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 actions and innovative communications solutions for gender equality and tackle gender norms and discriminatory practices against women and girls in Azerbaijan.

Agency: UNFPA Azerbaijan Country Office


Location: Baku and selected regions

1. 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 and implement gender-responsive innovative and technology-oriented communications solutions (e.g. hackathons, online games, mobile applications, PSAs, short films, animations, high impact social media campaigns, etc.) aimed at fostering gender equality and tackling gender norms and discriminatory practices against women and girls in Azerbaijan. The applicant organizations may opt to add or suggest alternative innovative solutions based on their expert knowledge and expertise. The project is expected to contribute to lasting attitudinal and behavioral changes as well as sensitize broader population groups, decision makers and influencers at the national and local levels.

The specific components of the subject assignment are as follows:

- Initial orientation with UNFPA and other concerned parties;
- Develop country-specific concepts and work plans for at least 3 gender-responsive innovative and technology-oriented communications solutions with a detailed Theory of Change proposed to achieve the overall programme objectives. The concept should include inter alia the content development methodology, initial list of project outputs, target audiences, modes of engagement, timelines, core messages of the campaign, visual identity to be used for all project components, plans for tracking project progress;
- Conduct at least 2 consultative sessions or focus groups with the representatives of target audiences to finalize campaign messages;
- Develop and launch at least 3 gender-responsive innovative and technology-oriented communications solutions upon agreeing their final concepts with UNFPA;
- Ensure extensive project outreach for the interventions planned, including the following specific deliverables and outputs:
  - Minimum of 2 months placements on major television channels with national or regional reach;
  - Minimum of 10 placements in leading online website/social media outlets with at least 10,000 monthly visitors/viewers/users.
- Provide regular updates to UNFPA on the progress of production including monthly social media reports and interim and final programme and financial reports.

III. TIMEFRAME FOR COMPLETION OF DELIVERABLES (2020):

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<tr>
<th>#</th>
<th>Deliverables</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>Concepts and work plans for at least 3 gender-responsive innovative and technology-oriented communications solutions are developed and submitted for UNFPA review and clearance alongside a detailed Theory of Change proposed to achieve the overall programme objectives. The concept should include inter alia the content development methodology, initial list of project outputs, target audiences, modes of engagement, timelines, core messages of the</td>
<td>October 15, 2020</td>
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<td>campaign, visual identity to be used for all project components, plans for tracking project progress;</td>
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<td>2</td>
<td>At least 2 consultative sessions or focus groups with the representatives of target audiences are conducted to finalize campaign messages;</td>
<td>October 30, 2020</td>
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<td>3</td>
<td>At least 3 gender-responsive innovative, interactive and technology-oriented communications solutions are launched in line with the final concepts approved by UNFPA;</td>
<td>December 20, 2020</td>
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<td>4</td>
<td>A detailed report on the outreach interventions including the deliverables and outputs regarding the use of traditional and new media sources is developed and submitted to UNFPA;</td>
<td>February 15, 2021</td>
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<td>5</td>
<td>Final programme and financial reports are submitted to UNFPA</td>
<td>February 28, 2021</td>
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### IV. MONITORING AND EVALUATION:

The selected CSO will work under the supervision of the Nationa 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;
- 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 awareness campaigns on sensitive topics;
- Have ability to communicate the products produced in Azerbaijani language;
- Specific experience with innovative and context-specific gender sensitive national projects will be considered an asset.

### VI. PAYMENT SCHEDULE:

- First instalment: 30% of the total amount (October 30, 2020) – upon completion of the project deliverables 1 and 2;
- Second instalment: 50% of the total amount (December 20, 2020) – upon completion of the project deliverables 3;
Third instalment: 20% of the total amount (February 28, 2021) – upon completion of the project deliverables 4 and 5.