**Annex** **2**

# Terms of Reference

**Communication, Advocacy and Mobilisation Strategy (CAM)**

**Project Title: Promoting Rule of Law and Enhancing the Criminal Justice System in Khyber Pakhtunkhwa including Newly Merged Districts and Balochistan)**

**(2020-2025)**

**Based in:** Selected districts of Balochistan and Khyber Pakhtunkuwa and the Newly Merged Districts (NMDs) including the following:

|  |  |
| --- | --- |
| **Balochistan** | **KP and NMDs** |
| Quetta | Peshawar |
| Pishin | Mardan |
| Lasbela | Swat |
| Naseerabad | Kohat |
| Khuzdar | Khyber |
|  | Bajaur |
| Kurram |

**Note:** The above listed districts are tentative and will be confirmed during the inception phase of this programme.

**Time period:** 1st August 2021- 31st December 2021 (05 months)

**BACKGROUND:**

European Union (EU) signed a financing agreement with the Government of Pakistan (GoP) in July 2020 to support a Rule of Law (RoL) Program for a period of five years. The overall objective of this program is to contribute to the strengthening of rule of law in Khyber Pakhtunkhwa (KP) including the Newly Merged Districts (NMDs), and Balochistan, and to ensure equal access to justice in particular for women and marginalized groups.

The RoL program has as three specific objectives:

1. support reform processes to ensure delivery of people-centered justice.
2. enhance access to justice for all, particularly women and less privileged groups; and
3. improve service delivery of the security sector in line with constitutional safeguards and international standards

One part of this program will be implemented by UNDP and UN Women. The implementation entails contribution to all three specific objectives in KP and NMDs and specific focus on result 2 in Balochistan. UNODC will focus geographically on Balochistan under key EU results 1 and 3 under a separate agreement with EU.

UNDP and UN Women actions and interventions are centered on rebuilding public confidence in the formal justice and security sectors through reform and development at policy, management, outreach and accountability levels, with special focus on gender-responsive programming through UN Women’s expertise in the area. Positioned to support better service delivery at the local level and linked to relevant policies and legal frameworks at the federal level, the RoL program will leverage divisional and provincial systems for sustainable change by ensuring that methodology and structure of the interventions are based on provincial development policies, strategies, best practices and lessons learned from UNDP and UN Women’s previous work in these areas.

In order to raise awareness of these innitatives, UN Women is requesting services of an organization to develop a community advocacy and mobilization (CAM) strategy based on the district context as well as pre-test this strategy by piloting it in 2 districts (01 KP and 01 Balochistan) except provincial capitals.

Therefore, the proposing organization will prepare the CAM strategy for all the 12 districts listed in the start of this document. The organization will further roll-out/pre-test this strategy in 2 districts based on rationale and scientific evidence (01 KP and 01 Balochistan) except provincial capitals.

The strategy will focus on the following areas:

* Prepare a logic model to identify the steps needed to develop, roll-out and evaluate the effectiveness of this strategy in the selected districts.
* Develop tools to raise awareness of citizen’s legal rights.
* Raise awareness of existing formal and informal justice mechanisms in KP and Balochistan in the target districts along with sharing information on how to access justice services in these provinces/districts.
* Develop tools to measure community behavioral change techniques.
* Suggest a sample population size in selected districts where the strategy will be pre-tested/piloted.
* Evaluate the effectiveness of this strategy through behavioral change tools to measure its effectiveness.

Note: All interventions will be centered around specific objective 1, 2 and 3 of the RoL programme (listed previously).

**PROJECT GEOGRAPHICAL LOCATION:**

Selected districts of Khyber Pakhtunkuwa including the Newly Merged Districts (NMDs) and Balochistan.

**OBJECTIVES OF THE STRATEGY:**

The major goal of this strategy is to identify, design and startegise effective information, education and communication tools for general awareness/education on specific local issues covering gender-based violence, discrimination and harmful customary/ cultural practices against women and the available legal framework. The area-specific awareness-raising will jointly be conducted by the civil society organizations specially alliances working to end violence against women, bar associations/ councils, women’s rights defenders, and students of higher education instituations. In addition, the strategy has following specific objectives:

1. Outline strategic directions and priorities in relation to the emerging provincial and local contexts, trends related to justice and rule of law services and opportunities to create awareness among women and marginalized groups.
2. Devise a comprehensive approach to strengthen collaboration of communities with key stakeholders of the crimininal justice system for policy advocacy with special attention on women’s access to justice as embedded in legal framework of Pakistan and create confidence and trust between rule of law service providers and the citizens specially women and margnialized groups.
3. Define complete communication, advocacy and mobilisation cycle to motivate and mobilise civil society organisations, communities, faith leaders and other social networks to help traditionally excluded groups, especially women to claim their legal rights and take local actions to safeguard them from instances of Violence Against Women (VAW) / Gender-Based Violence (GBV).
4. Define ways and means to motivate individuals, communities, and households to report cases of violence against women including child marriages, through available mechanisms and develop channels of reporting.
5. Develop communication and advocacy related material in close consultation with the UN Women to increase level of awareness, voice and power of civil society and citizens specially women for transforming public discourse on access to justice issues.

**SCOPE OF WORK**

1. Undertake situation analysis and mapping of mobilisation, advocacy, and outreach activities for access to justice and empowerment of women in Balochistan and KP.
2. Design a strategic Framework and a logic model for the developing and pre-testing the CAM Strategy under the ROL Programme with core competency areas according to the programme document and specific objectices 1, 2 and 3.
3. Identify different segments of audience (district wise) and provide engagement tools for each one of these with priority ranking and provide sub-components with the design and implementation of CAM strategies.
4. Design and develop advocacy and mobilisation materials needed to realise the objectives of CAM vis-à-vis ROL Programme. This may include but not limited to development of messages and other communication tools (e.g posters, pamphlets, audio/ video material) etc..
5. Develop monitoring tools for the strategy, design feedback and response channels to capture feedback of the beneficiaries of the programme. This can be done (but is not limited to) through documenting case studies to measure citizen’s perceptions. Collecting data tomeasure the results including data on child marriages, cases of VAW and inheritance reported and or resolved by partners/communities including through Alternate Dispute Resolution (ADR) mechanisms

**DELIVERABLES, TIMELINES AND PAYMENT SCHEDULE:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No** | **Deliverable** | **Timeline** | **Payment Schedule (%)** |
| 1 | Inception report with detailed workplan including timelines and deliverables | 15th August 2021 | 40% |
| 2 | Indepth report on situation analysis and mapping of mobilisation, advocacy and outreach activities and organisations for access to justice and legal empowerment of women in Balochistan and KP | 31st August 2021 |
| 3 | A comprehensive Communication, Advocacy and Mobilisation Strategy for the ROL programme, identifying strategies to engage, influence and mobilise different constituencies, including political, religious and community leaders, women and youth; aligned with objectives of the programme. | 20th September 2021 |
| 4 | Development of identified advocacy and communication tools along with mobilisation material as agreed in the strategy (outlined in deliverable 3) to be prepared and accordingly tied with the deliverables. | 15th October 2021 | 30% |
| 5 | Development of a comprehensive M&E plan, monitoring tools for strategy to measure results, behaviour change and overall effectiveness of the strategy. |
| 6 | Scientifically developed channels of reporting from communities and partner CSOs on child marriages, VAW cases and cases of inheritance rights. |
| 8 | Roll-out/pilot strategy in selected 2 district along with presenting a detailed implementation and evaluationreport to measure the effectiveness of this strategy. | 15th November 2021 | 30% |
| 9 | Share final strategy document after incorporation of fied learnings and feedback from UN Women and its partners. | 10th December 2021 |

**DURATION OF ASSIGNMENT**

The organization will follow the timeline agreed upon at the time of the contract. Any revision in the timeline, if required, can only be done in consultation and subject to the approval of UN Women. The organization will be required to submit a work plan detailing all activities from the inception report to the production and submission of the final draft for the strategy and other deliverables as specified within stipulated time period.

**TRAVEL REQUIREMENTS**

The firm/organisation will be required to travel to Islamabad, Balochistan and KP (including NMDs) for maping of activities as defined in deliverables, data collection, meetings, and if required for focus group discussions.

**BUDGET**

The proposed budget shall include all costs incurred during the assignment period (including travel and accommodation to the selected districts) and pretest of the strategy.

**QUALIFICATIONS, EXPERIENCE AND COMPETENCIES:**

The organization will be selected based on the requirements outlined below.

**Team Composition**

The team leader (of the organization) is expected to lead the process and work closely with the UN Women Country Office and provincial offices. S/he will function as the Team Leader, managing the strategy development process in a timely manner, and will be primarily responsible for completing the assignment.

UN Women, as the agency responsible for administering the programme.

**Required** **Expertise/ Qualifications for Team leader (proposed by consultancy firm/organisation)**

* A Masters or advanced degree in relevant discipline (e.g., media and communications, gender, development studies, social sciences, etc.)
* Strategic thinking and proven expertise in developing communication strategies for legal literacy, women’s legal empowerment and rule of law programmes leading to achieve gender equality, Human Rights and women’s access to justice.
* At least 10 years’ experience as stated above with 5 years’ experience as a team leader and proven accomplishment in communication, mobilization and advocacy strategy development and roleout with multi-stakeholder for multilateral organizations and UN agencies.
* Knowledge of the local context, culture and languages with functioning of the UN Women and Rule of Law situation in Pakistan.
* Excellent presentation, inter-personal and communication skills
* Extensive experience engaging with media and local civil society organisations.
* Knowledge of the development context of Pakistan and preferably previous experience in development initiatives in Pakistan;

**Required Expertise/ Qualifications for the National team members Gender Expert, Media & Communication Expert and a Graphic Desiner (proposed by evaluation firm)**

* Masters Degree in relevant disciplines (e.g., media and communications, gender, development studies, social sciences, Law etc);
* At least 7 years of experience in communication, mobilization and advocacy strategy development and roleout with multi-stakeholder at policy/decision making, intermediatry and grassroots level, for multilateral organizations and UN agencies.
* Native ability in Urdu and fluency in written and spoken English; Fluency in local languages will be an asset.
* Ability to facilitate engage and partner media and local civil society organisations.