**Terms of Reference**

**Advocacy Campaign** **dedicated to the International Father’s Day:**

**celebration of gender equitable parenting to promote responsible fatherhood and stronger bonds between fathers and their children with special focus on a 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**

UNFPA is the United Nations sexual and reproductive health agency, with the field offices present in more than 150 countries across the world. The UNFPA office in Baku is engaged in implementation of the projects and programmes in the field of gender equality, population dynamics and family planning.

UNFPA vision is for a world where all girls and boys are equally heard and valued. This is a world built on transformative change – to the dismantling of patriarchal, discriminatory gender norms and the inequalities they sustain. These norms affect both boys and girls but have a disproportionate impact on girls, preventing them from claiming their rights, exposing them to harmful practices, driving rights abuses in their homes, relationships and communities, and through embedded structural inequalities that shape their lives from childhood through adulthood.

UNFPA supports the governments around the globe to build the world free from gender-based discrimination and violence, where all women and girls fully enjoy their right to have equal opportunities, to decide their own future and empower those around them.

For more than two decades, UNFPA Azerbaijan has been on the forefront of advocacy efforts to promote gender equality and ensure equal opportunities and outcomes for women and girls including through improved legal and policy frameworks and gender-sensitive data collection, initiatives that improve women's and girls' health and expand their choices, projects to transform patriarchal and discriminatory gender stereotypes and harmful traditional practices. Among many other initiatives, UNFPA celebrates related international days to ensure wider publicity and dissemination of information related to gender equality issues. The International Fathers’ Day is one of these special occasions to promote gender equitable relations in both public and private domains, including responsible fatherhood and equal distribution of household chores for the well-balanced and healthy family. UNFPA celebrated the first ever International Father’s Day in 2022 by organizing a series of activities, including open air event, Fathers’ Camp, as well as production of a video story dedicated to responsible fathering experiences. To ensure sustainability of the action, UNFPA is planning to celebrate the International Fathers’ Day 2023 as a part of its ongoing advocacy efforts as well as in the framework of the project on “Addressing Gender-Biased Sex Selection and Related Harmful Practices in the South Caucasus: Support for Regional, National and South–South Interventions” funded by the EU and implemented by UNFPA.

Hence, UNFPA Azerbaijan is seeking the services of the local agencies/organizations for conducting *the advocacy campaign dedicated to the International Father’s Day to celebrate gender equitable parenting by promoting responsible fatherhood and stronger bonds between fathers and their children with special focus on a girl child.*

**Purpose**

The campaign is expected to engage men as agents of change for challenging the prevailing gender stereotypes. More specifically, this initiative is seeking to organize and hold a series of activities advocating for responsible fatherhood, gaining new skills in parenting, encouraging them to spend more time with their kids, with special focus on girl children, thus promoting a model of equal responsibilities and care in the family, addressing son preference and increasing the value of girls.

**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 Country Office (CO) to discuss and agree on the intervention strategies proposed. To liaise closely with the UNFPA CO in Azerbaijan at each stage of the project implementation;
2. To develop a context specific outline of the proposed intervention strategies of the campaign.
3. To use the most creative and outreach techniques to organize the campaign – subject to the approval of UNFPA Azerbaijan CO;
4. To solicit necessary authorization by local authorities for the venue/location identified for the purposes of the campaign;
5. To ensure the produced content is promoting gender equitable parenting, the value of a girl child, and responsible fatherhood;
6. To ensure that all technical issues, including but not limited to official authorization are well addressed prior to the campaign launch;
7. To ensure extensive outreach and visibility of the campaign in traditional and social media;
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:**

* The campaign’s concept note followed with the detailed action plan;
* # of communication products produced (e.g. print publications, e-publications, videos/PSAs, promo materials, etc.)
* # of people reached;
* Photos and videos taken during the event/s;
* Comprehensive final narrative and financial reports.

**Eligibility criteria:**

* Have registration as a legal non-profit entity or public entity;
* Have proven experience of at least three years in organization and implementation of awareness raising activities/national level campaigns on various social issues, including gender equality;
* Have professional team of experts with relevant background, expertise, strong interpersonal skills;
* Experience of working within strict deadlines;
* Previous experience of working with UNFPA/UN is an asset.

**Contract duration:**

May-June 2023

**Specific Conditions:**

*Ownership of the output:* UNFPA