

Call for Consultancy

Transforming Power Through Language: A Research Exploration Across Intergenerational Realities.

Background:

The World YWCA has long committed to decolonising through translation and interpretation into local languages. Through its flagship program RiseUp! Young Women's Leadership and Advocacy Initiative in Asia and the Pacific, the World YWCA is seeking a consultant to lead an exploration of the nexus of language, power, and feminist values using the [World YWCA's Feminist Consultation Methodology](#).

The three official languages of World YWCA are English, French, and Spanish. World YWCA Signature Tools have been translated into Arabic, Bangla, Burmese, Hindi, Malayalam, Marathi, Odia, Thai, Tamil, Sinhalese, Swahili, and Japanese. This research will look at existing literature and frameworks to explore contemporary thinking and conduct primary research to understand the realities of women, young women, girls and their communities. Beyond translating from English to other languages, the research will explore the gendered dimensions of language, including but not limited to where language holds masculine and feminine articles; where language is an ongoing tool of colonization, particularly English and European languages; conveying meaning and transformative feminist values through translation and interpretation where there are no equivalent words; conveying meaning and feminist values through translation and interpretation where concepts and words hold negative or culturally controversial connotations, other meanings, or double meanings; codeswitching in hierarchical and patriarchal contexts, particularly amongst young women.

This call for consultancy invites proposals from interested individuals or groups who will facilitate this exploration of language and power with the understanding that they are not conducting the research themselves but taking off their "expert hat" to coach and facilitate young women and women to conduct research in their local communities using [World YWCA's Feminist Consultation Methodology](#). **Before applying, this methodology should be read carefully and the proposal must be clear about the roles consultants will play and the approaches they will take.**

Location: Remote

Closing date for expression of interest: 19 September 2025

Starting date: September 2025

Type of agreement: Consultancy – estimated working days app.77 days over 6-8 months

Reference: World YWCA-RiseUp! Language + Power

Budget range: 40,000 – 50,000 AUD

About World YWCA

The World YWCA has an ambitious goal (Goal 2035) - to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations in 109 countries, it works to fulfil human rights and make gender equality a reality. Sixty percent of the members of the World Board are aged 30 and under. The World YWCA aims to develop women and girls' leadership and collective power worldwide to achieve justice, peace, health, human dignity, freedom and a sustainable environment for all people.

The World YWCA mobilizes and connects millions of young women around transformational change and provides leadership opportunities in thousands of communities across 90 countries worldwide. It also actively works to influence policies, regulations, and social and community norms that prevent women from realizing their rights and leadership potential.

The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women and women towards Goal 2035

While the future of our movement hinges on the development of young women leaders, it also depends on the engagement, know-how, and participation of women leaders from all generations. Fostering connections, shared learning, and mutual exchange between leaders of all ages and backgrounds creates better, more impactful leadership models and strengthens our movement. In our work amplifying young women's voices and centring their leadership and advocacy, we are intentionally collaborative and intergenerational in our approach.

About RiseUp! Young Women's Leadership Initiative in Asia and the Pacific (RiseUp! Asia Pacific)

Young women in Asia and the Pacific live with constant violations of their human rights, and the barriers that they face to claiming their rights have increased with the COVID-19 pandemic and emergencies such as natural disasters and political crises. Discriminatory attitudes held across societies based on gender and age constrain leadership opportunities for young women and block their ideas and solutions from being heard.

When young women have the space, support, and recognition to rise to become leaders, they are an influential force in championing young women's rights and social change in their families, communities and beyond. RiseUp! Asia Pacific empowers young women in Asia and the Pacific to build their skills, knowledge, and networks to be confident leaders, claim their rights and act together to create positive social change.

Utilising a peer-to-peer approach led by young women, for young women, RiseUp! Asia Pacific supports them to claim their rights as part of a life-long leadership journey. RiseUp! Asia Pacific provides peer-to-peer leadership and advocacy training to young women and supports them in building knowledge, skills, and networks to take action on important issues, such as violence against women and girls, sexual and reproductive health and rights, climate justice, and gender equality. It creates safe spaces for young women to build knowledge and confidence, challenging the human rights violations and negative attitudes that are barriers to fully realising

their leadership capabilities. Through this, RiseUp! Asia Pacific supports young women leaders in working together, with the support of intergenerational leaders, sharing their knowledge and leadership with others, and inspiring all young women to use their voices and act together for social change.

Core to RiseUp! Asia Pacific are the following transformative World YWCA signature tools, co-developed and co-designed by and for young women and women:

1. [World YWCA's RiseUp! Guide for Young Women's Transformative Leadership](#)
2. [World YWCA's Feminist Consultation Methodology](#)
3. [World YWCA's Safe Spaces Guide](#)
4. [World YWCA's Storytelling Guide](#)
5. [World YWCA's Intergenerational Triangle: A Guide to Shared Leadership](#)

Scope of work

About language and power

This research will explore the inherent power of language and how to use this power to democratise access and promote inclusivity. Language is loaded with meaning, with the power to transform and influence, reinforcing the strength of women and young women as protagonists in their lives and communities—not passive subjects.¹

*Language is one of the most powerful tools to shape thought, express solidarity, and imagine different futures. This is especially true in political and feminist work, where how we speak and write can reproduce dominant structures or contribute to dismantling them. The search for language that does justice to feminist and intersectional politics is a common struggle across linguistic contexts. Language is never neutral – it carries histories, ideologies, and limitations.*²

About [World YWCA's Feminist Consultation Methodology \(FCM\)](#)

Designed by young women for communities and organisations, the FCM is anchored in a six-step process and three complementary research methods (Surveys, Focus Group Discussions + Storytelling, and Interviews). Young women chose these three research methods as the methods they would like to use in research they lead. These are the only methods the FCM employs. In this adaptation of the FCM, women of all ages will be engaged as co-researchers.

FCM uses and encourages inclusive language recognising non-binary people. Be aware that this reflects a political positioning, bearing in mind that language is both a descriptor and a generator of reality. While the FCM may not be revolutionary from a research perspective, it is revolutionary in its feminist approach. It guides the way for women's voices to be elevated and amplified.

We believe there is power in rooting the FCM in the transformative wisdom of intergenerational women. A critical element of the research is understanding if and how language reflects cultural norm change, and what is measurable and demonstrable regarding

¹ World YWCA's Feminist Consultation Methodology

² [Samantha Elia and Assil Fares, 2025: TRANSFORMATIVE ARABIC LANGUAGE GUIDE: TOWARDS LANGUAGE THAT SUPPORTS SOCIAL AND GENDER TRANSFORMATION](#)

progress towards gender equality through language. Together, we all play a role in the movement toward a sustainable and just world. For the World YWCA, it is essential to redistribute power back into the hands of women and young women. Doing so is the key to advancing gender equality. In FCM, power is shared with research participants as a way to dismantle broken systems, counteract patriarchal models, and remedy inequalities.

Objectives of this consultancy:

The consultants will:

1. Conduct a literature review on contemporary feminist discourse in language and power with a focus on transformative practice
2. Based on findings from the literature review, facilitate and coach women to conduct research in their communities using World YWCA's Feminist Consultation Methodology, including:
 - a. Organising and participating in training in how to use FCM led by the World YWCA
 - b. Coaching, facilitating, and guiding community researchers to develop plans and budgets to collect data in their communities, including a safeguarding risk assessment*
 - c. Coaching, facilitating, and guiding community researchers to develop and translate data collection templates. World YWCA will provide connections to translators and pay translators directly. Costs for translation are not included in this Terms of Reference.
 - d. The consultants coach, facilitate, and guide community researchers to collect data. They do not collect data in communities.
 - e. Leading the co-analysis with researchers and research participants – designing the analysis process based on the FCM, designing online workshops for co-analysis, and collating insights from co-analysis, including key findings and recommendations.
3. Based on findings from the literature review and young women's research, develop a World YWCA Transformative Language Guide for women of all ages.
4. The final product should be adopted by a wide range of users from academic spaces to community-led grassroots actors and movements.

**NOTE: World YWCA will provide an honorarium and research costs to all community researchers.*

Proposed Activities, Timelines, and Processes

- This is a remote consultation.
- The consultancy will primarily be conducted in English, with other languages as appropriate to the nature of the research.
- We work with diverse audiences, particularly young women and women from various geographical locations and contexts. We acknowledge the heavy use of jargon and certain technologies can be exclusionary. Therefore, the consultants must ensure accessibility by using clear, inclusive language that can be easily translated into the languages used in RiseUp! programme partners, including sign language and braille as required.

The indicative days listed below are tentative and subject to amendment during the planning phase.

Description of activity	Indicative number of days	Output from consultants
PHASE 1: Start Up September/October 2025		
Project Kick Off meeting with team	0.5 days	Document: Detailed meeting notes (1-2 pages) outlining consultant understanding of project
Literature Review	10 days	Document: 5 pages document review and gaps analysis
RiseUp!/World YWCA provides consultants with training in Feminist Consultation Methodology	1 day	Document: Detailed training notes (1-2 pages), outlining consultant understanding of FCM and the process as part of evaluation
PHASE 2: Planning October/November 2025		
Detailed project plan and budget, including brief of completed Guide – clear understanding of audiences, tone, look & feel, formats.	1 day	Document: Detailed plan and budget, with clear understanding of the content, voice, look, and feel of the final guide.
Recruitment of Community Researchers	0.5 day	Document: Email to send to recruit researchers
Young Women Co-Researchers identified and selected	1 day	Document: List of co-researchers and rationale for selection
Young Women Co-Researchers trained in FCM by World YWCA/RiseUp!	1 day	Document: pre and post training evaluation
Support Young Women Co-Researchers to create localised plans and budgets to collect data in their community using FCM templates	5 days	Document: local data collection plans, including risk assessment and mitigations, and accessibility considerations
PHASE 3: Implementation January - March 2026*considering holiday periods in		

December and January		
Facilitate data collection with co-researchers	25 days	Document: Findings from data collection
Facilitate co-analysis and validation of data with co-researchers and research participants, ensuring accessibility to all participants including sign language interpretation and braille if required	14 days	Document: Outcomes of data validation and co-analysis
Researchers Validation and Recommendations workshop	1 day	Document: detailed workshop notes (5 pages) identifying data that was validated and data that requires further analysis; Steering Committee recommendations for future phases of the program
PHASE 4: Completed Guide April 2026		
Draft Complete Research Guide working to brief agreed in Phase 2 (planning).	10 days	Document: complete first draft, 25 pages for review
Workshop with Co-Researchers to give inputs to first draft	0.5 days	Document: revised draft V2
Workshop with World YWCA and stakeholders to give inputs to V2	0.5 days	Document: revise draft V3
Incorporate Final Edits	1 days	Document: Final Guide ready to be sent to copy editor and designers.
APPROXIMATE TOTAL DAYS	77	

Ideal Profile of Consultants:

- Deep understanding of progressive feminist language and the interplay of power and language.
- Demonstrated knowledge of sociopolitical and gender contexts in Asia and the Pacific, with experience working in partnership with young women-leaders and intergenerational organizations or networks in the region.
- Excellent skills and experience in articulating feminist research approaches, especially regarding who holds expertise and how to play the role of facilitators.
- Experience of working with technology to lead virtual engagements and consultative processes is a must.
- Knowledge of women's leadership development, gender, civil society engagement, women's rights, feminism, and the associated challenges.
- Demonstrated experience in bringing approaches to life, socialising concepts through various methods and mediums.
- Deep, demonstrated commitment to sharing power and facilitating young women to conduct co-research, co-analysis, and own the final evaluation reports in their own

languages.

- Flexible working is a must. Consultants must be excited when challenges arise and align solutions with a balance of urgency and processes to enhance young women's agency. Internet connectivity, climate disasters and conflict are regular challenges faced by RiseUp! program partners.
- Consultants should indicate any conflicts of interest that may arise in undertaking this assignment.

Application Process and Timelines:

Proposals will need to include the following information:

- **A brief Expression of Interest** responding to the Scope of Work, Budget, and Ideal Profile of Consultants—a maximum of three pages. We do not expect an extensive proposal and plan, **but a concise indication of how your skills and experience match what we are looking for. If applying as a team, please detail each person's role. We do not expect a detailed budget**, but a high-level budget that indicates how the total amount will be split between the daily rates of consultants. **Please do not repeat the information in this terms of reference but respond to it** by explaining how you are best placed to take on the consultancy.
- **Statement of registration/status** as a consultant (independent or working under a company), able to invoice the World YWCA in Switzerland and cover all taxes and legal obligations in the country where they are based/work. **This can be a statement in the email text; an official certificate is not required.**
- The Consultant **should send the Expression of Interest either in Word or PDF** format to: hresources@worldywca.org.
- **The subject of the email should be:** WYWCA-RU! Language+Power/*name of applicant*
- **Applications will be reviewed on a rolling basis**, and submissions before the closing date are welcome.
- **Shortlisted candidates will be contacted within 2 weeks of the submission due date.** Proposals will be assessed based on technical experience, regional expertise, cost-efficiency, and understanding of the World YWCA's Feminist Consultation Methodology's approaches, including the understanding that consultants are facilitating and coaching women to collect data in their communities.