence and</i>	<ol style="list-style-type: none"> <li><b>6. How are project strategies compatible with other interventions in the country? In the region?</b></li> <li><b>7. What are the synergies and linkages between the intervention strategies carried out by the organization and their implementing partners?</b></li> </ol>

<i>external coherence.</i>	
<b>Efficiency</b> <i>Measures the outputs - qualitative and quantitative - in relation to the inputs. It is an economic term which refers to whether the project was delivered cost effectively.</i>	<b>8. To what extent was the project efficiently and cost-effectively implemented?</b> Was it managed in timely manner in accordance to the implementation plan? Was the project managed well to make best use of human and financial resources.
<b>Sustainability</b> <i>Sustainability is concerned with measuring whether the benefits of a project are likely to continue after the project/funding ends.</i>	<b>9.</b> To what extent will the achieved results, especially any positive changes in the lives of women and girls (project goal level), be sustained after this project ends? <b>10.</b> What steps have been taken to institutionalize the project, build capacity of stakeholders or secure further funding?
<b>Impact</b> <i>Assesses the changes that can be attributed to a particular project relating specifically to higher-level impact (both intended and unintended).</i>	<b>11. To what extent has the project contributed to ending violence against women, gender equality and/or women's empowerment (both intended and unintended impact)?</b> <b>12.</b> What are the specific changes in the situation for women and girls in relation to specific forms of violence (both intended and unintended for both women and girls targeted by the project)?
<b>Knowledge generation</b> <i>Assesses whether there are any promising practices that can be shared with other practitioners.</i>	<b>13. To what extent has the project generated new knowledge, promising or emerging practices in the field of EAW/G that should be documented and shared (or scaled up) with other practitioners and communities?</b>
Gender Equality and Human Rights	<b>14. To what extent were human rights based and gender responsive approaches have been incorporated through-out the project, including its design, implementation, and monitoring?</b>

## 5 Evaluation Methodology

### 5.1 Proposed Evaluation Design

The evaluation will employ a mixed-methods design, combining both qualitative and quantitative approaches. This design is appropriate as it will provide a comprehensive understanding of the project's effectiveness, relevance, coherence, efficiency, sustainability, and impact, while also capturing the lived experiences of beneficiaries and stakeholders. The evaluation will assess the project across several criteria, including human rights and gender equality principles.

Key components of the evaluation design will include:

- **Formative and Summative Evaluations:** A combination of both formative (process-focused) and summative (outcome-focused) evaluations will be used to assess the project's implementation and outcomes, as well as to draw lessons learned.
- **Theory-Based Evaluation:** The evaluation will assess whether the project's activities and outputs align with the intended outcomes, drawing from the Theory of Change framework to examine how project interventions have led to observed changes.
- **Gender-Responsive and Rights-Based Approach:** All aspects of the evaluation will be framed around gender equality and human rights to ensure a focused examination of the project's impact on women and girls, particularly from marginalized groups.

## 5.2 Data Sources

To answer the evaluation questions, data will be gathered from various stakeholders, including:

- Primary beneficiaries (women and girls, including survivors of violence)
- Secondary beneficiaries (such as representatives of institutions who have received accredited training)
- Project staff, UN Trust Fund portfolio manager, implementing partners, local authorities, policymakers, and service providers
- Community members (including Roma and non-Roma populations)
- Document and project records (reports, monitoring data, etc.)

Key data sources will include:

- Project Documents
- Project records (e.g., reports, budgets, work plans, case studies)
- Beneficiary feedback (surveys, interviews, testimonies)
- Stakeholder interviews and focus groups
- Secondary data from partner organizations and local authorities

## 5.3 Proposed Data Collection Methods and Analysis

Data collection will employ both qualitative and quantitative methods to ensure a comprehensive and context-sensitive evaluation of the project. Given that the evaluation involves vulnerable social groups, the methodology will be adapted to address potential barriers, including language differences, traditional community roles, and the risks of re-victimization and re-traumatization. To mitigate these challenges, the contracted evaluator will design approachable questions, provide necessary support to beneficiaries, and collaborate with professionals from the organization to ensure ethical and sensitive data collection.

### Proposed Methods:

- **Question-Led Focus Groups:** Facilitated with selected beneficiaries to explore their experiences, perceptions, and social dynamics while ensuring a safe and supportive environment. Special attention will be given to group composition to minimize discomfort and encourage open dialogue.

- Individual Interviews: Conducted based on specific individual needs, particularly for minors who were project beneficiaries, to provide a private and trauma-informed setting. These interviews will also be offered to adult beneficiaries who prefer one-on-one discussions.
- Surveys and Questionnaires: Administered to a selected list of stakeholders, institutional representatives, and advocacy participants to gather quantitative data on project outputs, outcomes, and impact. The format and language of these tools will be adapted to ensure accessibility.
- Semi-Structured Interviews: Held with key stakeholders, including project staff, partners, and community leaders, to collect in-depth qualitative data on the effectiveness and sustainability of the project.
- Document Review: Examination of project reports, meeting notes, monitoring data, and external publications to triangulate findings and validate outcomes.
- Case Studies: Developed to highlight individual stories of transformation and the project's long-term impact, while ensuring anonymity and ethical considerations.

#### Data Analysis:

- Qualitative Data: Thematic analysis will be used to identify patterns, themes, and insights from interviews, focus groups, and case studies. The approach will be reflexive and iterative to capture the complexity of beneficiaries' experiences.
- Quantitative Data: Descriptive statistics will be applied to measure project outputs and outcomes, identify trends, and provide evidence of impact.

### 5.4 Proposed Sampling Methods

To ensure a representative and ethical evaluation, participants will be selected based on their direct involvement with the project, ensuring that key voices—including beneficiaries, project staff, institutional stakeholders, and advocacy participants—are included. Total number of direct beneficiaries during the project is 1221 while the evaluation sample included in the analyses will be 8-11% (100-130 beneficiaries). Beneficiaries will be categorized based on key demographic factors such as age, gender, and social background to ensure that diverse perspectives are captured, particularly those from marginalized or underrepresented groups. To reach hard-to-access individuals, particularly those who may be hesitant to participate due to trauma or social stigma, trusted community members and project staff may assist in identifying and engaging additional participants. Institutional representatives and advocacy participants will be surveyed and interviewed based on their availability and willingness to contribute, ensuring flexibility in the data collection process.

### 5.5 Field Visits

As part of the data collection process, focus groups and individual interviews will also be conducted within the office space of the organization to ensure a safe and controlled environment for participants, while no programme staff will be present during data collection.

The engaged evaluator is required to conduct at least two field visits to the communities where project activities were performed. Engaged evaluator needs to develop the time line of his/her visitations upon sampling the targeted beneficiaries. Gathering groups of sampled persons will be responsibility of Association Osvit.

The engaged evaluator will be responsible for developing a timeline of visitations after identifying and sampling the targeted beneficiaries. The logistical coordination and gathering of sampled individuals will



be managed by the Association Osvit, ensuring that all necessary arrangements are in place for effective and ethical data collection. This structured approach will facilitate a smooth and organized evaluation process while prioritizing the comfort and accessibility of participants.

## 5.6 Level of stakeholder engagement

The engagement of stakeholders in the evaluation process is essential to ensuring a comprehensive and participatory assessment of the project's impact. Stakeholders, including beneficiaries, project staff, institutional representatives, and partners, will be involved at various levels of the evaluation through different methods of participation.

Stakeholders will have opportunities to provide feedback through surveys, interviews, and focus groups, ensuring their perspectives and experiences are incorporated into the evaluation. Institutional representatives and partner organizations will support data collection efforts by facilitating access to key informants, relevant documents, and community insights. Preliminary findings will be shared with key stakeholders to ensure accuracy, transparency, and contextual relevance. Their feedback will be used to refine the analysis and interpretation of results. Stakeholders will be engaged in discussions on how to utilize the evaluation findings for future policy recommendations, program improvements, and advocacy efforts.

## 6 Evaluation Ethics

The evaluation will be conducted in strict accordance with the UNEG 'Ethical Guidelines for Evaluation' to ensure integrity, transparency, and respect for all participants. The evaluator(s) will implement specific safeguards and protocols to protect the safety—both physical and psychological—of respondents and data collectors while preventing any potential harm. All measures will be taken to ensure that participation in the evaluation does not result in further violation of individual rights<sup>1</sup>.

The evaluator(s) will:

- Protect the rights of respondents by ensuring privacy and confidentiality throughout the evaluation process.
- Obtain informed consent from all participants, making certain that names and identifying details remain confidential and are not disclosed publicly.
- Take additional precautions when engaging with children (under 18 years old), including securing parental or guardian consent before participation.
- Be trained in collecting sensitive information, particularly regarding violence against women, and ensure that evaluation team members possess appropriate expertise in these areas.
- Design culturally appropriate data collection tools that do not cause distress to respondents.

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### <sup>1</sup> Resources:

- [WHO, "Ethical and safety recommendations for intervention research on violence against women "](#), (2016)
- [WHO, "Ethical and safely recommendations for researching, documenting and monitoring sexual violence in emergencies"](#) (2007)
- [WHO/PATH, "Researching violence against women: a practical guide for researchers and activists"](#), (2005)
- [UNICEF's "Child and youth participation guide"](#) (various resources)
- [UNEG guidance document, "Integrating human rights and gender equality in evaluations"](#), (2011) Chapter 3

- Schedule data collection visits at appropriate times and locations to minimize any risks to participants.
- Provide information on available support services, including referrals to organizations that can offer counseling and assistance to individuals in situations of risk.

## 7 Key deliverables of evaluators and timeframe

No.	Deliverable	Deadlines of Submission to UN Trust Fund M&E Team	Deadline
1	Evaluation Inception Report	This report should be submitted by the evaluator <b>within 2-4 weeks of starting the assessment</b> . The inception report needs to meet the minimum requirements specified in the <a href="#">guidance</a> .	<b>By 22 May 2025</b>
2	Draft Evaluation Report	In accordance with the timeline agreed with the evaluator hired by the grantee, however it is recommended that the report is submitted <b>between 1 month and 2 weeks before the final evaluation is due</b> . The Draft Report needs to meet the minimum requirements specified in the <a href="#">guidance</a> .	<b>By 31 August 2025</b>
3	Validation meeting of draft findings	Prepare a ppt and present the draft report at a validation meeting	<b>By 31 August 2025</b>
4	Final Evaluation Report	No later than <b>2 months after the project end date</b> . The Final Report needs to meet the minimum requirements specified the <a href="#">guidance</a> . Produce a up to 5 page summary of the evaluation or an infographic.	<b>By 30 September 2025</b>

## 8 Evaluation team composition and required competencies

### 8.1 Evaluation Team Composition and Roles and Responsibilities

The selected evaluator must be independent of any organizations involved in designing, executing, managing, or advising any aspect of the project under evaluation, as well as any other UN Trust Fund-funded projects. The evaluator will be responsible for conducting the evaluation from start to finish, managing the evaluation team under the supervision of the evaluation task manager from the grantee organization, and overseeing data collection, analysis, report drafting, and finalization in English.

If needed, the evaluator may subcontract an assistant (data manager) based on personal needs and preferences. However, this assistant will not be directly involved with beneficiaries or field research, including stakeholder interviews. The Association of Roma Women Osvit recognizes such support as acceptable if necessary for efficient data management and adherence to the established timeline and criteria. Any subcontracted individual must comply with all ethical guidelines and data safety protocols outlined in this Terms of Reference (ToR) and the signed contract.

## 8.2 Required Competencies

- Evaluation experience at least 5 year in conducting external evaluations, with mixed-methods evaluation skills and having flexibility in using non-traditional and innovative evaluation methods.
- Expertise in gender and human-rights based approaches to evaluation and issues of violence against women and girls.
- Awareness and sensitivity to the specific challenges faced by Roma women and girls, including the prevalence of child and early marriages.
- Experience with program design and theory of change, gender-responsive evaluation, participatory approaches and stakeholder engagement.
- Experience in collecting and analysing quantitative and qualitative data as well as data visualization
- In-depth knowledge of gender equality and women's empowerment
- A strong commitment to delivering timely and high-quality results, i.e. credible evaluation and its report that can be used
- A strong team leadership and management track record, as well as interpersonal and communication skills to help ensure that the evaluation is understood and used.
- Good communication skills and ability to communicate with various stakeholders and to express concisely and clearly ideas and concepts
- Regional/Country experience and knowledge: in-depth knowledge of context in Serbia is required.
- Language proficiency: fluency in English and Serbian is mandatory; good command of Romani language is desirable.

## 9 Management Arrangement of the evaluation

**The evaluator** is an external consultant contracted to develop the evaluation document independently. Evaluator is responsible for designing the evaluation methodology in accordance with the Terms of Reference (ToR), selecting respondents based on the chosen methodological approach, and designing surveys for selected stakeholders and project partners. The evaluator will collect all internal reports and records related to project reporting and will conduct all research activities, including field visits, focus groups, and individual interviews. Evaluator is responsible for data collection and may subcontract an assistant for this task, provided the subcontracting aligns with the requirements set by the UN Trust Fund (UNTF) and the ToR standards. Additionally, the evaluator is responsible for drafting the Inception Report, First Draft Report, Second Draft Report, and Final Report, ensuring compliance with the UN Trust Fund guidelines and the requirements outlined in the ToR. The evaluator is also responsible for translating the final report into English and ensuring its alignment with UN Trust Fund standards.

**The Evaluation Task Manager** is a representative from the Association of Roma Women Osvit, responsible for supporting the evaluator by facilitating direct contact with selected respondents, organizing focus group participants according to the designated groups, and providing contact information for all selected stakeholders and project partners. The Evaluation Task Manager will ensure a safe and conducive working environment for both parties, while maintaining neutrality and not influencing the data collection process.

**The Evaluation Management team** consists of project team members who will provide all internal records and reports related to the evaluated project. These documents include internal reports, photos, participant lists, SOS helpline records, internal interviews on beneficiaries' perspectives regarding services, legal aid records, financial records, financial administration, and more. They will provide all necessary inputs required by the evaluator or subcontracted personnel, if applicable. However, they will not be responsible for any communication with the selected respondents or data collection related to the evaluation report.

**The Stakeholder Reference Group** consists of individuals or organizations that will be significantly affected by the outcome of the evaluation process or by the performance of the intervention, or both. This group is divided into categories: an integral part of the project, which includes those directly involved in the project; interested and committed to the values of the project, those who support and are engaged in the project's goals; and familiar with the project but not committed, those aware of the project but not directly involved. Since the project engaged some stakeholders in its implementation and targeted others, stakeholder selection for the evaluation must be based on identifying each stakeholder's potential participation or role in the evaluation, including being a data or information provider, making judgments on the project's implementation or cooperation, or benefiting from changes arising from the evaluation process. This group will be involved in all stages of evaluation, by providing suggestions to the engaged evaluator and Evaluation Management Team on the content of the produced deliverables. The evaluation task manager will handle this coordination and communication, and the group is engaged in the review of inception report, draft report, as well as validation meeting.

## 10 Timeline of the entire evaluation process

Stage of Evaluation	Key Task	Responsible	Number of working days required	Timeframe
Inception stage	Briefings of evaluators to orient the evaluators	Evaluation Task Manager	10 working days	First week
	Desk review of key documents	Evaluator/s		First week
	Finalizing the evaluation design and methods	Evaluator/s		Second week
	Submit draft <b>Inception report</b>	Evaluator/s		By 9 May 2025
	Review <b>Inception Report</b> and provide feedback	Evaluation Task Manager, Stakeholder Group and UNTF	5 working days	By 16 May 2025
	Incorporating comments and revising the <b>inception report</b>	Evaluator/s	4 working days	By 22 May 2025
	Submitting final version of <b>inception report</b>	Evaluator/s		
	Review final <b>Inception Report</b> and approve	Evaluation Task Manager, Stakeholder Group and UNTF	5 working days	By 29 May 2025
Data collection and analysis stage	Desk research	Evaluator/s	10 working days	
	In-country technical mission for data collection (visits to the field,	Evaluator/s	Over 6-8 weeks	By early August 2025

	interviews, questionnaires, etc.)		(depending on travel)	
Synthesis and reporting stage	Analysis and interpretation of findings	Evaluator/s	4 weeks	By 20 August 2025
	Preparing a <b>first draft report</b>	Evaluator/s		
	Review of the draft report with key stakeholders for quality assurance, including <b>validation meeting with ppt on draft findings</b>	Evaluation Task Manager, Stakeholder Group and UNTF	10 working days	By 31 August 2025
	Consolidate comments from all the groups and submit the consolidated comments to evaluation team	Evaluation Task Manger		
	Incorporating comments and preparing <b>second draft evaluation report</b>	Evaluation Team	2 weeks	By 12 September 2025
	Final review and approval of report	Evaluation Task Manager, Stakeholder Group and UNTF	5 working days	By 19 September 2025
	Final edits and submission of the <b>final report, including</b> a up to 5 page summary of the evaluation report or infographic	Evaluator/s	4 working days	By 30 September 2025

## 11 Application procedure

Applicants for this Call should submit the following:

- CV: A maximum of 4 pages highlighting the most relevant experience for this work.
- Detailed Work Plan: A comprehensive work plan in accordance with the timelines outlined in this ToR.
- A financial proposal with all costs (this should include any interpretation or translation costs, if needed)
- Fluency in English and Serbian are mandatory. Proof of English Language Proficiency is an asset.
- Reference List: A short list and contact details of references that demonstrate expertise (individuals)
- Two samples of previous work (including links to previous research, evaluations, etc.).

All documents should be sent to email [anaosvit@gmail.com](mailto:anaosvit@gmail.com) with the subject line: "ToR Evaluation Applicant\_UNTF\_2025".

The deadline for submission is **April 25, 2025**. Applications received after this deadline will not be considered.

## 12 Annexes

- List of key stakeholders/institutions to be consulted
  - Police
  - Center for Social Work
  - Health center
  - Educational institutions
  - Local self-government
  - Human Rights Non-Governmental Organizations
- List of sites to be visited
  - At least 2 visits to some of these 5 cities (Niš, Aleksinac, Zaječar, Vranje, Kostolac)
  
- Documents to be consulted
  - Relevant national strategy documents
  - The project document and theory of change (proposal)
  - The Results and Resources Framework
  - Data collection tools, monitoring plans, indicators and collected data
  - Progress and annual reports of the project
  - Structure for the inception report (see **Annex C in the UNTF guidelines**)
  - Structure before the final report (see **Annex E in the UNTF guidelines**)