GBVF
RESPONSE FUND

REQUEST FOR PROPOSALS

RESPECT CAMPAIGN REVIEW, EVALUATION AND REFRESH

The GBVF Response Fund seeks to appoint a Service Provider to review, evaluate, and refresh the RESPECT campaign.

Applications close on

05 JUNE 2026

AT 17:00 SOUTH AFRICAN TIME



TERMS OF REFERENCE (TORs)

Service provider to review, evaluate and Refresh the current social behaviour change campaign, RESPECT, for the GBVF Response Fund.

1. INTRODUCTION

South Africa's Gender-Based Violence and Femicide (GBVF) Response Fund ("The Fund") was established and launched by His Excellency President Cyril Ramaphosa in collaboration with the International Women's Forum South Africa (IWFSA) in February 2021 to tackle the scourge of gender-based violence and femicide in South Africa.

The Fund was established as a strategic vehicle, set up, and funded by the private sector, philanthropic, and global development organisations, to drive implementation of the Gender-Based Violence and Femicide National Strategic Plan (GBVF NSP). It exists to mobilise resources, support community-based organisations, strengthen accountability, and enable coordinated, multi-sectoral collaboration and action to eradicate GBVF. The Fund is anchored by the goal of the NSP of a South Africa free from GBVF against women, children, and LGBTQIA+ persons in our lifetime.

South Africa has one of the highest statistics of GBVF in the world, including rape and domestic violence. 1 in 3 women in South Africa are victims of domestic violence and every 8 hours a woman is killed by their intimate partner. Aligned to pillar 2 of the National Strategic Plan for GBVF focussed on Prevention and Rebuilding Social Cohesion, The Fund has developed a social behavioural change campaign to challenge social enablers of GBVF in society. The campaign focuses on shifting harmful social norms within key groups, challenging toxic masculinities, restoring human dignity, strengthening positive relationship skills, and fostering collective responsibility to prevent GBVF.

BACKGROUND RESPECT CAMPAIGN

The RESPECT Social Behavioural Change Campaign was launched on 24 September 2023 (Heritage Day) through a national digital and outdoor activation, including the DSTV Delicious Festival and digital billboards across the country. RESPECT is a national, multi-year campaign aligned to Pillars 2 of the NSP on GBVF and the Sustainable Development Goals (SDGs) 5. The RESPECT Campaign is grounded in and contextualized within the South African principle of Ubuntu – "I am because you are."

The RESPECT Framework is built around seven interconnected actions that address the root causes and impacts of gender-based violence. These include:

R: Recognizing the Problem
Acknowledging the existence of gender-based violence and femicide (GBVF) in various forms, including physical, sexual, emotional, and economic abuse. Recognizing that GBVF occurs in homes, workplaces, institutions, and public spaces. Confronting this problem head-on, shedding light on the darkness of silence that perpetuates it. Committing to raising awareness, educating ourselves and our communities, and acknowledging the lived experiences of survivors.

E: Empowering Voices
Believing that the voices of survivors and marginalized communities are essential in the fight against GBVF. Committing to contributing to the creation of safe spaces for survivors to share their stories without judgment or blame. Working together to amplify these voices, ensuring they are heard and respected. Supporting survivors in seeking justice, healing, and empowerment.

S: Shifting Social Norms
Understanding that GBVF is rooted in deeply ingrained societal norms and attitudes that perpetuate inequality and discrimination. Committing to challenging and changing these norms. Educating ourselves and others about the harmful effects of toxic masculinity, gender stereotypes, and misogyny. Pledging to promote healthy relationships, consent, and gender equality in all aspects of life.

P: Promoting Prevention
Believing that prevention is the key to ending GBVF. Committing to supporting the implementation of evidence-based prevention programs targeting individuals, communities, and institutions. Working to break the cycle of violence by addressing its root causes and fostering a culture of respect and equality.

E: Engaging Everyone
Recognizing that ending GBVF and femicide requires the collective effort of all individuals and communities. Committing to engaging men and boys as allies in this fight, emphasizing their crucial role in challenging harmful behaviours and attitudes. Collaborating across sectors and with diverse stakeholders to build a comprehensive response to GBVF and femicide.

C: Creating Support Systems
Understanding that survivors need comprehensive support systems to heal and rebuild their lives. Advocating for accessible and survivor-centred services, including counselling, legal support, healthcare, and housing. Ensuring that survivors are met with compassion, empathy, and non-judgmental assistance.

T: Taking Action
Recognizing that words alone are not enough; action is essential. Committing to rallying support for holding perpetrators accountable through legal and judicial means. Working tirelessly to reform legal systems that often fail survivors. Supporting policies and initiatives that prioritize the safety and well-being of all individuals, regardless of gender.

Amidst various corporate and NGO-led initiatives addressing GBVF, the campaign's role is to coordinate efforts towards a shared national GBVF response agenda and reframing GBVF as a problem that can be proactively resolved through a collaborative approach and a culture of respect.

2. BACKGROUND INFORMATION ON THE PROJECT/REQUIREMENT.

Since its launch in 2023, the RESPECT Social Behaviour Change Campaign has been implemented as a national initiative through a combination of above-the-line and below-the-line activities. Above-the-line interventions have included digital and static billboards, television, and radio public service announcements, and coordinated social media outreach, while below-the-line activities have comprised advocacy engagements, community dialogues, campus activations, and partnerships across public, private, and civil society sectors. Collectively, these interventions have established national visibility for the campaign and laid a foundation for prevention messaging.

To date, the campaign has focused on raising awareness, challenging harmful norms, promoting respect and dignity, and encouraging collective responsibility in preventing gender-based violence and femicide (GBVF).

With the RESPECT Campaign having been launched in 2023, the GBVF Response Fund seeks to refresh and enhance its effectiveness and impact. This includes ensuring stronger alignment with research, data, and evidence, strengthening the campaign's accountability framework, and extending its scale and reach to improve its capacity to inspire and influence sustained behavioural change related to GBVF.

In this context, there is a need to review and evaluate the effectiveness of the current campaign framework, assess its strategic positioning and performance, and revise and revitalise the campaign's approach. This process is intended to strengthen and refine the existing RESPECT Campaign, rather than to design a new campaign, ensuring that it remains relevant, impactful, and responsive to national GBVF prevention priorities.

The outcome of this assignment should be a refreshed and strategically repositioned Social Behaviour Change Campaign, grounded in research, data and evidence as well as aligned to the National Strategic Plan on GBVF. Through strengthened messaging, clearer positioning, and a robust performance measurement framework, the campaign will be better positioned to raise awareness, inspire action, and support sustained social and behavioural change to prevent GBVF.

3. OBJECTIVES OF THE ASSIGNMENT.

The objectives of this assignment are to:

1. Review and evaluate the effectiveness of the current RESPECT Social Behaviour Change Campaign, including its strategic framework, implementation approach, and overall performance.
2. Refresh and reposition the existing campaign by revising and revitalising its strategic positioning and approach, with the aim of strengthening its ability to challenge harmful social norms and influence positive behavioural change related to GBVF.
3. Define clear and measurable performance indicators, including key performance indicators (KPIs) and outcome indicators, Return on Investment (ROI) measures to enable effective monitoring, evaluation, and measurement of the campaign's impact going forward.

4. SCOPE OF WORK

- **Conduct a comprehensive review and strategic assessment** of the current RESPECT Social Behaviour Change Campaign, including a detailed mapping and analysis of all campaign interventions implemented to date across both above-the-line (ATL) and below-the-line (BTL) channels. This should assess coherence, reach, audience segmentation, messaging effectiveness, and alignment with the campaign's intended behavioural outcomes.

- **Propose a refreshed strategic positioning and implementation approach** for the RESPECT Social Behaviour Change Campaign, informed by findings from the assessment. This should include refined audience segmentation, engaging and creative messaging aligned to the RESPECT framework and NSP on GBVF, and clearly defined strategic priorities across ATL and BTL interventions. The proposed approach should identify opportunities to enhance relevance, delivery channels, reach, and resonance, while strengthening the campaign's capacity to influence social norms and drive sustained behavioural change.

- **Develop a robust performance measurement framework** for the RESPECT Campaign by defining clear, measurable, and contextually relevant key performance indicators (KPIs), outcome indicators, and return on investment (ROI) measures. This should include the identification and/or validation of baseline data to enable ongoing monitoring, evaluation, and learning, with a strong emphasis on behavioural change outcomes rather than outputs alone.

- **Facilitate structured learning and co-creation engagements** (e.g., workshops, reflection sessions, and technical working groups) with key stakeholders to support the interpretation of findings, strengthen collective ownership, and enable the practical application of the refreshed campaign framework, positioning, and performance indicators.

- **Review and strengthen existing reporting systems and methodologies** for the RESPECT Campaign to ensure they are evidence-based, outcome-oriented, and aligned with best practices in social behaviour change communication (SBCC). This includes improving mechanisms for tracking, documenting, and communicating campaign outputs, outcomes, and impact in a clear, credible, and actionable manner.

5. LIST OF DELIVERABLES:

a. Campaign Review and Assessment Report:

A report outlining key findings from the review of the current RESPECT Social Behaviour Change Campaign. As well as an inception report stipulating the methodology and approach for the project.

b. **Refreshed Campaign Strategy and Framework:**
An updated campaign positioning and strategic framework informed by the assessment findings.

c. **Performance Measurement Framework:**
A set of defined KPIs, output and outcome indicators, and ROI measures for the campaign.

d. **Stakeholder Engagement Summary Report:**
A summary of key insights from stakeholder engagements and learning sessions.

e. **Monitoring and Reporting Framework:**
A strengthened approach, including tools and templates, for evidence-based tracking and reporting of campaign performance.

6. PERIOD OF PERFORMANCE AND THE REVIEW/APPROVAL TIME REQUIRED.

The assignment will be implemented over a **two-month period**, commencing in **June 2026** and concluding in **July 2026**, following the completion of the advertisement and appointment process in **beginning of June 2026**.

- **May 2026:** Advertisement, procurement process, and appointment of the service provider.
- **June 2026:** Inception phase, campaign review and assessment, and initial stakeholder engagements.
- **July 2026:** Development and finalisation of deliverables, including validation sessions and submission of final outputs.

The service provider will be required to submit draft deliverables for review, with the GBVF Response Fund providing feedback within **5–7 working days** of submission. The service provider will incorporate feedback and submit final deliverables within an agreed period, ensuring completion by **end of July 2026**.

7. SELECTION CRITERIA

MINIMUM REQUIREMENTS: TEAM COMPOSITION (IF APPLICABLE)	
REQUIRED:	**DESIRABLE:**
PROJECT MANAGER AND TEAM LEADER • Master's degree in Development Studies, Social and Behaviour Change Communication (SBCC), Public Health, Social Sciences, or a related field. • A minimum of 7 years' professional experience in designing, implementing, or evaluating social and behaviour change (SBC) programmes, particularly in gender equality and the empowerment of women. • Demonstrated expertise in gender-based violence (GBV) prevention, including application of social norms change approaches and behaviour change frameworks (e.g., RESPECT framework) • Proven experience in leading strategic reviews, evaluations, and the development of campaign or programme frameworks within NGOs, civil society, or development programmes • Strong understanding of SBC measurement approaches, including development of KPIs, outcome indicators, and evaluation methodologies. • Familiarity with NGO, civil society, and social development sector operations and multi-stakeholder environments	• Extensive experience in stakeholder engagement, advocacy, and multi-sector collaboration across civil society, NGOs, government, and development partners • Proven track record in building and managing partnerships or coalitions, particularly within gender equality, GBV prevention, or corporate social responsibility initiatives. • Demonstrated knowledge of South African legislation, policies, and strategic frameworks related to gender-based violence and femicide (GBVF) • Strong understanding of legal and regulatory frameworks related to GBV, including workplace harassment and safeguarding.
PROJECT TEAM MEMBER(S) • At least 3–5 years of experience supporting social and behaviour change (SBC) or social development programmes within the NGO or development sector. • Experience working on GBV prevention or related social norms change initiatives with NGOs or implementing partners. • Demonstrated exposure to SBC approaches, including community engagement, advocacy, or communication for development (C4D) • Experience in stakeholder engagement, knowledge-sharing platforms, or learning networks to support programme implementation and reflection. • Background in communications, advocacy, or programme support to strengthen outreach and campaign delivery. • Working knowledge of data collection, monitoring, and reporting processes to support evidence-based programming and documentation	• Experience working across government, civil society, and development sector value chains in programme implementation or advisory roles. • Background in research, data analysis, and evidence generation within GBV, social development, or social and behaviour change contexts. • Demonstrated skills in developing tools and frameworks, including surveys, assessments, and monitoring and evaluation systems. • Experience engaging and coordinating subject matter experts or advisory groups to validate approaches, frameworks, or findings

RELEVANT EXPERIENCE OF THE ORGANIZATION	
WOMEN OWNED ENTERPRISES ARE ENCOURAGED TO APPLY. • Officially registered legal entity (10 Points) • Proven track record in implementing GBVrelated programmes within the NGO or social development sector (30 points) • Proven experience in research, reporting, public and developmentsector document production (20 points) • Companies must demonstrate how envisaged tasks will be conducted and provide detailed work breakdown structure (20 points) • Experience working with multiple stakeholders, including government, civil society, donors, and development partners (20 points)	
• Demonstrated financial sustainability and organisational capability.	
• Portfolio of Evidence on this work and list the specific sectors you have experience in including contactable references. • Company registration documents.	
SUBMISSION DETAILS	
Date of Posting:	**08 May 2026**
Contact Person:	**Khanyo Sithole**
Email Address:	**khanyo@gbvfresponsefund1.org**
Submission Deadline:	**05 June 2026, 17:00**
Submission Method:	**Email submission**
Subject Line:	**RESPECT Campaign Review, Evaluation and Refresh**
Late Submissions:	**Proposals received after the deadline will not be considered.**