**TERMS OF REFERENCE**

**Project Title**: “EU 4 Gender Equality: Together Against Gender Stereotypes and Gender-Based Violence”

**Call for proposals:** develop and implement gender-responsive innovative communication and media campaign on promoting parental leave policy in Azerbaijan.

**Agency:** UNFPA Azerbaijan Country Office

**Duration of assignment:** December 10, 2021– February 21, 2022.

**Location**: Baku and selected regions

**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 1, the project is seeking the services of local civil society organizations (CSOs) **to develop gender-responsive innovative media campaign aimed at fostering gender equality, tackling gender norms and promoting parental leave in Azerbaijan.** The project is expected to contribute to lasting attitudinal and behavioral changes by promoting gender equality among the population.

The project aims to contribute to increased awareness of the local population and decision makers on [parental leave).

The specific components of the subject assignment are as follows:

* Initial orientation with UNFPA Azerbaijan CO and other relevant partners and stakeholders to discuss and agree on the intervention strategies proposed;
* Develop a context specific outline of the proposed intervention strategies alongside the project work plan elaborating on the project outputs, methods, activity timelines, responsible staff members and measures for tracking the project progress;
* In close partnership with relevant stakeholders develop an innovative media campaign geared towards challenging traditional gender roles and attitudes. The interventions should aim to address lack of knowledge and information on gender equality, promote awareness on the benefits of gender equitable parenting practices. The campaign should educate the people by fostering and nourishing positive attitudes towards gender equitable parental leave ***(at least 10,000 people reached through a range of communication channels used including through placements in leading online website/social media outlets)***. These should be done by designing and producing a range of communication products that should include but not be limited to the following:
* Events/social media campaigns/influencer-led actions
* TV and Radio programmes
* Billboards
* Videos/PSAs
* Posters/leaflets
* E-publications
* Infographics
* Provide regular updates to UNFPA on the progress achieved alongside the narrative reports as stipulated in the related contract packages.

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

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| **Deliverables** | **Due Dates**  |
| **Deliverable 1:** A detailed work plan and project concept note for the gender transformative innovative media campaign is developed and submitted for clearance to UNFPA. The work plan should include a proposed list of project outcomes and outputs, target audiences, activity plan and timeline, project visual identity, and plans for tracking project progress. | December 14, 2021 |
| **Deliverable 2:** At least 2 consultative sessions are held with all partners engaged to finalize project concept note and communication messages using Project Communication Strategy | December 20, 2021 |
| **Deliverable 3:** 50% of the deliverables of thegender-transformative innovative media campaign geared towards challenging traditional gender roles and attitudes is developed and launched (# of communication products produced); | January 5, 2021 |
| **Deliverable 4:** Interim narrative and financial reports are submitted to UNFPA | January 15, 2021 |
| **Deliverable 5:** At least 10,000 people are reached through a range of communication channels including through placements in leading online website/social media outlets | January 21, 2021 |
| **Deliverable 6:** Gender-transformative innovative media campaign geared towards challenging traditional gender roles and attitudes is finalized | February15, 2021 |
| **Deliverable 7:** Final narrative and financial reports are submitted to UNFPA | February 21, 2022 |

**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 non-profit entity;
* Have proven experience of at least three years in planning and implementation of extensive outreach campaigns including innovative communications solutions;
* Have demonstrated capacity to develop and execute successful, impactful and culturally sensitive innovative projects;
* Have ability to communicate the products produced in Azerbaijani language;
* Specific experience with innovative and context-specific gender sensitive national communication tools/projects will be considered an asset.

**VI. PAYMENT SCHEDULE:**

* First instalment: 30% of the total amount – upon completion of the project deliverables 1 and 2;
* Second instalment: 50% of the total amount – upon completion of the project deliverables 3 4 and5;
* Third instalment: 20% of the total amount – upon completion of the project deliverables 6, 7 .