**Terms of Reference**

**Services of a specialized institution to organize the 16 Days of Activism Campaign Against GBV Campaign and conduct a series of community engagements events/sessions to increase awareness on GBV**

*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-based violence (GBV) remains a deeply rooted challenge globally. The available evidence suggests that about one in three women worldwide will endure physical or sexual abuse during their lifetime, highlighting the alarming prevalence and urgency of addressing this pervasive human rights violation.

UNFPA is a leading agency providing support to the governments across the world for combating gender-based violence. UNFPA has been on the forefront of the advocacy efforts for improved GBV prevention and response in Azerbaijan too. The organization provided support with the development of the legal and policy framework to address the phenomenon, as well as assisted a range of government institutions with a series of actions on production of data and evidence on GBV, its prevalence rates and economic costs; capacity building of service providers; advocacy and awareness raising at both the grass-roots and decision-making levels.

Nevertheless, many women in Azerbaijan continue suffering due to limited access to information and necessary protection mechanisms. The recent IMAGES survey (Men and Gender Equality Survey, UNFPA 2018) revealed that approximately one in three men (32.5%) admitted perpetrating physical violence. Equally alarming, a similar proportion of women (32.1%) reported experiencing such violence during their lifetime. Furthermore, a survey on the economic costs of GBV, conducted in partnership with the Government in 2018, indicated that the consequences of this phenomenon could potentially cost the Azerbaijani economy nearly 2% of its annual GDP, emphasizing the broader societal impact of GBV.

UNFPA is dedicated to implementing comprehensive communication strategies throughout the 'Women at the Centre: Rising Up Against the Pandemic of Violence Against Women' project (WAC) in Azerbaijan. As an essential component of the WAC initiative, UNFPA is committed to facilitating community engagement through various channels and campaigns during awareness events that emphasize the availability of case management services. UNFPA's endeavors aim to effectively spotlight issues related to gender-based violence (GBV), the mechanisms and systems for managing GBV cases, and the accessibility of social services for marginalized populations. This strategic initiative is aligned with the project's overarching goal to ensure that all efforts are directed towards combating gender-based violence and fostering inclusive access to support services.

UNFPA CO is seeking the services of the local organization to provide support with organization of the 16 Days of Activism Campaign to Combat Violence Against Women and Girls (VAWG) (campaign) aimed at raising community awareness on GBV and conducting, a series of Community engagement events/sessions (sessions) dedicated to International Girl Child Day and fighting mechanisms against GBV across 4 target regions in Azerbaijan. The 16 Days of Activism Against GBV Campaign stands as a critical intervention in this context. Spanning from 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day, this campaign is a crucial initiative. Central to these efforts are community awareness initiatives designed to educate individuals on GBV, its indicators, and available support services. Through fostering open discussions, these programs aim to create supportive environments where survivors can share their stories, reduce stigma, and encourage help-seeking behaviors.

The intervention represents an integral component of the Azerbaijani share of the “Women at the Center: Rising Up Against the Pandemic of Violence Against Women” implemented by UNFPA in five countries across the globe.

**PURPOSE**

To complement the ongoing strategic interventions for addressing GBV, the 16 Days of Activism Campaign will be organized in project’s four target regions (Baku, Absheron-Khizi, Ganja-Dashkesen, Karabakh). The Campaign will seek to draw attention to and inspire collective action against VAWG in Azerbaijan through a range of interrelated strategic interventions. In addition, the community engagement events/sessions will serve as a main tool to increase awareness on GBV against Women and girls and the most marginalized among community members.

**RESPONSIBILITIES OF THE ORGANIZATION**

* Initial orientation with UNFPA and other relevant partners;
* Assume full responsibility for the entire project cycle according to UNFPA standards and provide a detailed intervention plan;
* Offer creative ideas to the UNFPA project team regarding how to organize the 16 Days of Activism campaign and community engagement events/sessions;
* Organize community engagement events/sessions in 4 regions of Azerbaijan:
* Identify suitable venues and collaborate with local partners to secure resources and support;
* Coordinate with speakers, develop session agendas, and arrange event logistics;
* Facilitate interactive sessions on GBV awareness, social and gender norms change strategies, and survivor support mechanisms.
* Promote sessions through local channels, social media, and community networks;
* Encourage active participation and facilitate Q&A sessions and group discussions;
* Organize the 16 Days of Activism Campaign in 4 regions of Azerbaijan;
* Development of the concept note for the campaign and submit to UNFPA project team;
* Incorporate impactful and inclusive visibility materials that align with global guidance to enhance understanding and empathy;
* Encourage meaningful participation from community members, especially women and girls and marginalized population groups, to ensure diverse perspectives in both campaign and sessions;
* Provide community with relevant resources and contact information for support services;
* Document key takeaways and insights from the campaign and sessions;
* Identify and reach out to national and regional television channels, radio programs, and popular podcasts that have a strong audience base and a focus on social issues. Establish partnerships and collaborations to feature the campaign prominently;
* Promote the social video and promo video on organization’s and UNFPA’s social media pages (Facebook, Instagram, etc);
* Conduct an internal debriefing session to evaluate the success of the campaign and identify lessons learned for future events;

Document campaign and sessions’ outcomes, participant feedback, and key insights and related reporting documents to UNFPA project team; and

* Prepare session reports highlighting achievements, challenges, and recommendations for future engagement;
* Create a script and storyboard for the promo video that is inclusive, aligned with global guidance, and summarizes the project's outcomes;
* Monitor engagement metrics, such as likes, shares, and comments, to assess the diverse reach and impact of the promotional activities;
* Develop a media outreach plan that includes press releases, media kits, and personalized pitches to effectively and inclusively communicate the goals and importance of the campaign;
* Prepare a detailed monitoring report, including quantitative data and qualitative feedback, for submission to UNFPA.

**Deliverables:**

* 1800 persons reached by inclusive and accessible information sessions held in the 4 target regions;
* 45 community engagement events/sessions held in 4 target regions;
* 30000 community members live in the target location and benefited from information shared through a rage of public events, as well as social media;
* Two roll-ups and other visibility materials to be distributed during campaign and sessions;
* Two animated social video;
* Two promo highlights video;
* Social media products (posters, story ideas, carousel posts and etc.);
* Comprehensive final report summarizing the overall impact of the promotional activities, including successes, challenges, and lessons learned (data, photos, videos, etc.)

**Eligibility criteria:**

* Registration as a legal non-profit or public entity;
* Proven experience of at least three years in planning and implementation of awareness raising activities/campaigns on various social issues, including gender equality;
* Demonstrated experience of conception, production and editing of short video documentaries and PSAs. Experience with production of short videos on social issues will be considered an asset;
* Creative approach, strong organizational, troubleshooting and communication skills of the personnel.

**Contract duration:**

*October 10 - December 31, 2024*

**Specific Conditions:**

*Ownership of the output:* UNFPA