**TERMS OF REFERENCE**

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| **Project Title:** | **Design and implementation of a multi-component campaign marking International women’s day under the wide theme of “DigitALL: Innovation and technology for gender equality”**  |
| **Duty Station:** | **Yerevan, Armenia** |
| **Start Date:** | **22 February 2023** |
| **End day**  | **May 15** |
| **Duration:** | **70 days** |
| **Funding Source:** | **[EUB36EU funded “Addressing Gender-Biased Sex Selection and Related Harmful Practices in the South Caucasus: Support for Regional, National and South-South Interventions” project[[1]](#footnote-1)]** |

 **A.  Background:**

The Republic of Armenia is among the countries with the largest deviation in the sex ratio at birth (SRB) rate. The sex imbalance of newborns has started to increase gradually since the beginning of the 1990s. In 1995, 110 boys were born per 100 girls, in 1998 the indicator exceeded 115, and in 2000 it reached 120 (the natural SRB level is 104-106 boys per 100 girls). Later, however, certain improvements were observed. According to the data of the RA Statistical Committee, the SRB rate in 2021 was 108.8 boys per 100 girls. In 2022, according to the first semester data, the indicator increased again, reaching 111, which was 3 points higher compared to the data of the same period in 2021 (108).

Both the experts, as well as married women and men, who participated in the focus group discussions, believe that, in general, preference is given to boys in Armenia. According to the prevailing opinion, preference changes starting with the second child: if the first child is a boy, then the family prefers the second child to be a girl, and vice versa. The situation becomes alarming from the third child onwards, especially if the first two children are of the same sex, and particularly if they are girls. According to the collected qualitative data, the reasons behind the preference for boys are rooted in the imperatives of socioeconomic, cultural, and security problems.

**B. Purpose:**

The purpose of the initiative is to conduct a multi component and multi-layer campaign to mark International women’s day under the global theme “DigitALL: Innovation and technology for gender equality”. The campaign aims at women empowerment, showcasing women role models and promoting equal opportunities for women and men.

**C. Scope of Work:**

The organization will be responsible for ensuring timely and properly implementation of the campaign with the following major deliverables:

- Development of the branding of a campaign devoted to International Women's Day. The theme of the campaign is "DigiALL: Innovation and technology for gender equality". The branding should include: campaign slogan, campaign symbol, design of up to five printing materials, such as banner, social media frame and other visuals.

- Development and implementation of a campaign devoted to International Women’s Day. The campaign should include online (social media and not only) and offline activities such as:

* Development of at least 10 stories under the heading "Armenian Women and Innovations" and their promotion via social media.
* Production of up to 7 short videos on career successes of young girls and women.
* Organizing up to 5 community-based initiatives with the participation of women telling about their success stories.
* Organizing two key events for 50 and 100 people, including printing, transportation, venue, translation, refreshments. The envisaged communities are Byurakan and Vardenis (TBD)
* Organizing a city tour for 20 people from all regions of Armenia, that will envisage: four overnights in the hotel, food, transportation, printing, if necessary. The tour should be designed with the aim to promote gender equality.

 **D. Duties and Responsibilities:**

In cooperation with the UNFPA communications team and GBSS Programme Coordinator the Contractor will develop the concepts of a two month-long campaign in English. Upon approval of the concepts, the Contractor will develop the detailed activity plan and the timeframe of the campaign.

Upon approval of the activity plan by the UNFPA Programme Coordinator and communications team, the Contractor will engage in the implementation of the activities.

The delivery of the product/service by the Contractor will be considered completed only upon the endorsement by UNFPA/Programme Coordinatorof the final versions of the Deliverables.

**E.** **Timeline:**

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| Activity | Deliverable | Timeframe |
| Development of the campaign concept | Campaign concept document | by February 28, 2023 |
| Development of the branding of the campaign  | Branding materials  | by Mar 3, 2023 |
| Development of the detailed action plan (Ghantt chart)on the envisaged intervention | Action plan on the overall campaign | by March 3, 2023 |
| Development of at least 10 stories under the heading "Armenian Women and Innovations" and their promotion via social media.  | 10 stories | by Mar 30, 2023 |
| Production of up to seven short videos on career successes of young girls and women.  | Seven videos  | by Apr 10, 2023 |
| Organizing up to five community-based initiatives with the participation of women telling about their success stories.   | Five initiatives  | by Apr 10, 2023 |
| Organizing two key events for 50 and 100 people, including printing, transportation, venue, translation, refreshments. The envisaged communities are Byurakan and Vardenis (TBD) | Two events  | Mar 8, 2023Apr 10, 2023 |
| Organizing a city tour for 20 people from all regions of Armenia, that will envisage: four overnights in the hotel, food, transportation, printing, if necessary. The tour should be designed with the aim to promote gender equality.  | A city tour  | by Apr 15, 2023 |
| Final report that should be developed in line to the UNFPA reporting and visibility guidelines  | Final report | by May 3, 2023 |

**F.** **Qualifications and Experience Requirements:**

* Organization registered and operating in the Republic of Armenia with mission and goals relevant to the project;
* Experience in event/campaign organization addressing important social issues or relevant experience in sensitization on sensitive social issues, including gender equality and GBSS issues;
* Record of experience with UN agencies, and/or international organizations is an asset;
* Familiarity and experience with UNFPA is an asset.
1. The project is implemented by the United Nations Population Fund (UNFPA) and is funded by the European Union and UNFPA. [↑](#footnote-ref-1)