**Terms of Reference**

**Organization of the Campaign on occasion of the International Day of the Girl Child**

*UNFPA, the United Nations Population Fund: Delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled.*

**Background**

Gender-biased sex selection has emerged since the early 1990s as a widespread practice in parts of the Eastern Europe and Central Asia (EECA) region and now constitutes a significant challenge to the countries affected. The preference of many parents for sons, combined with the use of modern technologies and declining fertility, has skewed the normal ratio between male and female births in several countries, mostly in the South Caucasus and parts of South-Eastern Europe. As a result, an estimated 171,000 girls are already ‘missing’ in the region, and there has been a growing surplus of men.

The Resolution of the Parliamentary Assembly of the Council of Europe (1829 (2011)) has highlighted the Republic of Azerbaijan among few European countries with the alarmingly high skewed sex ratios at birth (SRB) caused by sex selective abortions favoring male population. Official data on sex ratio at birth produced by State Statistics Committee for 2020 confirms this trend: 114 males to 110 females born while the biological norm of the sex ratio at birth is 105-106 males to 100 females.

UNFPA projects[[1]](#footnote-1) that by 2050 there will be 12,000 to 15,000 more boys than girls born each year if the sex ratio at birth remains high. If such an increase in the number of men and boys continues or further deterioration is observed, the country will soon face its negative impact including, for example, a wider gender gap in education, reduction in the proportion of women in the labour market, less gender diversity (masculinization) in all spheres of public life. Such masculinization will impede promotion of women and lead to increased levels of crime, including human trafficking.

To mitigate the negative impact of this phenomenon to the future structure of population a massive advocacy and awareness raising campaign should be undertaken to engage both the decision-makers and the population in general, with special focus on youth, in the efforts aimed at combating the phenomena.

**Purpose**

To complement further to improving public awareness on the negative consequences of the sex selection abortions as well as addressing son preference and promoting the value of a girl child, UNFPA is planning to conduct a campaign on occasion of the International Day of Girl Child. The campaign is aimed at triggering off discussions in social and conventional media about GBSS as well as communicating messages challenging and transforming traditional social perceptions and stereotypes on the roles of men and women in family and society. The campaign is planned for the period October 5-15, 2021.

This activity will be implemented in the framework of UNFPA project on Addressing Gender-Biased Sex Selection and Related Harmful Practices in the South Caucasus, funded by the European Union (EU).

**Responsibilities of the organizer**

The agency sub-contracted for the implementation of the subject assignment is to provide full organizational and logistical support to the activities listed below and will be specifically responsible for the following:

1. Initial orientation with UNFPA Azerbaijan CO to discuss and agree on the intervention strategies proposed. To liaise closely with the UNFPA Country Office (CO) in Azerbaijan at each stage of the project implementation;
2. To get familiar with the UNFPA Azerbaijan CO training manual on sensitizing community members on the skewed sex ratio at birth;
3. To develop a context specific outline of the proposed intervention strategies of the campaign. Ensure Plan B is available in case of toughened restriction given the COVID-19 pandemic.
4. To use the most creative and outreach techniques to organize the campaign – subject to the approval of UNFPA Azerbaijan CO;
5. To engage celebrities, opinion leaders and influencers to challenge gender stereotypes and promote the value of a girl child;
6. To ensure that all technical issues, including but not limited to appropriate permissions are well addressed prior the campaign rolls out;
7. To widely spread the information about and ensure the visibility of the campaign in social and traditional media to attract public attention to the campaign;
8. To ensure visibility and acknowledgement of UNFPA and EU throughout the campaign, in media coverage and printed materials if any;
9. To ensure that the actions and messages delivered through the campaign are used only upon approval of the UNFPA Azerbaijan CO and do not compromise UNFPA mandate;
10. To provide regular updates to UNFPA CO on the progress achieved alongside the comprehensive narrative and financial reports, including video and photo materials.

**Deliverables:**

* 10-day campaign’s action plan developed and presented to UNFPA CO;
* The deliverables related to the campaign programme submitted to UNFPA CO;
* The photos and videos are taken during the campaign period and shared with UNFPA CO;
* Comprehensive final narrative and financial reports submitted to UNFPA CO upon completion of the campaign.

**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/campaigns on various social issues, including gender equality;
* Have demonstrated capacity to organize and run national level campaigns, festivals, publicity actions.

**Contract duration:**

**September 21 – October 21, 2021**

1. UNFPA (2015). Population Projections, 2014-2050: Different Sex Ratio at Birth Scenarios in Azerbaijan. [↑](#footnote-ref-1)