TERMS OF REFERENCE

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

Call for proposals: innovative communications solutions to address gender stereotypes and patriarchal norms to promote gender-transformative approaches with a focus on benefits of responsible fatherhood in Azerbaijan.

Agency: UNFPA Azerbaijan Country Office


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 2, the project is seeking the services of local civil society organizations (CSOs) to raise awareness about gender stereotypes and patriarchal norms and promote responsible fatherhood in Azerbaijan by using innovative communications solutions and products (engaging young fathers utilizing various social marketing techniques, creative use of social media, etc.).

The project is expected to engage men (especially rural men) to challenge prevailing gender stereotypes and increase public awareness about gender relations in the country and create a safe space for men where they can learn about active parenthood and challenge discriminatory gender norms around the role of fathers. By promoting positive images of fatherhood and utilizing gender-transformative approaches at national and local levels, the project will combat the entrenched gender stereotypes that place the burden of childcare and housework on women and girls.

The specific components of the subject assignment are as follows:

- Initial orientation with UNFPA and other relevant partners and stakeholders;
- Develop country-specific concepts for at least 5 innovative communications solutions and products (PSAs, short films, TV programmes, podcasts, etc.) to raise awareness about responsible fatherhood and encourage fathers to play an active role in their children’s lives. The applicant organizations may propose a range of innovative actions based on their expert knowledge and experience. The concepts should include inter alia description of major intervention strategies including through the use of relevant innovative communications tools/means and engagement of national celebrities and activists, project communications strategy and key messages, target audience(s), intended outcomes, and work plan with a timeline.
- Conduct a consultative session or a focus group with representatives of target audiences to finalize the concept of the communications campaign;
- Develop and launch 5 innovative communications solutions and products aimed at educating young fathers on the benefits of responsible fatherhood, applying visually appealing and carefully designed materials which may include, but are not limited to, various advertising products such as flyers, TV, radio, and outdoor ads, social media posts, and regional engagement activities;
- Ensure extensive project outreach for the interventions planned, including the following specific deliverables and outputs:
  - Minimum of 2 months’ placements of the communications products in 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;
  - Minimum of 10 events targeting the young fathers in regions with the highest prevalence of GBV.
- Provide regular updates to UNFPA on the progress of activities and 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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<th>Deliverables</th>
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<td>1</td>
<td>The country-specific concepts for at least 5 innovative communications solutions and products (PSAs, short films, TV programmes, podcasts, etc.) to raise awareness about responsible fatherhood and encourage fathers to play an active role in their children’s lives are developed and submitted for UNFPA clearance. The applicant organizations may propose a range of innovative actions based on their expert knowledge and experience. The concepts should include inter alia description of major intervention strategies including through the use of relevant innovative communications tools/means and engagement of national celebrities and activists, project communications strategy and key messages, target audience(s), intended outcomes, and work plan with a timeline.</td>
<td>October 20, 2020</td>
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<td>Final version of the concept of the proposed communications campaign is submitted to UNFPA.</td>
<td>October 30, 2020</td>
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<td>3</td>
<td>Five innovative communications solutions and products are developed and launched to educate young fathers on the benefits of responsible fatherhood, with use of visually appealing and carefully designed materials which may include, but are not limited to, various advertising products such as flyers, TV, radio, and outdoor ads, social media posts, and regional engagement activities.</td>
<td>November 30, 2020</td>
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<td>4</td>
<td>A report on project outreach for the interventions planned, including the set of specific deliverables and outputs through use of traditional and new media sources is drafted and submitted to UNFPA</td>
<td>February 10, 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 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 legal non-profit entity or public entity;
- Have proven experience of at least three years in planning and implementation of extensive outreach campaigns;
- Specific experience with male groups for promoting gender equality will be considered an
advantage;
- 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 installment: 20% of the total amount (October 30, 2020) – upon submission and acceptance by UNFPA of deliverables 1 and 2;
- Second installment: 60% of the total amount (November 30, 2020) – upon submission and acceptance by UNFPA of deliverables 3;
- Third installment: 20% of the total amount (February 28, 2021) – upon submission and acceptance by UNFPA of the deliverables 4 and 5.