



## **Endline Study on Perceptions of VAWG and VE in Armenia and Georgia**

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### **Title of Service**

**Perceptions of Violence Against Women and Girls (VAWG) in Access to Social, Economic, and Political Opportunities Influenced by the WISE Program**

### **Project Title**

Women's Initiative for Security and Equality (WISE)

### **Implementing Organization**

Mercy Corps Georgia

### **Donor Organization**

U.S. Department of State

### **Type of Contract**

Individual Contract

### **Research Area**

Georgia and Armenia

### **Duration**

- **Start Date:** October 15, 2025
  - **End Date:** November 30, 2025
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### **Organization Overview**

Mercy Corps is an international nonprofit organization established in 1979. For over 40 years and in more than 40 countries, Mercy Corps has helped people facing the toughest hardships survive and thrive. Mercy Corps has been active in Georgia since 2000 and in Armenia and Azerbaijan since 2011. Across the South Caucasus, more than 25 programs have been implemented in the areas of gender



equity, economic development, rural development, and civil society strengthening, with support from the EU, USAID, SDC, ADA, and AFD.

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## **Program Background**

The Women's Initiative for Security and Equality (WISE) program was launched in October 2022 with the goal of understanding, preventing, and addressing violence against women and girls (VAWG) as it intersects with violent extremism (VE). Rooted in democratic values, WISE supports locally driven initiatives that address physical, technology-facilitated, and other forms of violence affecting women and girls.

The program's first objective aimed to improve the tools (Safe YOU app) and knowledge (research outputs) available on marginalized groups of women and girls, and the drivers of VAWG in their contexts. Indicators for this objective, disaggregated by relevant categories, tracked the extent to which these tools were accessible and used, and identified areas where improvements were needed.

The second objective focused on targeted public awareness initiatives, including education, campaigns, and awareness-raising activities. Indicators measured the reach of these initiatives within targeted communities and assessed how messages were perceived by the intended audience. Within the second objective, WISE also has strengthened community-based responses to VAWG in Georgia and Armenia, supporting services for women and girls from socially and economically vulnerable groups, including women with disabilities, internally displaced persons (IDPs), and forcibly displaced persons (FDPs). These services include legal aid, trauma-informed psychological support, emergency assistance through the Safe YOU app, and small-scale grants that empower grassroots initiatives.

The third objective strengthened formal linkages across organizations and structures working on VAWG through educational opportunities, networking, and a regional conference. WISE also provided small grants to local organizations, enabling them to package and share information to support awareness-raising efforts in their communities.

As the program concludes, an endline study will be conducted with program participants and stakeholders to measure changes in perceptions, attitudes, and behaviors that can be reasonably attributed to program interventions.

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## Objectives of the Endline Study

The endline study will focus on measuring the percentage of participants reporting increased agreement with the concept that persons of all genders should have equal access to social, economic, and political resources and opportunities. This indicator will be used to gauge the effectiveness of USG efforts to promote gender equality by measuring changes in attitudes about whether men and women should have equal access to resources and opportunities in social, political, and economic spheres. More specifically, the study will focus on the following:

1. **Assess changes in knowledge and awareness of VAWG.**
    - Extent to which participants can identify different forms of VAWG.
    - Understanding of reporting and support mechanisms.
  2. **Evaluate behavioral intentions and supportive actions.**
    - Willingness to intervene, support survivors, or access services.
  3. **Document changes in attitudes toward VAWG.**
    - Perceptions related to gender roles, violence justification, and acceptance of VAWG.
    - *Acknowledge that changes may be modest given program scope.*
  4. **Compare baseline and endline data.**
    - Highlight trends in knowledge, awareness, and behavior.
    - Identify areas for improvement in program design.
  5. **Generate evidence for learning and planning.**
    - Refine interventions, strengthen messaging, and inform replication/scaling.
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## Methodology

### Quantitative Study

- A structured survey will be administered with approximately 400 direct participants in Georgia and Armenia.
- Sampling will follow a stratified purposive approach to ensure adequate representation across gender, age groups, geographic locations (urban/rural), and participant categories (e.g., Safe YOU app users, awareness campaign participants, training/workshop participants).
- Where feasible, survey participants will be drawn from the same cohorts as the baseline to enable valid comparative analysis and measurement of change over time. In cases where exact matching is not possible, replacement sampling will be applied using similar demographic and program exposure criteria.

### Qualitative Study

- Approximately 20 Key Informant Interviews (KIIs) will be conducted with program stakeholders, including local partner organizations, community leaders, government representatives, and service providers.



- Participants will be identified through purposive sampling, prioritizing those with direct engagement in program activities and/or influence within VAWG networks.
- The qualitative component will explore drivers of change, community perceptions of the program, its relevance and effectiveness, and the sustainability of outcomes.

### **Ethical and Safeguarding Considerations**

- Informed consent will be obtained from all participants, with clear communication on the voluntary nature of participation and the right to withdraw at any time.
- Confidentiality of responses will be strictly maintained, and referral pathways will be established for participants experiencing distress.
- All research activities will comply with Mercy Corps' Safeguarding, Do No Harm, and Data Protection policies, with particular sensitivity to the vulnerabilities of marginalized groups of women and girls.

### **Target Population**

- **Program participants:** direct beneficiaries of workshops, trainings, community sessions, dissemination meetings, and services (400) both in Armenia and Georgia
- **Stakeholders:** local partners, local SCOs service providers, and community representatives (20) both in Armenia and Georgia.

The consultant/ teams of consultants should conduct the fieldwork both in Armenia and Georgia. Mercy Corps in Georgia and the partner organizations in Armenia will closely cooperate with the selected team to assist in respondents' mobilization and the respective logistics.

**"Note on Baseline–Endline Comparability:**  
*The baseline survey was conducted with the general public to capture broad community knowledge, attitudes, and behaviors related to VAWG and gender equality, while the endline survey focuses specifically on WISE program participants. As a result, direct comparisons between baseline and endline findings should be interpreted with caution. Observed differences may reflect both program impact and differences in the surveyed populations. Any comparative analysis will take these population differences into account when drawing conclusions about program outcomes."*

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### **Deliverables**

The selected research organization is expected to implement the following:

#### **Inception Report**

- Work plan, methodology (quantitative & qualitative), Rationale for methodological adjustments.



### **Data collection Tools**

- Design the data collection tools
- Translate into local languages and pilot-test.

### **Quantitative Data Collection**

- Conduct fieldwork in the target regions (Georgia- Samtskhe-Javakheti and Kvemo Kartli. Armenia- Shirak and Tavush Marzres).
- Ensure representation of minorities, displaced groups, and vulnerable populations.

### **Qualitative Data Collection**

- KIIs with stakeholders – MC staff, local CSOs, partner organizations, etc.

### **Data Analysis & Interpretation**

- Identify key trends, risks, and lessons.

### **Preliminary Findings**

- Presentation to Mercy Corps for validation.

### **Final Report (max. 30 pages)**

- Executive summary, methodology, findings, comparative analysis, conclusions, and recommendations.
- Dataset and analysis

### **Stakeholder Dissemination**

- Presentation at national/regional events.
- Support in preparing communication materials.

Mercy Corps will provide the research organization with relevant program documentation, baseline data, and technical guidance on the inception report, methodology, and tools. MC will facilitate access to target communities and stakeholders, support safeguarding and ethical compliance, and provide letters of support for necessary permits. Additionally, MC will participate in validation workshops, assist with dissemination events, and guide the preparation of communication materials.

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### **Expected Outputs & Timeline**

- Inception Report: **Oct. 20, 2025**
  - Preliminary Findings: **Nov. 24, 2025**
  - Draft Report: **Nov 30, 2025**
  - Final Report: **Dec.15, 2025**
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### **Eligibility Criteria**

Organizations may not apply if they:

- Are not legally registered.
- Are bankrupt or under bankruptcy proceedings.
- Have been convicted of corruption, illegal activities, or misconduct.
- Have not fulfilled tax obligations.



- Are on any sanctioned list (U.S., U.K., EU, UN, etc.).
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## **Proposal Submission**

Interested organizations should submit by **5:00 PM (Tbilisi time), October 8, 2025:**

### **A. Technical Proposal (max. 8 pages)**

- Understanding of assignment
- Methodology, sampling, data collection, quality assurance
- Timeline

### **C. Experience of the Consultant/ Team of Consultant**

- Evidence of similar survey experience in Georgia and Armenia
- CVs/profiles of consultants

### **D. Financial Proposal (max. 1 page)**

- Cost breakdown (consultancy fees, enumerators, travel, accommodation, supplies, taxes, etc.).
- Currency: GEL (inclusive of all applicable taxes).
- Indicate proposed payment
- **Submission email:** [tenders@mercycorps.org](mailto:tenders@mercycorps.org); [gkudakovi@mercycorps.org](mailto:gkudakovi@mercycorps.org)

**Subject line:** Endline Study – WISE Program

**Last day for questions:** 5:00 PM, October 6, 2025.