



The UN COVID-19 Response and Recovery Multi-Partner Trust Fund (UN COVID-19 MPTF)

Proposal Title: Communication Enabler – Support to Women Rise for All Campaign

Amount: USD \$ 20,000

I. Immediate Socio-Economic Response to COVID19

COVID-19 is a global development emergency. Around the world, countries face both a health emergency caused by rapid spread of the virus, and a development emergency as their economies contract. The pandemic threatens to roll back progress towards the Sustainable Development Goals, putting the ‘World We Want’ further out of reach. Inequality and poverty are on the rise, and countries of all income levels are scrambling to protect vulnerable people from the health, social and economic shocks the pandemic has caused.

In April 2020, the UN Secretary-General issued the [United Nations Framework for Immediate Socio-economic Response to COVID-19](#) to guide its response to these challenges. He launched the ‘COVID-19 Response and Recovery Trust Fund’ (the Fund) to finance and operationalize the Framework. The COVID-19 Response and Recovery Trust Fund’s financial requirements are estimated at US\$1 billion for its first nine months of operation and US\$2 billion overall, through its scheduled close in April 2022.

The Fund is the third pillar of the UN response to the pandemic. It compliments the health response led by the World Health Organization (WHO), which is financed through the [Strategic Preparedness and Response Plan \(SPRP\)](#), and the humanitarian response led by the Office for the Coordination of Humanitarian Affairs (OCHA), which is financed through the [Consolidated Global Humanitarian Appeal](#). The Fund targets its support primarily to low- and middle- income programme countries not covered by the Global Humanitarian Appeal.

A UN inter-agency finance mechanism, the Fund provides UN Resident Coordinators and UN Country Teams a tool they can leverage to support national governments and communities in meeting priorities and defining programming responses that assure their recovery in line with the both the UN Framework

and the Sustainable Development Goals. The Fund aligns with the UN development system repositioning. It leverages the critical expertise and delivery capacities of UN entities, harnesses the resources of the public and private sectors, and offers whole-of-government and whole-of-society approaches to help countries close gaps in National Plans for Combating COVID-19 and recover better.

In May 2020, the Fund issued its First Call for Proposals at USD 45 million to 47 programme countries. In June, the Fund seeks to issue a Second Call for Proposals at USD 60 million, and to raise the USD 1 billion overall to support its operations by the close of 2020.

II. Solutions proposed

To support capitalization of the Fund, among other objectives, the UN Deputy Secretary-General Amina J. Mohammed in April 2020 convened an initial group of prominent women in the Rise for All campaign. This is a global advocacy effort to save lives and protect livelihoods, urging leaders in all countries, across all sectors, to address the human crisis of the pandemic and to support the Secretary-General's call for solidarity and urgent action in response to the socio-economic impacts of COVID-19. Rise for All brings together women leaders to mobilize support for the UN Framework to tackle the development emergency.

The Rise for All campaign includes support to fully fund the UN COVID-19 Response and Recovery Fund, as an inter-agency mechanism designed to help those countries and people most exposed to the economic hardship and social disruption the pandemic has caused. In this context the campaign supports the United Nations' call for an extraordinary scale-up of international support and political commitment to "recover better together" and ensure that people everywhere have access to essential services and social protection. It seeks to amplify examples of leadership, innovative solutions and mechanisms to advocate for global solidarity, resources and action to recover from the pandemic.

The Rise for All campaign offers high-level visibility to the COVID-19 Response and Recovery Trust Fund, and will help attract the partnerships, resources, and traction the Fund needs to build a pipeline solutions and to make lasting change on the ground.

III. What is the specific need/problem the intervention seeks to address?

The impacts of COVID-19 present an acute threat to already vulnerable countries, and populations. The UN has therefore switched into emergency mode, launched the Global Framework, and established the COVID-19 Response and Recovery Fund. To be fully capitalized and to attract the resources it needs to make lasting change, the Fund requires high-level visibility at all levels – including Member States, the private sector and foundations. This will also increase the prospects of attracting additional donor resources and partnerships for implementation and action outside the UN system, but aligned to the guiding principles of the SDGs.

The Rise for All campaign, led by the Deputy Secretary-General will help the Fund build awareness and expand its donor and partnership network. Since it relies on the voices of powerful women, it will make a contribution to the gender lens of the Fund by having women lead, women speak out, and women in powerful positions voice their concerns and needs for all, as it pertains to the COVID-19 pandemic.

IV. How does this collaborative programme solve the challenge? Please describe your theory of change.

The UN Secretary-General's 'Call for Solidarity,' was clear that in this an unprecedented situation, the creativity of the response must match the unique nature of the crisis – and the magnitude of the response must match its scale. The Global Framework, financed in part by the COVID-19 MPTF, is designed to foster a fast, fair and forward looking UN response that protects the poorest countries and most vulnerable people – especially women – who will be the hardest hit by this health and development crisis. It is meant to safeguard progress towards the Sustainable Development Goals and the equitable, sustainable future to which they lead.

Meeting these ambitions and needs on the ground, in-country - and for every county that needs support - and doing so in a way that protects vulnerable people now and into the future will require the full power, scope and capacity of the UN System. The Rise for All campaign will help the Fund garner the support it needs by raising its visibility across the donor and partnership spectrum.

V. Documentation

- [United Nations Framework for Immediate Socio-economic Response to COVID-19](#)
- Women Rise for All : <https://www.un.org/en/coronavirus/women-rise-for-all>
- UN COVID-19 Response and Recovery Trust Fund documentation: <http://mptf.undp.org/factsheet/fund/COV00>

VI. Target population

The campaign is global, however it will also raise visibility of the Fund to potential donors and high-level partners from Member States, foundations, the private sector and individuals touched by the Rise for All messaging and campaign.

VII. Who will deliver this solution?

The United Nations Office for Partnerships (UNOP), as a global gateway for catalyzing and building multi-stakeholder partnerships to advance the implementation of the SDGs, has shifted its gears since the outbreak to support the Secretary-General and Deputy Secretary-General's initiatives on COVID-19, including the Women Rise for All. In this regard, UNOP will pursue a consultancy in the amount of \$20,000 (including the 7% of the programmable amount), to produce at least three creative and informative videos that will be featured on relevant websites and a video for the UN COVID-19 Response and Recovery Fund that will be supplemented with graphical contents - aligned to the Rise for All campaign. Other contractual services will be determined as needs arise. The consultancy duration is from 7 July to 7 December 2020.

Cover Page

Contacts	Name: William Kennedy Email: kennedyw@un.org Position: Senior Programme Officer Other Email: noblejas@un.org Telephone: Skype:																			
Description	An allocation of USD 20,000 to UNOPs will directly support a consultancy that supports the DSG-led Rise for All campaign to raise visibility of the UN COVID-19 Response and Recovery Multi-Partner Trust Fund (COVID-19 MPTF). The Consultant will produce at least three creative and informative videos that will be featured on relevant websites and a video for the UN COVID-19 Response and Recovery Fund that will be supplemented with graphical contents.																			
Universal Markers	Gender Marker : <i>(bold the selected)</i> a) Have gender equality and/or the empowerment of women and girls as the primary or principal objective. b) Make a significant contribution to gender equality and/or the empowerment of women and girls; c) Make a limited contribution or no contribution to gender equality and/or the empowerment of women and girls.																			
Fund Specific Markers	Human Rights Based Approach to COVID19 Response <i>(bold the selected)</i> : Yes/No Considered OHCHR guidance in proposal development UN OHCHR COVID19 Guidance																			
	Fund Windows: Window : Enabler																			
Geographical Scope	Global																			
Recipient UN Organizations	UN Secretariat – UN Office for Partnerships (UNOP)																			
Implementing Partners	n/a																			
Programme Cost	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Budget</th> <th style="width: 20%;">Agency</th> <th style="width: 20%;">Amount</th> <th style="width: 30%;">Comments</th> </tr> </thead> <tbody> <tr> <td>Budget Requested</td> <td>UNOP</td> <td>\$ 20,000</td> <td></td> </tr> <tr> <td>In-kind Contributions</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td>\$ 20,000</td> <td></td> </tr> </tbody> </table>	Budget	Agency	Amount	Comments	Budget Requested	UNOP	\$ 20,000		In-kind Contributions				Total		\$ 20,000				
Budget	Agency	Amount	Comments																	
Budget Requested	UNOP	\$ 20,000																		
In-kind Contributions																				
Total		\$ 20,000																		
Comments																				

Programme Duration	Start Date: 7 July 2020
	Duration (In months): 5 months
	End Date: 7 December 2020

Results Framework

INSTRUCTIONS: Each proposal will pick a window. As part of the proposal the agencies, funds and programme will develop an outcome, outcome indicators, outputs and output indicators that will contribute to the achievement of the selected proposal outcome.

Window 1: Proposal Outcome					Outcome Total Budget USD
Outcome	Stronger awareness and understanding of the MPTF and Women Rise for All initiative among potential donors and other stakeholders				\$20,000
		Baseline	Target	Means of verification	Responsible Org
Outcome Indicator	Relevant websites include high-quality video and graphic products that drive better understanding of the work of the Women Rise for All initiative and the Covid-19 MPTF				UNOP
Proposal Outputs	Min. 2 short videos or other graphic design products				
Proposal Output Indicators	Finalization of high-quality videos and/or other graphic design products	2	3	The final products are posted on relevant public websites	UNOP

SDG Targets and Indicators

Please consult Annex: [SDG List](#)

Please select no more than three Goals and five SDG targets relevant to your programme.

(selections may be bolded)

Sustainable Development Goals (SDGs) [select max 3 goals]			
<input type="checkbox"/>	SDG 1 (No poverty)	<input type="checkbox"/>	SDG 9 (Industry, Innovation and Infrastructure)
<input type="checkbox"/>	SDG 2 (Zero hunger)	<input checked="" type="checkbox"/>	SDG 10 (Reduced Inequalities)
<input type="checkbox"/>	SDG 3 (Good health & well-being)	<input type="checkbox"/>	SDG 11 (Sustainable Cities & Communities)
<input type="checkbox"/>	SDG 4 (Quality education)	<input type="checkbox"/>	SDG 12 (Responsible Consumption & Production)
<input checked="" type="checkbox"/>	SDG 5 (Gender equality)	<input type="checkbox"/>	SDG 13 (Climate action)
<input type="checkbox"/>	SDG 6 (Clean water and sanitation)	<input type="checkbox"/>	SDG 14 (Life below water)
<input type="checkbox"/>	SDG 7 (Sustainable energy)	<input type="checkbox"/>	SDG 15 (Life on land)
<input type="checkbox"/>	SDG 8 (Decent work & Economic Growth)	<input type="checkbox"/>	SDG 16 (Peace, justice & strong institutions)
<input checked="" type="checkbox"/>	SDG 17 (Partnerships for the Goals)		
Relevant SDG Targets and Indicators			
[Depending on the selected SDG please indicate the relevant target and indicators.]			
Target	Indicator # and Description	Estimated % Budget allocated	

Risk

What risks and challenges will complicate this solution, and how they will be managed and overcome?

(COVID19 has created an unprecedented and fast changing development context. Accepting this volatile situation, please identify up to three risk to the success of the proposal based on best available analysis to the UN) Please enter no more than 3.

Event	Categories Financial Operational Organizational Political (regulatory and/or strategic)	Level 3 – Very High 2 – Medium High 1 - Low	Likelihood 6 – Expected 5 – Highly Likely 1- Not Likely 4 – Likely 3 – Moderate 2 – Low Likelihood 1- Not Likely 0 – Not Applicable	Impact 5 – Extreme 4 – Major 3 – Moderate 2 – Minor 1 – Insignificant	Mitigating Measures (List the specific mitigation measures)	Risk Owner
N/A						

Budget by UNDG Categories

Programme Title:

Consultancy Support for the Women Rise For All Advocacy

Recipient Organization: United Nations Office for Partnerships

Programme Budget	Budget
UNDG Category	in USD
1. Staff and Other Personnel Costs	
2. Supplies, Commodities and Materials	
3. Equipment, Vehicles and Furniture including Depreciation	
4. Contractual Services	18,692
5. Travel	
6. Transfer and Grants to Counterparts	
7. General Operating and Other Costs	
Total programmable cost	18,691.59
8. Indirect costs (7% of Programmable amount)	1,308.41
Total Programme Amount	20,000.00

** The rate shall not exceed 7% of the total of categories 1-7, as specified in the COVID-19 Response MOU and should follow the rules and guidelines of each recipient organization. Note that Agency-incurred direct project implementation costs should be charged to the relevant budget line, in line with UNSDG guidance. Please see Annex I.*

The transfer of the full amount will be made to UNOP as a fiduciary agent of this programme.

