

CALL FOR EXPRESSIONS OF INTEREST
To participate in Training of Trainers to build capacities of women political candidates

UN Women Programme area: Women in Leadership

BACKGROUND

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security. Placing women's rights at the center of all its efforts, the UN Women leads and coordinates the United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world.

From the local to the global level, women's leadership and political participation are restricted. Women are underrepresented as voters, as well as in leading positions, whether in elected office, the civil service, the private sector or academia. This occurs despite their proven abilities as leaders and agents of change, and their right to participate equally in democratic governance. The situation in Moldova is not different, where women constitute more than half of Moldova's population, yet they are under-represented in the bodies that make key decisions affecting their lives. As of September 2017, women represent 22% of Parliamentarians, 21% of Cabinet Ministers, 20.6% of mayors, 30% of local councillors and 18.5% of district councillors.¹ This is far below the target of gender balance as set forth in the 1995 Beijing Declaration and Platform for Action, and the Sustainable Development Goal target to "ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life."

The new UN Women Global Strategic Plan prioritizes five outcomes and a set of thematic outputs. Each output is designed to translate norms into results for women and girls, in collaboration with the UN system and its partners. Of the five, Outcome 2 focuses on political participation: *Women lead, participate in and benefit equally from governance systems*. Specifically, UN Women is focused on increasing the number of women of all ages fully participating, leading and engaging in political institutions and processes; it also is focused on increasing the participation and leadership of young women, indigenous women and women with disabilities. This includes support for political decision-making bodies (including parliaments, local governments, political parties) and electoral management bodies to be inclusive, gender-balanced and gender-sensitive; support to women's networks; and addressing stereotypes that work against women's leadership, including through the engagement of men and boys.

In the Republic of Moldova, the work of UN Women is guided by its new Country Strategic Note for 2018-2022, which builds on the entity's previous work and focuses on three main areas: 1/strengthening women's participation in politics and decision making, 2/economic empowerment of women and 3/ending violence against women and girls. The Strategic Note contributes to the realization of the second National Strategy on Gender Equality (NSGE) for 2017-2021 and its associated Action Plan, approved in early 2017, and focuses on ten areas of interventions with one dedicated to women's political participation.

FOCUS OF THE CALL

One of the important areas of work of UN Women globally as well as in Moldova in previous years and in the current period is building capacities of women political candidates, both women starting out their political careers and more experienced women who wish to hone their skills. To support its efforts in this year, the Women's Political Participation Unit at UN Women Headquarters has prepared and is in the process of finalizing a Training Manual that specifically focuses on helping to increase the pool of women who are willing to seek and serve in elective office from the local to regional and national levels. The manual has been created to support trainers to build capacities of women to campaign. It contains five training modules complete with training tools and activities covering key campaign skill areas. The manual also offers guidance on understanding the training

context, hiring appropriate trainers and holding a successful training program. The manual is written for trainers, but it can also be used directly by women who are thinking about seeking elected office and want to learn more, women candidates actively running or campaign workers or staff.

In order to finalize and pilot the training manual at the country level, the UN Women Moldova Country Office will organize a pilot Training of Trainers to build capacities of women political candidates, based on the draft Manual. Therefore, UN Women is launching a selection procedure targeting trainers and experts on gender equality, elections and women's political participation working in the Republic of Moldova. Up to 20 number of participants will be selected who will receive certification upon completion of the 4-day course. Participants will have the opportunity to discuss the content of the draft Manual and its training program and propose changes and improvements to it.

UN Women will ensure the administrative and logistical arrangements for organization of the training program for women's political participation.

WHO CAN APPLY

Trainers or experts working in gender equality, and specifically on women's political empowerment and leadership.

The participants must express their availability to participate for the whole duration of the training and commitment to deliver trainings on women's political participation in the future.

DURATION

4 days during 29 May - 1 June 2018 in Chisinau.

ABOUT THE COURSE

After 4 days of attending the course, the participant will:

- Understand the political context, including normative frameworks on political rights, specifics of the political and electoral system and relevant institutions for promoting gender balance in decision-making bodies;
- Possess knowledge on the core skill areas women need to engage in leadership contests and run competitive campaigns, including preparation, message and communications, voter contact and targeting, resource mobilization and campaign management.
- Enjoy access to a suite of practical training exercises and prepared modules on campaigning for women candidates;
- Possess ability to apply knowledge and skills as trainers for women's political empowerment and leadership, specifically to support increasing technical skills of women to engage in leadership contests in future elections.

The course is interactive and will span several days. The training programme strives to provide three equally important foundations for potential leaders: knowledge, skills and confidence. It provides information about candidate selection and election processes, roles and responsibilities of candidates, campaign planning and how to work with the media. They also offer concrete skills, such as creating a campaign message and public speaking or how to target voters, raise funds or manage a campaign. Finally, the training intends to build the confidence to be transformational leaders by emphasizing women's rights and the importance of women's voices to bring about better policies, laws and processes for the benefit of the whole society.

Lead trainer:

Ms. Susan Markham is a passionate advocate for gender equality and women's empowerment, speaking often about the essential role of women in politics and development. With experience in over 50 countries, she is a

strategic leader who is appreciated for her energy, straight talk and insight, connecting academics, activists, implementers and ideas across sectors.

Susan most recently served at the United States Agency for International Development (USAID) as the Senior Coordinator for Gender Equality and Women's Empowerment. In this position, she advised Agency leadership on gender policy issues, led cross-sectoral program efforts in resilience, adolescent girls' education and energy, and represented the Agency to the White House and other departments, governments, civil society organizations and private partners. Previously, she led the efforts of the National Democratic Institute (NDI) to increase women's political participation globally as voters, activists, candidates and officeholders. In this role, she was especially proud of her work in Afghanistan, Iraq and Yemen to help women find and use their voices in their countries.

Susan worked earlier in her career in U.S. politics bringing to life her Master's thesis that focused on women running for political office. At EMILY's List, she ran the Political Opportunity Program (POP) that recruited, trained and supported women running for office at the state and local office. She also managed the Campaign Corps program that brought young people into the political process to both engage them in elections and help women candidates win.

The lead trainer will be partnering with local trainers, specialized in election management.

LANGUAGE

The course will be provided in English with simultaneous translation in Romanian.

CERTIFICATION

Full attendance required (32 qualifying hours) of WPP training required for further Certification by UN Women

HOW TO APPLY

Participants that wish to respond to this Call for Expression of Interest are requested to send their dully filled Application form and CV by e-mail, marked "ToT on Programme on Women's Political Participation", to emilia.rusu@unwomen.org by 15th of May 2018.

The selected trainers will be announced by May 18th.

Number of participants is limited and subject to selection.