**TERMS OF REFERENCE**

**Project Title**: “EU4Gender Equality: Together Against Gender Stereotypes and Gender-Based Violence”

**Call for proposals: Conducting Responsible Father’s Festival** to promote men's involvement in the caretaking and active fatherhood to challenge discriminatory social norms against women and girls in Azerbaijan

**Agency:** UNFPA Azerbaijan Country Office

**Duration of assignment:** August 10, 2021 – October 30, 2021.

**Location**: selected 3 cities and/or regions of Azerbaijan

**I. BACKGROUND**

The three-year joint programme "EU 4 Gender Equality: Together against gender stereotypes and gender-based violence" aims at strengthening equal rights and opportunities for women and men through shifting social perceptions, gender stereotypes, and men's participation in caretaking. The programme is funded by the European Union and implemented jointly by UN Women and UNFPA in the EaP countries at the national and regional levels.

The programme aims to shift societal perceptions around gender stereotypes and patriarchal norms limiting women's rights; improve men's involvement in the caretaking of their children and participation in father's programmes; and spur the adoption of best practices in perpetrator's programmes among the ministries of social affairs and Programme for perpetrators in the respective countries.

Key trends in Eastern Europe illustrate that elimination of gender inequality and the push towards the empowerment of women and girls represent both a driver of progress towards the Sustainable Development Goals (SDGs) and a solution for the sustainable development of the whole region. In Azerbaijan, several efforts have been undertaken in recent decades to advance gender equality and promote women's rights. Nevertheless, despite the available normative frameworks, series of individual, institutional and structural barriers continue severely affecting the effectiveness and sustainability of gender equality reforms. The Azerbaijani share of the programme encompasses the following major objectives:

* Shifting societal perceptions around gender stereotypes and patriarchal norms which limit women's rights;
* Men's involvement in the care taking of their children and participation in fathers programmes have increased.

**II. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED SERVICES**

Within the Objective 2, the project is seeking the services of local civil society organizations (CSOs) **to organize a Responsible Father’s Festival to promote men's involvement in caretaking and active fatherhood to challenge discriminatory social norms against women and girls in Azerbaijan.**

The project is expected to engage men as agents of change for challenging the prevailing gender stereotypes. More specifically, the project is seeking to organize and hold a special festival for promoting involvement of men in caretaking by advocating for responsible fathering practices, gaining new skills in parenting, encouraging them to spend more time with their children, thus contributing to promotion of gender-transformative approaches at national and local levels.

The specific components of the subject assignment are as follows:

* Initial orientation with UNFPA and other relevant partners and stakeholders;
* Develop a country-specific work plan for organization and conducting Responsible Father’s Festival with a detailed outline of how the proposed interventions will lead to project outcomes. The work plan should also include a proposed list of project outcomes and outputs, modes of engagement, activity plan and timeline, project communications strategy, and monitoring plan for tracking progress achieved;
* Develop a concept of Responsible Father’s Festival including design and programming scenarios and strategies, physical organization (venue), timing (event could be dedicated to International Day of the Girl Child to emphasize unique bonds between fathers and daughters), social interaction, etc. The main focus should be on interactive and innovative solutions to address deeply entrenched socio-cultural norms and root causes of gender stereotyping;
* Conduct consultations with key stakeholders, local governments and private sector to inform the design and development of festival’s program, and to support preparation, planning and implementation of all related events ***(at least five Government institutions and NGOs are engaged as partners to the festival)***;
* Design and disseminate communication products including information leaflets on the Responsible Fathers’ Festival to ensure wider public outreach and participation (advertisements, banners, PPPs, handouts, video, dissemination of information, etc.) ***(at least 6,000 information leaflets and other communication products are produced and disseminated in the local communities)***;
* Conduct a Father’s Day Festival ***(at least one festival is held and at least 500 people take part in the festival in person)***;
	+ - * Provide regular updates to UNFPA on the project implementation, including interim and final project narrative and financial reports.

**III. TIMEFRAME FOR COMPLETION OF DELIVERABLES (2020-2021):**

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| **Deliverables** | **Due Dates**  |
| **Deliverable 1:** Country-specific work plan for conducting Responsible Fathers' Festival is developed and submitted for UNFPA clearance. The work plan should include a proposed list of project outcomes and outputs, target audiences, activity plan and timeline, project communications strategy, and monitoring plan for tracking progress achieved. |  August 20, 2021 |
| **Deliverable 2:** A concept of Responsible Father’s Festival including design and programming scenarios and strategies, physical organization (venue), timing (event could be dedicated to International Day of the Girl Child to emphasize unique bonds between fathers and daughters), social interaction, etc. is developed and submitted for UNFPA clearance | August 20, 2021 |
| **Deliverable 3:** At least five Government institutions and NGOs are engaged as partners to the festival following consultations with key stakeholders , local governments and private sector  |  August 30, 2021 |
| **Deliverable 4:** Interim narrative and financial reports are submitted to UNFPA | August 30, 2021 |
| **Deliverable 5:** At least 6,000 information leaflets and other communication products are produced and disseminated in the local communities to ensure wider public outreach and participation (advertisements, banners, PPPs, handouts, video, dissemination of information, etc.);  | September 20, 2021 |
| **Deliverable 6.** At least one festival is held and at least 500 people take part in the festival in person | October 11, 2021 |
| **Deliverable 7:** An interim report on the Festival’s media coverage (including TV, social media) is drafted and submitted to UNFPA | October 15, 2021 |
| **Deliverable 8:** Final project narrative and financial reports are submitted to UNFPA. | October 30, 2021 |

**IV. MONITORING AND EVALUATION:**

The selected CSO will work under the supervision of the National Project Coordinator and in close cooperation with UNFPA Azerbaijan CO and Regional Programme Team, the delegated representatives of the concerned UN agencies and the SCFWCA.

**V. ELIGIBILITY CRITERIA:**

* Have registration as a legal non-profit entity or public entity;
* Have proven experience of at least three years in planning and implementation of awareness raising activities on gender equality. Specific experience with public and private partnership and male groups for promoting gender equality and men’s involvement as advocates for change will be considered an advantage;
* Have demonstrated capacity to organize and run national level campaigns, festivals, publicity actions;
* Specific experience with gender sensitive national level campaigns on men engagement will be considered an asset.

**VI. PAYMENT SCHEDULE:**

* First instalment: 30% of the total amount – upon completion of the project deliverables 1 ;
* Second instalment: 50% of the total amount – upon completion of the project deliverables 2, 3 and 4;
* Third instalment: 20% of the total amount – upon completion of the project deliverables 5, 6, 7 and 8.