



Call for Concept Notes

Advocacy Innovation Challenge Grant

Innovation in Non-traditional Vocational Education and Skills Training (INVEST)

Background

The World University Service of Canada (WUSC) is a leading Canadian non-profit organization in international development, committed to building a more equitable and sustainable world. In April 2020, WUSC was awarded an \$8.5 million grant by Global Affairs Canada (GAC) to deliver the Innovation in Non-traditional Vocational Education and Skills Training (INVEST) project for women in Ghana. The INVEST project is a 5-year collaborative initiative (2020-2025) that will build sustainable pathways to enhanced economic empowerment, well-being and inclusive growth for 5,000 urban poor young women in Accra, in the Greater Accra Region, Kumasi, in the Ashanti Region, and Sekondi-Takoradi, in the Western Region, Ghana.

ABANTU for Development is a gender and women's rights organisation that exists to strengthen the capacities of women to participate in decision making spaces at all levels, to influence policies from a gender perspective and to address inequalities and injustices in social relations. INVEST has partnered with ABANTU for Development as the lead organization for the delivery of the gender aspects of the project. ABANTU will lead in capacity building, advisory and coordination, monitoring and supervision to recipient organizations of the **Advocacy Innovation Challenge Grant** (AICG) on all three locations of the INVEST project namely: Accra, Kumasi and Takoradi.

In view of this, ABANTU for Development in partnership with WUSC, wish to announce the second annual call for Concept papers for the '**Advocacy Innovation Challenge Grant**'. The Advocacy Challenge Grant is an annual grant designed to incentivize advocacy campaigns to change public perceptions and challenge social norms that constrain women's access to employment opportunities in non-traditional trades. The grant will strengthen the capacity of partner organizations to develop, test and scale innovative gender-responsive and inclusive advocacy initiatives to address negative social and gender norms that hinder and limit women's equitable access to active participation in non-traditional trades in the three target locations namely: Accra, Kumasi and Takoradi.

The initiatives will target young women, women-led organisations, influencers, local authorities, Technical Vocational Education and Training (TVET) institutions and trainers, media and government agencies. These initiatives are expected to contribute to advancing the project outcomes on improved public and industry attitudes and perceptions towards women's economic participation in non-traditional trades. There are other complementary outputs and accompanying partners for the realisation of the set objectives of the INVEST project. Therefore guidance will



be provided to successful organisations in designing their campaigns to promote concreteness in implementation and the achievement of tangible outcomes.

The Advocacy Innovation Challenge Grant (AICG) initiative is open to Local CSOs, Youth and Women's Rights organizations with experience in Gender Equality and Social Inclusion (GESI), gender justice, women's economic empowerment, leadership and advocacy. Recipients of the grant will receive capacity building and technical support to design, plan and implement their advocacy initiatives. The grant is open to gender responsive, inclusive and innovative campaigns around the key thematic areas indicated below:

Unpaid Care Work (UCW)

- Campaigns to challenge attitudes that underpin women's unequal responsibility for care work in the household and communities
- Advocacy and campaigns around promoting work life balance for working women in the formal and informal sectors (through gender sensitive and inclusive facilities and policies)

Anticipated Results for the Advocacy Innovation Challenge Grant (AIGC)

The goal of the Challenge grant is to advance the INVEST project objectives on changing negative public perceptions and attitudes towards women's participation in non-traditional trades, through community mobilization and outreach campaigns targeting young women, women-led organisations, key influencers and change agents. The objectives are as follows:

1. To influence negative public perceptions and attitudes on women's participation in non-traditional sectors.
2. To strengthen the capacity of women, women-led organisations and youth-led organizations to engage the public and advocate for increased participation and inclusion of young women, particularly urban poor young women who face multiple levels of marginalization, in high-growth and non-traditional sectors (inclusion).
3. To strengthen the capacity of recipient organizations to scale up their advocacy and public engagement initiatives on gender responsive or transformative, inclusive, and innovative women's empowerment approaches.
4. To mobilize a diverse and inclusive community of advocates for women's empowerment in the non-traditional trades sectors through advocacy and public engagement initiatives.
5. To complement the project's gender-responsive and inclusive media and communication efforts with outreach that targets family, community leaders and industry stakeholders with messages that promote and support young women's empowerment in non-traditional occupations/trades.
6. Promote equitable, accessible and an enabling environment for women's economic empowerment in training institutions, workplaces and communities.



Eligible Organisations

To be eligible to apply for the Advocacy Innovation Challenge Grant:

1. Organisations must be a registered entity with a minimum of 3+ years of operational experience in-country
2. The applicant should be a local CSO/NGO, women's rights organization or youth organisation with a track record in gender justice, women's labor rights, youth rights, advocacy and/or inclusive gender responsive community outreach approaches
3. Organizations must demonstrate linkages with the innovation grant objective: promotion of initiatives on one or both key themes of the challenge.
4. The applicant must demonstrate that they have the resources to deliver the ideas for which the Advocacy Innovation Challenge Grant funds will be applied (ie. staff, logistics)
5. The applicant must have experience working in the communities, like or adjacent communities in which the campaigns will take place
6. Commitment to Gender Equality And Social Inclusion (GESI)
7. The prospective recipient agrees to provide data and information on their operations to meet the project Monitoring and Evaluation obligations.
8. The applicant should oblige WUSC to conduct a Pre-Audit and Monitoring and Evaluation Capacity Assessment
9. Sample of work undertaken in the area or similar area is an asset

Grant Size and Selection Process

The total amount to be disbursed under the advocacy innovation challenge is approximately Fifty Thousand Ghana Cedis (50,000) to the successful applicant. A diverse and inclusive selection committee will review the submitted concept papers and select one successful applicant using a defined set of criteria to determine eligibility before the appropriate technical assistance is provided to successful applicant to develop proposal.



The annual grant process is as follows:

Proposed Selection Process

	Activity	Dates
1.	Launch call for concept papers	September 2022
2.	Review of concept papers	September 2022
3.	Shortlisted candidates invited for discussion on their concept papers and guidance on proposal development	October 2022
4.	Shortlisted candidates submit final proposals to ABANTU	October 2022
5.	Successful proposals awarded grants	October 2022
6.	Capacity strengthening sessions provided for grant recipients	October 2022
7.	Initiatives commence	October 2022– March 2022
8.	Final Reporting	April 2023

Annex A. Concept Paper Template

BASIC INFORMATION	
1. Organization's legal name	
2. Legal status of the organization	

ORGANISATION DETAILS	
3. Contact person (s) and title	
4. Office address	
5. Location	
6. Office Phone	
7. Mobile	



8. Email	
9. Website	

KEY STAFF MEMBERS			
Name	Title	Email Address	Phone Number

DESCRIPTION OF PLANNED INITIATIVE
10. Title of the proposed grant initiative
11. Problem analysis and statement
12. Goals and objective of the proposed activity

13. Statement of key outcomes - what the proposed initiative will achieve

14. Definition of grant objectives

15. Detailed explanation of grant purpose, objectives and results

16. Identification of beneficiaries and stakeholders

IMPLEMENTATION PLAN

17. Description of grant activities (for each activity provide the following information):

- Task description
- Responsible party (ies)
- Grant-financed resource required
- Start date and end date



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18. List of proposed personnel

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19. Estimated date of start-up
20. Estimated date of completion

EXPERIENCE AND CAPACITY
21. Organisation brief (mission and programming)
22. Applicant's previous experience implementing similar activities



Concept Papers are to be submitted to the address below:

The Director

ABANTU for Development

Email: abantuproposals@outlook.com

Closing Date: EOB 23rd September 2022

Annex B. Frequently Asked Questions

INVEST Advocacy Innovation Challenge Grant

Frequently Asked Questions (FAQ)

1. What is the Advocacy Innovation Challenge Grant

The Advocacy Innovation Challenge Grant is an annual grant designed to incentivize advocacy and public engagement initiatives/campaigns to change public perceptions and challenge social norms that constraint women's access to employment opportunities in non-traditional trades.

2. Who is providing the grant

The World University Service of Canada (WUSC) through a Global Affairs Canada funded "Innovation in Non-traditional Vocational Education and Skills Training" project.

3. Who is eligible to apply

Local CSOs, Youth and Women's Rights organizations with experience in gender justice, women's economic empowerment, leadership and advocacy.

4. How much is the total grant awarded?

Total grant is GH¢50,000

5. How long is the grant activity?

The grant activities are for a year.

6. When will the grant be awarded?

October 2022

7. What is the grant meant for?

The grant covers public engagement, advocacy, outreach activities on unpaid care work and young women's participation in non-traditional sectors

8. Where will the grant activities be implemented?

Accra, Kumasi or Sekondi - Takoradi

9. **How does INVEST define “non-traditional trade”?**

For INVEST, a non-traditional trade is a sector, occupation or area of work where women have traditionally represented less than 20% of workers. It can also be defined as a trade that is traditionally thought to be performed by men.

10. **What does TVET stand for?**

Technical and Vocational Education and Training (TVET) - comprises education, training and skills development relating to a wide range of occupational fields, production, services and livelihoods. TVET also includes a wide range of skills development opportunities attuned to national and local contexts.