

Terms of Reference

Youth Advisory Group for Dare to Care Social Mobilization Campaign

Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls, the empowerment of women, and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

Dare to Care (DTC) is a regional programme of UN Women aiming at transforming patriarchal masculinities and social norms and advance gender equality and women's economic empowerment in the Middle East and North Africa.

The goal of the programme is to promote the involvement of men and boys in unpaid care and household responsibilities as entry point to achieve further gender equality and women's empowerment. Particularly, the programme aims to reduce the gender gap in time spent on unpaid care and domestic work by men and women reached by a youth-led social campaign by 60 minutes.

The programme has a regional coverage in six countries (Egypt, Jordan, Morocco, Tunisia, Lebanon and Palestine) and in-country investments in four of them (Egypt, Jordan, Morocco and Tunisia). It is funded by the Swedish Agency for International Development (Sida), the German International Development Cooperation (GIZ) and the Basque Agency for Development Cooperation (AVC).

Under Outcome 1 of the DTC regional programme, communities across the MENA region are to demonstrate an increased involvement of men and boys in caregiving and household responsibilities and more empowerment of women and girls. To achieve this outcome, a sustainable youth-led social mobilization campaign is being developed and rolled-out to promote caregiving and household responsibilities of men and boys and break stereotypes around women's participation in paid employment. The campaign is expected to have an impact on more than 1 million people, who will be influenced by the actions of young men and young women who take part in the youth-led campaign from across the region. This social mobilization campaign embeds elements of face to face, social media, and mass media interventions and will have *compelling* messaging and calls to actions for amplified impact.

This regional campaign will be **co-designed and co-led by a Youth Advisory Group (YAG) formed by around 24 active young men and young women** from the region who will use their voices to define and amplify

campaign messages with support from UN Women and a regional communications/marketing agency that is being recruited by UN Women. 12 members of the YAG will be selected through an open selection process through a public [Call for Applications](#). These 12 young people will be from the six countries targeted by the Dare to Care (DTC) regional programme: Egypt, Morocco, Jordan, Tunisia, Lebanon and Palestine.

The other 12 members of the YAG will be selected through referrals from CSOs that are implementing youth and social norms initiatives under the DTC regional programme in Egypt, Morocco and Jordan, followed by interviews conducted by UN Women.

Campaign Overall Objective:

Mustering adequate levels of social mobilization to reduce the gender gap in time spent on unpaid care by **60 minutes** among the target audiences of the youth-led social mobilization campaign, especially through effectively engaging men and boys to equally participate in household. This will be achieved through a specific call for action of the social mobilization campaign to increase the involvement of young men in unpaid care and household responsibilities. The campaign will be implemented regionally in the Arab States region, and it will require that the Youth Advisory Group members work closely with UN Women team, and a regional communications agency (recruited by UN Women Regional Office for the Arab States) and civil society organizations in three target countries (Egypt, Jordan, and Morocco) to implement the campaign at regional and country level.

Membership of the Youth Advisory Group:

The membership of the Youth Advisory Group (YAG) is voluntary, non-remunerated and for a period of two years, from September 2024 to September 2026. Members of the regional youth advisory group must meet the following criteria:

- To be young men and young women aged 18 to 35 years from any of the six countries addressed by the Dare to Care regional programme -namely Egypt, Morocco, Jordan, Tunisia, Lebanon, and Palestine- and who are also currently living in one of those six countries.
- Proven track record of leading or working with young people on social development issues on the ground/at community level, ideally related to gender equality.
- Hands-on active experience and understanding of community mobilization and advocacy campaigns that address discriminatory social norms, ideally focused on social norms that discriminate on the basis of sex.
- Strong motivation and commitment to take part in co-leading a regional campaign to increase the amount and quality of time spent by men and boys in unpaid care and domestic work, and to promote the empowerment of women and girls.
- Sound knowledge and use of social media and local context when it comes to advocating for gender equality
- Capacity and willingness to contribute to the gender equality and women's rights agenda at the national and regional levels.
- Be willing to dedicate few hours per month in the YAG functions stipulated in the TOR further below.

- Be respectful and inclusive with people holding different opinions and having different backgrounds.
- Be proficient in spoken and written Arabic language.
- Young men and young women from disadvantaged groups (i.e., youth with disabilities, from ethnic minorities, other minorities.) are encouraged to apply.

Selection Process:

Members of the Youth Advisory Group will be selected by UN Women through a competitive and public Call for Applications. Following the review of applications, UN Women will conduct online interviews in Arabic language with those young candidates who have been shortlisted.

Selection undertaken by UN Women will ensure diversity of profiles -including sex, age, and geographical representation, among others.

Role of Youth Advisory Group Members:

- Co-design the DTC youth-led social mobilization campaign along with UN Women and the regional communications/marketing agency recruited by UN Women.
- Provide strategic support to the campaign, including by identifying the set of actions to be taken by the youth who endorse the regional campaign and by testing and advising on campaign contents and, messaging in coordination with UN Women and the regional communications agency recruited by UN Women.
- Mobilize and engage youth across the region as per campaign strategy objectives and calls to action.
- Endorse and amplify action-oriented digital platform and social media content including challenges among youth networks and groups.
- Cooperate with civil society organizations (CSOs), community-based organizations (CBOs) and other stakeholders of the DTC regional programme that are contracted by UN Women at country level and take part in national youth-led face to face campaign activities (youth dialogues, campaigns and talks in national universities).
- Participate at the meetings (mostly online) of the YAG organized by UN Women.
- Willing to travel within the region to attend meetings and training sessions.

Procedure and Mechanisms:

- The Dare to Care regional programme at UN Women Regional Office for the Arab States (ROAS) is the Secretariat of the Youth Advisory Group and will be responsible for holding meetings for the youth advisory group.
- Youth Advisory Group members will meet online at least once every two months to provide strategic support to the campaign, and to monitor and support progress on implementation.
- Minutes of meeting will be circulated by UN Women following the meetings and shared for information with the youth advisory group members.

- Travel and accommodation costs for participation in offline meetings and related offline events (i.e., forums, workshops, etc.) shall be covered by UN Women through the Dare to Care regional programme.

Termination and Withdrawal:

Each member has the right to withdraw their membership from the YAG, upon providing one month written notice to the Secretariat (UN Women Regional Office for the Arab States). The Secretariat also has the right to terminate the membership of any member if and when the member:

(a) No longer commits to their role or no longer adheres to the goals, objectives of the YAG, as described in these Terms of Reference.

(b) Engages in activities that are not compatible with UN Women Policies regarding prevention of harassment, sexual harassment, discrimination, and abuse of authority.