CONCEPT NOTE
THE COMMEMORATION OF ICPD@25 AND UNFPA@50 IN NIGERIA

BACKGROUND

United Nations Population Fund (UNFPA) is the United Nations (UN) sexual and reproductive health agency, committed to ensuring that every pregnancy is wanted, every child-birth is safe, and every young person’s potential is fulfilled. UNFPA has consistently invested and partnered with government, civil society and other agencies to implement impact-driven development programmes, projects and activities that provide universal access to sexual reproductive health, promote reproductive rights, reduce maternal mortality, especially for women and young people whose ability to exercise their right to sexual and reproductive health is often compromised.

Over the years, UNFPA has recorded impact in diverse areas of public health concern especially youth sexual reproductive health and rights, sexual violence, maternal health, child marriage and population dynamics as well as accelerating progress towards the achievement of the International Conference on Population and Development (ICPD) declaration. These have been achieved by mobilizing resources and expertise, advocating directly with government officials or in public forums and through capacity building.

UNFPA at 50 and ICPD at 25

The year 2019 marks the 25th anniversary of the ICPD Programme of Action (PoA). The anniversary will be marked by reviewing the centrality of the ICPD PoA to achieving the Sustainable Development Goals (SDGs) and determine whether ICPD is still relevant 25 years on. The Fifty-Second Session of the United Nations Commission on Population and Development (52UNCPD) will conduct a full review of the ICPD PoA and its contribution to the 2030 Agenda, based on the regional reviews held in 2018. This will inform the first full review of the 2030 Agenda at the 74th Session of the UN General Assembly (UNGA 74), which will open on 17th September 2019. The United Nations decided to mark the 25th anniversary of the ICPD PoA, which also marks the 50th anniversary of UNFPA.

In the last 50 years, UNFPA has impacted lives across regions, states and communities, inclusive of all age groups and gender. This year presents a unique opportunity to measure and celebrate impact, and strategize towards the future. The 25th anniversary of ICPD PoA
and 50th anniversary of UNFPA provide an opportunity for inclusive platform, bringing together governments, UN agencies, civil society, private sector organizations, women’s groups and youth networks to showcase progress, discuss and agree on actions to accelerate the implementation of the ICPD beyond 2014 Further Action, which is critical to achieving the SDGs by 2030. The awareness creations on the 25th anniversary of the ICPD PoA will culminate into the Nairobi Summit on ICPD25: Accelerating the Promise on the 13th to 15th November 2019.

Key Events to Mark UNFPA at 50 and ICPD at 25

1. High Impact Key Private Sector Stakeholders’ Meeting in Lagos:

This will be a one-day conference that will bring together key private sector stakeholders, take a holistic approach at highlighting UNFPA’s achievements and opportunities in investing and implementing high impact programs on improving access to sexual and reproductive health, promoting reproductive rights, reducing maternal mortality and achieving gender equality in Nigeria. The objectives of this conference will be:

- Highlight and showcase UNFPA’s works and achievements over 50 years to key private sector stakeholders.
- Increase the understanding of and discussions around improving women and girls’ health, wellbeing and productivity and its potential impact on Nigeria’s development, among private sector organizations.
- Motivate and support private sector organizations to develop strategies and programmes that will accelerate the impact of interventions focused on women, youth, population and poverty eradication.
- Lead a call to action by the private sector to promote investment in improving access to sexual reproductive health and rights services for women and young people through funding, core competence, technology and competence. This conference will take place in Lagos, Lagos State because of the high concentration of private sector organizations with a proposed reach of 50 private sector organizations.

2. National Celebration

National Celebration with high level political actors, Development Partners, INGOs/NGOs, and Implementing Partners, media, youth and women organizations etc. will take place in the Federal Capital Territory, Abuja. This will include representatives from the political class, representatives of key ministries such as the Ministry of Budget and Planning, Ministries of Health, Youth and Sports and Women Affairs and Social Development, National Population Commission to ensure stakeholder buy-in in advancing the productivity and health of women and young people. This National celebration will be aimed at sharing key lessons, best practices, and disseminating information on impact and achievement of UNFPA. This conference will also include suggestions and ideas on moving forward to deepen UNFPA’s impact such as communicating new goals and development, their significance, and the roles of all stakeholders and individuals in the accomplishment of the new goals. The National
celebration will also be used to celebrate the World Population Day and official launch of the State of the World Population.

3. **Young Innovators Youth Fellowship**

To celebrate 50 years of impact, we will leverage on technology and entrepreneurship skills of young people to accelerate the health and wellbeing of young people in Nigeria. This will be delivered through the Young Innovation Leaders (YIL) Fellowship. The YIL fellowship is an innovation leadership programme for exceptional and talented young professionals between 18-28 years, from all parts of Nigeria. It is a 4-month competitive fellowship programme which is followed by lifetime mentorship opportunity by experts. During the programme, participants provide solutions to challenges that require application of innovation and creativity concepts and tools. Some of the fellows go on to scale up their projects to become startups and social impact initiatives. Specific challenges in UNFPA mandate area will be identified and selected young innovation leaders with skills and interest in the developed challenges will be assigned to tackle them. The team(s) will be fully committed to the challenges and will collaborate with teams from UNFPA office, while leveraging necessarily tools and resources that may be at their disposal for the purpose of solution creation for the challenges.

4. **Gender equality and Young People colloquium in Calabar:**

This will involve panel discussions and dialogue on how to break barriers to gender equality as well as empowerment of Young people to harness Demographic Dividend in Nigeria. The main objective of this event will be to raise awareness on the need to harness Demographic Dividend in Nigeria within the context of ICPD beyond 2014 and SDGs. It will be an opportunity to break the glass ceilings on pervasive inequalities and gender norms stalling progress of girls and women and damaging gender norms that enhance harmful practices like child marriage, female genital mutilation (FGM) as well as highlighting the place of investment in young peoples’ health, education and employment in the quest towards accelerated economic development in Nigeria.

5. **Leveraging on international days to raise awareness on ICPD25:**

We will use international youth day celebrated August 12 and International day of the girl child; October 11th to increase awareness on ICPD25 through essay competition and social media contests.

6. **Production of Brochures, videos, animation, podcasts and graphics**

- **UNFPA@50 -** Production of Brochures, videos, animation, podcasts and graphics to highlight the different approaches, achievements and success stories over 50 years. These materials and resources will be tagged “50 reasons why”
- **ICPD@25 -** Production of Brochures, videos, animation, podcasts and graphics to highlight the different approaches, achievements and success stories over 25 years. These materials and resources will be tagged “25 reasons why”
7. **Social Media Campaign:**

We will work with key 25 social media influencers to share UNFPA’s impact stories on different social media platforms with a unique hashtag and compelling visual contents. Social media campaigns will also proactively engage the public before and during the conference, through content promotions and social media tips such as 25 things you did not know about ICPD which will be tagged “Did you Know?” There will also be live tweets and Instagram live streaming during the conference. The social media influencers will be trained and tagged Population and Development (PD) Super Heroes.

**APPROACH**

A consultant will be recruited to document UNFPA’s works and achievements (especially in Nigeria) over the past 50 years. The highlights of the achievements will be used to develop IEC and advocacy material for the various events planned for the celebration and beyond. Panellists across UNFPA mandate areas will be invited to discuss issues to be highlighted for the colloquium, the State of the World Population and the World Population Day theme.

For all events, UNFPA will partner with Key government ministries and parastatal, including the Ministry of Budget and Planning, Ministries of Health, Youth and Women Affairs and National Population Commission. For engagement with the Private sector, including development of specific campaigns materials, social media, Hackathon, etc. UNFPA will work with NGOs with track record of working with the Private sector in population and development. A social media consultant will be hired to package and lead the social media campaign.

**TIME FRAME**

June 17th to August 23rd 2019 (However, all major events will be leveraged to highlight the celebration throughout the year.)

**PROPOSED VENUE AND DATE—**

- **Lagos Event:** Access Bank Conference Hall, Lagos, June 18th
- **Abuja Event:** Transcorp Hilton Abuja, Week of July 8th – 12th 2019
- **Calabar Event:** Transcorp Hotel, Abuja Week of August 19th -23rd 2019

**BUDGET ESTIMATE**

N35,000,000.00 (Thirty Five Million Naira Only)

**TASKS AND RESPONSIBILITIES**

Table 1 below details the responsibilities and the deliverables of the sub-committees.
Table 1: Responsibilities of the sub-committees, Responsible Officers and the expected deliverables:

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<tr>
<th>Sub-Committee</th>
<th>Responsible Officers</th>
<th>Tasks/Deliverables</th>
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| 1. Overall coordination           | Dr. Eugene, Representative a.i (Overall Coordinator) Mr. Adonri, Assistant Representative (Chairman of All Committees) | • Guidance for Overall success of Activities  
                                       |                                                                 | • Provide CoA and Approve Activity Memo  
                                       |                                                                 | • Provide Clearance and Leadership for all Proposals  
                                       |                                                                 |                                                                 |
| 2. Technical Committee:           | Mr. Adonri, Assistant Representative (Chairman) Ms Mariama , KDSO Head Mr Ada, MSO Head Mr Ehousou, CRSO Head Dr Omosohin, LLO Head Mr. Dashe, M&E Specialist Mr. Godwin, IOM Dr. Sampson, HSS Specialist Dr. Zubaida, Gender Specialist | • Finalise Concept Note, ToRs & Budget Estimates.  
                                       |                                                                 | • Prepare Activity Memo  
                                       |                                                                 | • Identify Resource Persons and Consultants for documentation of UNFPA’s achievements in Nigeria at 50 and ICPD at 25.  
                                       |                                                                 | • Finalise Agenda and timeline for all activities (Abuja and Lagos)  
                                       |                                                                 | • Review the SWOP 2019 Messages  
                                       |                                                                 | • Develop Goodwill Message/Statements for Key Stakeholders.  
                                       |                                                                 | • Prepare and circulate Activity Reports  
                                       |                                                                 | • Draft Communique  
                                       |                                                                 | • Work with Media to develop Advertorial, IEC materials  
                                       |                                                                 | • Develop Invitation letters  
                                       |                                                                 | • Participate in communique/outcome documents.  
                                       |                                                                 | • Contribute to documentations of UNFPA’s achievements in Nigeria at 50 and ICPD at 25  
                                       |                                                                 |                                                                 |
| 3. High Level Engagement Committee: | Mr. Adonri, Assistant Representative (Chairman) Ms. Mariama, KDSO Head Mr Ada, MSO Head Mr Ehousou, CRSO Head Dr Omosohin, LLO Head Mr. Dashe, M&E Specialist Mr. Godwin, IOM Dr. Sampson, HSS Specialist Dr. Zubaida, Gender Specialist All IP focal Points Emmanuel Momoh, Programme | • Engage at the Highest Level with Federal and State Government MDAs, Diplomatic Community, INGOs and Donors and UNCT.  
                                       |                                                                 | • Ensure participation at the Highest level of Governments, Diplomatic Community, INGOs, Donors, UNCT, and other stakeholders.  
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<td><strong>4. Private Sector Engagement Committee</strong></td>
<td><strong>5. Youth Engagement Committee</strong></td>
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<tr>
<td>Assistant-PD/RH Karima Bungudu</td>
<td>All UNFPA IP focal Points Federal and State Ministry of Youth Development EVA AHI Center for Girls Education Hyccey (Consultants) Youth Hub Africa NYSC</td>
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<tr>
<td>Mr. Adonri, Assistant Representative (Chairman) Ms Mariama , KDSO Head Mr Ada, MSO Head Mr Ehousou, CRSO Head Dr Omosohin, LLO Head Dr. Sampson, HSS Specialist All UNFPA M&amp;E Officers Emmanuel Momoh All IP focal Points Hyccey (Consultants) Youth Hub Africa ISMPH</td>
<td>• Engage at the Highest Level with relevant Private Sector Organizations • Ensure Collaboration and Buy-in of relevant Private Sector Organizations • Ensure attendance and participation at the Highest Level of all engaged relevant Private Sector Organizations</td>
</tr>
<tr>
<td><strong>6. Logistics,</strong> Rasheed Amusa, Finance Associate (Chair) Emmanuel Momoh, Programme Assistant-PD/RH Chinwe Uju, Procurement Associate Uzoma Okoye Perry Bodi Chinedu Ikeonu Tade Dayo Blessed Ekikoh Olawunmi</td>
<td>• Transport, Accommodation &amp; DSA for resource persons. • Finalised all Invitation letters to invitees for dispatch. • Processing of all payments • Advice on locations and Venue of all Events • Advise on seating arrangements of dignitaries • Make Travel &amp; Hotel arrangements (including venue and meals) for all participants • Entertainments and side events • Folders and writing materials • Attendance • Banners • Printing of All articles</td>
</tr>
<tr>
<td>Karima Bungudu (Chair) Chinedu Ikeonu Emmanuel Momoh Anthony Nojeh Imaobong Dayo Tade Bello Yisau Jachike</td>
<td>• Address and Dispatch all finalised Invitation letters to invitees. • IT Arrangements and Support • Attendance Collation • Secretariat Support • Registrations</td>
</tr>
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Maureen Emamakpo Uruetse

- Follow-up on all invitation with all Stakeholders
- Any other duty as required

8. Media Engagement and Publicity Committee
Kori Habib (Chair)
Chiazam Dashe
Karima Bungudu
Chinedu Ikeonu
NAN
ISMPH
NPOPC

- Banners
- Coverage by media houses
- Social media Engagement
- Publicity
- Media coverage

9. Security and Protocol Committee
Mark Ezeh, Security Associate
Edward Agblo, Protocol Assistant

- Make all Travels and Security arrangements
- Engage for Security support by security Agencies

WHAT DO WE WANT TO ACHIEVE?

- A unique National knowledge base drawing on the insights of leading ICPD experts and people at the community level delivering the ICPD agenda.
- A groundswell of interest, thinking and action leading up to the Nairobi Summit and beyond. Some of this is already happening. UNFPA will drive it to a higher level.
- A new understanding of how ICPD commitments must be fulfilled and also adapted to current realities, feeding into UNFPA advocacy before, during and after the Nairobi Summit.
- A reaffirmation, stemming from diverse sources, of understanding commonalities on sexual and reproductive health and rights and buy-in to the full realization of the ICPD and its follow-up.

WHO AND HOW?

- Conversations will include interviewing panel of experts, who have made contributions to the ICPD and witnessed change throughout the years. The participants should represent different sectors of society. It is strongly recommended that at least one of the participants be a young person.

WHAT WE WILL TALK ABOUT?

Conversations will be defined around key thematic areas of the ICPD Programme of Action and gains made in the realization of sexual and reproductive rights.

EXPECTED PARTICIPANTS:

1. Government Ministries, Departments and Agencies:
2. Office of the Vice President
3. Federal Ministry of Health
4. National Population Commission
5. Federal Ministry of Education
6. Ministry of Budgeting and National Planning
7. Federal Ministry of foreign Affairs
8. Federal Ministry of Youth and Sports
9. Federal Ministry of Women Affairs and Social Development
10. Donor Agencies and Non-Governmental Organisations
11. INGOs/NGOs
12. All UNFPA Nigeria IPs
13. Traditional and Religious Leaders
14. The Academia
15. Youth Organizations
16. Media Organizations
17. Key Private Sector Organisations