Consultancy: Creation of Evidence based Infographic tools on process and impact of World YWCA’s Initiative “Promoting the realisation of the right to health for young women and girls” in Asia, Africa and Eastern Europe.

Terms of Reference

Background

Since 2018, the World YWCA has been in a partnership with the Finland Government’s Ministry of Foreign Affairs to implement the project, Promoting the realisation of the right to health for young women and girls, in the continents of Asia, Africa and Eastern-Europe. Focusing on sexual and reproductive health and rights (SRHR), and mental health, the project has had a tremendous impact in the lives of young women by empowering them to be agents of narrative change in their communities. Using their leadership, young women have worked collaboratively to advance issues around SRHR and mental health, often discussing taboo topics and taking lead in changing the narrative in their communities.

Through the initiative, hundreds of young women are being supported to expand a young women’s social movement demanding full sexual and reproductive health and rights. Through the support of World YWCA and the national YWCA offices, young women’s individual and collective action has been built to transform narratives around social norms at the individual, community, country, regional and global level to positively impact policies that enhance young women’s sexual and reproductive health and rights and mental health. Through the project World YWCA young women identified and worked collaboratively to transform core cultural narratives - in interpersonal relationships, policy debates, media and social media.

The project’s particular focus and its advocacy activities has emphasized on the regional work with young women from up to 30 countries from Sub-Saharan Africa, Asia and Eastern Europe. Four countries of Nepal, Ukraine, Ethiopia and Kenya received extra support in identifying advocacy approaches to influence impacts. The young women focal points in each region played an instrumental role in coordinating and driving advocacy campaigns at the regional and global level on SRHR, working closely with the young women.

Regional trainings during the course of the project supported young women to identify not just the dominant areas of change but also to best deliver stories to influence the different areas under SRHR and mental health. The work of the YWCAs in the four focus countries has further helped understand the new commitments and action related to innovations in bringing the learnings to a global space through deep diving on issues in the countries. The project has generated growing demand from YWCA spaces and local communities to establish partnerships working closely with other movements, youth groups and young leaders. Although the project-funding period is ending in April 2021, the YWCAs and the young women are finding ways to continue the activism and to expand their network even more with other young women and human rights activists.

The World YWCA envisions using creative tools like infographics for communication on the process and impact of this project to a larger and wider audience, strategically. Under the strategic placement of this initiative, World YWCA intends to utilise these tools to be showcased at various virtual events to position the initiative as one of its kind, where young women have led the process of changing narratives.
Given the impact of COVID-19, the intention of this short-term consultancy is to understand how the global challenges, restrictions and impact on thematic issues affected the young women champions and the focus countries under the project. This is critical to deep dive the additional work done to overcome the challenges and solutions that have shaped the project implementation.

**Purpose of the consultancy**

To provide timely creation of detailed, evidence based infographic tools highlighting the process, challenges and key innovations undertaken in the SRHR and mental health initiative, while also vocalising the stories of the young women leading the work on changing narratives.

**Requirements of the consultancy**

- This is a remote consultancy given the context of COVID-19 and associated travel restrictions. The consultant must work through virtual communication and be proactive and engaging.

- The Consultant will work closely with the Director of Global Engagement and Impact to collect the necessary information, data and evidence needed to generate enough evidence to research and create creative ways to show case the evidence.

- The Consultant must have a clear understanding on using evidence to generate content that is easy to understand, is communicative and is key to position the initiative at larger global platforms.

- The Consultant must be adept at using digital design tools as the final product has to be World YWCA branded digital infographics.

- English is the required language however proficiency in French is an added advantage.

- The Consultant must go through multiple rounds of exchanges with the World YWCA team before they finalise the content and design of the tool.

- The Consultant will work closely with the Director of Global Engagement and Impact and other staff members, whenever directed.

- All design must be aligned to the current brand design, look and feel of World YWCA [or something like that]

- Written content must be crisp, accessible in presentation, and the language/vernacular aligned with World YWCA standardized copy/content, as applicable.

**Outputs**

- The Consultant will develop a working plan in the first few days of the process in agreement with the staff responsible.

- The Consultant will create a copy of the content to be used for creation of the infographic tools.

- The Consultant must create 3-4 infographic tools from the content, using multiple directions of analysis.
• The outputs must be representative of both qualitative and quantitative information and must link the initiative to the larger goals of World YWCA, young women leadership and the global gender equality work.

**Time requirements:**
Total number of working days: 25 days, all remote with high virtual engagement. Kindly take into account that the latest date for final deliverables under this consultancy to be validated by World YWCA is 25th April, 2021.

In light of the COVID-19 pandemic and travel restrictions, the consultancy will be virtual.

**Application:**
• CVs of all consultants involved.
• A short proposal (not more than 2 pages) inclusive of technical and financial elements.
• Samples of design work done on similar lines.
• The deadline for submission is Wednesday, March 25, 2021.
• The consultant should send the narrative and financial proposal either in word or pdf format to: hresources@worldywca.org
• Evidence of registration/status as a consultant (independent or working under a company) able to invoice the World YWCA in Switzerland and cover all taxes and legal obligations in the country where they are based/work.
• 1-2 references