TERMS OF REFERENCE

SHORT TITLE OF ASSIGNMENT

Communication for Development consultant scriptwriter/researcher
document the long-term partnership with Faith Based Organizations

BACKGROUND

The partnership between UNICEF Egypt and Faith Based Organizations dates back to 1984 when the Child Care in Islam publication on issues relating to the survival of young children was published in partnership with Al-Azhar University.

This publication was followed in 2005 by a manual designed to underscore how the care, protection and development of children is central to Islam. The manual, Children in Islam, Their Care, Protection and Development, includes research papers and extracts of Koranic verses, Hadiths and Sunnas that provide useful guidance on children’s rights to such things as health, education and protection.

In 2013 UNICEF and Al-Azhar International Islamic Center for Population Studies released a book entitled FGM/C: Between the Incorrect Use of Science and the Misunderstood Doctrine. The book explains the religious background of FGM in Islam and refutes the idea of female circumcision being Sunna. It points to the sexual and reproductive functions of female external genitalia and the Islamic demand for sexual fulfillment for both sexes. It also discusses common misbeliefs such as the idea that a clitoris would grow as large as a man’s organ.

In 2016 the partnership between UNICEF and FBOs in Egypt has expanded to the Coptic Orthodox Church. Religious leaders from Egypt’s two main faiths united to present their perspectives in a joint publication Peace. Love. Tolerance. Key Messages from Islam and Christianity on Protecting Children from Violence and Harmful Practices. The publication, the first ever joint document on this issue, provides guidance for parents, caregivers, teachers and religious leaders on avoiding and preventing violence, while working towards putting an end to violence against children. The document addresses 11 forms of violence and harmful practices faced by children in Egypt, the region and around the world. It covers child and forced marriage; female genital mutilation/cutting; discrimination among children; child labor; sexual abuse of children; absence of family care and homelessness; domestic violence against children; violence in schools and education institutions; children in armed conflicts; trafficking of children; and violence against children on television and the internet.

UNICEF is currently contributing to disseminate key messages from the publications through a large-scale capacity building programme to train religious leaders on behavioral and social change using the 11 core messages and through a docudrama video series on the 12 core messages to end violence against children. The multimedia production will be utilized as a tool for the capacity building programme and potentially for mass media broadcasting.

OBJECTIVE

The objective of this assignment is to retroactively document the long-term partnership between UNICEF Egypt and Faith Based Organizations (Al Azhar, BLESS, Ministry of Awqaf) that evolved over a period of almost 35 years. Assessing best practices and lessons learned is the ultimate objective of the documentation which will potentially evolve in a later stage in a qualitative impact evaluation.
METHODOLOGY

The consultant will conduct a desk review of the multimedia productions, in-depth interviews and focus group discussions in selected governorates.

Key areas and questions of documentations includes:
- How were the publications developed?
- How was the dissemination process designed and implemented?
- What was the impact of the publication at the community, national and international level?
- What are the most significant changes to be reported among the religious leaders exposed to the publications/multimedia production?
- What are the most significant changes to be reported within the communities in contact with religious leaders exposed to the publications?
- What are the lessons learned from the inter-faith approach?
- Which are the areas of improvement?
- What are the priorities for further inter-faith cooperation in the field of children’s rights?

Ethical Considerations: As this project involves a research component, the selected institution will be expected to abide by UNICEF’s guidelines on the ethical considerations about research on children. Specific guidelines may be found in the compendium on Ethical Research Involving Children (ERIC).
- Assure that information and data is anonymous and stored confidentially.
- Assure that all permits have been obtained for research so as not to put participants at risk
- Study/research will apply the “do no harm” principle i.e. avoid constituting a risk to participants in the study; unethically preventing participants from benefitting from interventions
- Acquire informed written consent from legal guardians and ensure children have the choice to participate and it is voluntary and the research outcomes are shared with them afterwards.
- Availability of support services in case of abuse cases identified
- Availability of interviewers/people conducting the research from both genders.
- Need researchers to be well trained so that they can create comfortable interviewing spaces, build trust, manage children’s expectations, allow children to express themselves
- Obtain signed form of code of conduct for ethical research in the UN system from research team and data collectors.
- Obtaining clearance from CAPMAS for the research is fundamental to the completion of the research

ACTIVITIES, DELIVERABLES AND TIMELINES, PLUS BUDGET PER DELIVERABLE

ACTIVITIES:
1. Plan and prepare a desk review and summary of existing publications including an inception report
2. Plan and conduct in-depth interviews
3. Plan and conduct and document focus group discussions
4. Analyse pre-and-post questionnaires of a survey already conducted
5. Write final report

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<th>DELIVERABLES</th>
<th>ESTIMATED DURATION TO COMPLETE</th>
<th>PAYMENT</th>
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<tr>
<td>1. Inception report</td>
<td>5 days</td>
<td>10% 857,1 USD</td>
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<td>2. At least 15 in-depth interviews</td>
<td>10 days</td>
<td>30% 1,710 USD</td>
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### 3. Trip report and documentation
Including photo documentation of at least 5 focus group discussions in 5 different governorates (Cairo, Giza, Qalyubiah, Alexandria & Assiut)

| 10 Days | 30% 1,710 USD |

### 4. Key findings report from the analysis of pre-and post-capacity building survey conducted with Imams and priests

| 2 Days | 7.5% 342 USD |

### 5. Final Report

The report need to include at least the following information:

- Background information regarding the overall country and region context
- Outline of different publications
- Description of FBOs (Al Azhar, BLESS, Al Awqaf)
- Outline of capacity building programme
- Outline of docu/drama series
- Interviews with major focal point in each of the institutions (UNICEF, Al Azhar, BLESS, Al Awqaf, key NGOs supporting UNICEF in its partnership with FBOs)
- Interviews with trained religious leaders from both faith
- Desk review of media coverage related to each of the publication
- Assessment on organic publication dissemination within the FBOs networks
- Key findings from the analysis of pre-and post capacity building survey conducted with Imams and priests

| 8 days | 22.5% 1368 USD |

**TOTAL 100% - 6,000 USD**

### Qualifications, Specialized Experience and Additional Competencies

- Good bilingual report writing in English and Arabic
- Previous experience working with developmental agencies, international NGOs and UN system
- Previous experience in scriptwriting /research
- Previous experience in Communication
- Experience in designing, editing informational materials and reports

### Conditions of Work

The consultant will be homebased with frequent meeting in Cairo. At least two field visits are expected. The consultant will coordinate the work with the C4D Specialist under the C4D Chief supervision.

### Criteria for Evaluation
| For Consultants | • Educational Background 10%  
|                | • Qualifications and skills 20%  
|                | • Range and depth of relevant experience especially with similar projects 20%  
|                | • Previous UNICEF/UN contracts and duration 10%  
|                | • Language: Fluency in English 10%  
|                | • Knowledge of local context and language 10%  
| TOTAL SCORE    | 80 %  
| Financial      | • financial offer 20%  

**NOTE FOR CONSULTANTS AND INDIVIDUAL CONTRACTORS:**

Please submit a financial offer along with your proposal, which contains the following information:

- Fee for services to be provided – based on the deliverables in the Terms of Reference
- Wherever possible, indicate the itemized cost of the travel (air tickets etc). If an international consultation, and daily living costs for your stay in the country.