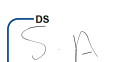


## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA ASRO
<i>Purpose of consultancy:</i>	<p>Female Genital Mutilation is considered a human rights violation that is condemned in several international conventions and treaties. The practice has severe and long term physical and mental implications on the lives of girls and women. According to UNICEF, approximately 200 million girls and women alive today are believed to have been subjected to female genital mutilation. In the Arab States region, the prevalence of FGM among girls aged 15–19 years old is 55% according to the State of World Population 2020 report. FGM causes negative health consequences, such as severe pain, trauma, and, in many cases, long-term complications. The root causes of FGM are complex and include a mix of socio-cultural beliefs, religious factors rooted in gender inequality, and discrimination. FGM violates the right to health and there is no medical justification for the practice, nevertheless, in some communities, the practice has become “medicalized” as it is being performed by health care workers. Around 1 in 4 girls and women who have undergone female genital mutilation (FGM), or 52 million FGM survivors worldwide, were cut by health personnel (UNICEF, 2020). In the MENA region, the medicalization of FGM is a common practice in Egypt and Sudan with almost 8 in 10 cases of FGM performed by medical personnel as of 2014 (State of World Population, 2020).</p> <p>Child marriage is a human rights violation. Despite laws against it, the practice remains widespread, in part because of persistent poverty and gender inequality. Globally, more than 1 in 5 young women (20-24 years old) was married before her 18th birthday and more than 650 million women and girls alive today were child brides. Due to the adverse effect, the current COVID-19 pandemic has specifically on women and girls, this number is likely to increase even further, as the pandemic will disrupt efforts to end the practice. This could potentially result in an additional 13 million child marriages taking place in the next decade.</p> <p>To accelerate the abandonment of FGM and Child Marriage, UNFPA and UNICEF launched the Joint Program to Eliminate Female Genital Mutilation (FGM) and the Global Program to End Child Marriage. The two programs harness the complementary expertise of the two agencies and are implemented in partnership with governments, civil society, social movements, religious leaders, and communities. Their comprehensive approaches balance culturally sensitive interventions with an emphasis on the human rights of women and girls to remain dignified, healthy, and whole. In the Arab States region, the Joint program to end FGM is being implemented in Egypt, Yemen, Djibouti, Somalia, and Sudan and the Global Program to End Child Marriage is implemented in Yemen.</p> <p>Social and gender norms transformation is one of the recommended approaches to end eliminate harmful practices by addressing gender roles and power relations that often contribute to perpetuating FGM. In building on the two programs’ proven approach, the 2 programs introduce the following cross-cutting strategic intervention to enhance the program’s effectiveness:</p> <p>Scale up the amplification of social norms change interventions that support expanding collective knowledge and strengthening champions for the elimination of FGM and child marriage using a broad range of interpersonal and innovative mass/social media communications strategies. In line with this, the Gender Unit in UNFPA Arab States Regional Office (ASRO) is seeking a communication consultant to support the communication-related activities of the 2 programs with the Communication team in ASRO. The consultant will work directly with the Gender team under the supervision of the Communication advisor in ASRO.</p>



<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p><b>The communication consultant will support the Gender unit in planning and implementing the following activities under the Joint Program on FGM and the Global Program on Child Marriage:</b></p> <ol style="list-style-type: none"> <li>1) Content development, launching and campaigning for an online platform for Shamekhat regional network of Faith-Based Organizations' leaders against harmful practices (FGM and Child Marriage)</li> <li>2) Restructure the harmful practices page on the UNFPA website and other social media platform to reflect the latest data and research on FGM and Child Marriage</li> <li>3) Support the implementation of the "Men and Boys Against FGM regional initiative"</li> <li>4) Regional Adolescent girl character production of content and video materials for communication, advocacy and resource mobilization tool for FGM and child marriage</li> <li>5) Support the development of a regional roadmap and content for UNFPA digital ambassador (Mariam character) in coordination with the thematic units in ASRO</li> <li>6) Producing and broadcasting of a similar but context-specific Arabic version of "A Piece of Me", a short documentary series produced by the UNFPA-UNICEF joint program global team representing a case study on how to use artistic expressions to draw awareness to violations of human rights such as FGM.</li> <li>7) Analysis: Providing reports to document impact and progress particularly on social media</li> </ol>										
<p>Duration and working schedule:</p>	<p><b>6 months (10 March 2021- 10 September 2021)</b></p>										
<p>Place where services are to be delivered:</p>	<p>All the work will be done with the Gender, Human Rights and Culture Team and the Communication team at the UNFPA Arab States Regional Office and 6 the country offices of Egypt, Yemen, Djibouti, Somalia, Sudan, and Kurdistan Region of Iraq.</p>										
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p><b>The consultant is expected to submit the deliverables based on the following timeline:</b></p> <table border="1" data-bbox="499 1301 1495 2087"> <thead> <tr> <th data-bbox="499 1301 999 1361">Deliverable</th> <th data-bbox="999 1301 1495 1361">Delivery date</th> </tr> </thead> <tbody> <tr> <td data-bbox="499 1361 999 1608">A newly designed page for the harmful practices' webpage on UNFPA ASRO website reflecting up-to-date FGM and child marriage information based on real-time data collected from COs and ASRO gender unit.</td> <td data-bbox="999 1361 1495 1608"><b>15/04/2021</b></td> </tr> <tr> <td data-bbox="499 1608 999 1794">A communication plan for the Shamekhat regional network to be implemented using the UNFPA ASRO website and other social media platforms</td> <td data-bbox="999 1608 1495 1794"><b>20/04/2021</b></td> </tr> <tr> <td data-bbox="499 1794 999 2002">Formation of the men and boys core group that will include community influencers, medical practitioners, pop culture artists/celebrities/goodwill ambassadors, and journalists.</td> <td data-bbox="999 1794 1495 2002"><b>29/04/2021</b></td> </tr> <tr> <td data-bbox="499 2002 999 2087">A slogan and clear campaign's identity for the men engagement initiative</td> <td data-bbox="999 2002 1495 2087"><b>25/03/2021</b></td> </tr> </tbody> </table>	Deliverable	Delivery date	A newly designed page for the harmful practices' webpage on UNFPA ASRO website reflecting up-to-date FGM and child marriage information based on real-time data collected from COs and ASRO gender unit.	<b>15/04/2021</b>	A communication plan for the Shamekhat regional network to be implemented using the UNFPA ASRO website and other social media platforms	<b>20/04/2021</b>	Formation of the men and boys core group that will include community influencers, medical practitioners, pop culture artists/celebrities/goodwill ambassadors, and journalists.	<b>29/04/2021</b>	A slogan and clear campaign's identity for the men engagement initiative	<b>25/03/2021</b>
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	<p>Social media campaign for the men engagement initiative (ongoing)</p> <p>9 videos on men advocating for the elimination of FGM</p> <p>10 TV spots on men advocating for the elimination of FGM</p> <p>A draft of the roadmap for the regional adolescent girl character in coordination with the thematic units in ASRO</p> <p>2 videos using Mariam: 2 animated videos providing adolescent girls with accurate and up-to-date information on FGM and child marriages and their harms</p> <p>A monthly report: providing reports to document impact and progress particularly on social media</p> <p>a concept note on the regional adaptation of the movie "A Piece of Me"</p>	<p><b>Ongoing activity throughout the consultancy</b></p> <p><b>10/08/2021</b></p> <p><b>01/08/2021</b></p> <p><b>15/06/2021</b></p> <p><b>01/07/2021</b></p> <p><b>Every month</b></p> <p><b>02/05/2021</b></p>
	<p>The draft documents must be shared with UNFPA as a Microsoft Word Document to UNFPA ASRO Communication Advisor, Mr Samir Aldarabi <a href="mailto:aldarabi@unfpa.org">aldarabi@unfpa.org</a> , The Gender Advisor Ms Hanan Rabbani <a href="mailto:hrabbani@unfpa.org">hrabbani@unfpa.org</a> and the Regional Program analyst on harmful practices, Dr Shadia Elshiwiy <a href="mailto:elshiwiy@unfpa.org">elshiwiy@unfpa.org</a></p>	
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Regular communication with the UNFPA ASRO Communication and Gender teams will be maintained throughout the contract duration to discuss and report progress against objectives	
Supervisory arrangements:	Main first-line supervisory: Samir Aldarabi, UNFPA ASRO Communication Advisor Counterpart on technical inputs related to the harmful practices: Shadia Elshiwiy, Regional Programme Analyst on harmful practices	
Expected travel:	N/A	
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> <li>• A bachelor and a master degree in Communication, journalism or related fields from an accredited institution.</li> <li>• A minimum of 5 years of combined national and international proven relevant experience in communication, journalism part of which in the development field</li> <li>• Fluency in Arabic and English is a requirement (reading and writing).</li> <li>• Familiarity with the mandate and work of UNFPA in the region is an asset</li> </ul>	
Inputs/services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	Necessary ICT equipment	
Other relevant information or special conditions, if any:	N/A	
Signature of Requesting Officer in Hiring Office: Date: 18-Feb-2021	<p>DocuSigned by: <i>Shadia Elshiwiy</i> 5A5D0988D71B4CA...</p>	<p>DocuSigned by: <i>Hanan Rabbani</i> 97544548DDBC4AB...</p>

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