



Terms of Reference

Civil society, local government, private sector, and youth consultation: role of civil society in the scale up of demand generation activities in OP countries

Objectives

- Underline the crucial importance of demand-generation activities to meet the reproductive health needs of women and girls in OP countries, enabling countries to achieve the national goals of FP2020/OP, and strengthen the engagement of local actors in mobilizing domestic resources to intensify these efforts.
- Discuss and share challenges, best practices, opportunities for funding, and implementation approaches to social behavior change/demand generation in OP countries, from the perspective of mayors, the private sector, youth, and civil society coalitions.
- Create an opportunity for multi-sector dialogue to formulate priorities and recommendations to increase domestic funding for initiatives to increase demand for FP services based on lessons learned, priorities, and the context of each stakeholder.

Format

This session will be 120 minutes in total and will be divided into three stages in the form of panel, group work, and discussion and plenary restitution. The session will begin with a 5-minute introduction by the two moderators to present the context, the format of the session, and the expected objectives.

Part 1: Panel on Demand Generation in OP countries (30 minutes)

During this part, the moderator will make a 5-minute introduction followed by a panel consisting of representatives from 1) the private sector, 2) local authorities, 3) civil society, and 4) young leaders who will discuss three questions posed by the moderator. Proposed questions:

- 1) In your experience, what are the social behaviour change strategies that can generate demand for FP services that are adapted to and can be impactful in the OP country context?
- 2) Why is the mobilization of domestic resources for demand generation approaches important?
- 3) Tell us about instances in which local actors have mobilized to finance demand generation activities. What factors contributed to this success?

Session 1: Panel	30 minutes
Moderator	Josephat Avocé
Panelist 1	Mayor of Oussouye



Panelist 2	TBD, Private Sector Representative
Panelist 3	Mamoutou Diabaté, Representative of the Regional CSO Coalition
Panelist 4	Hawa Ba, Youth Representative
Panelist 5	Maria Laurentin, Youth Representative

Part 2: Group work on priorities and recommendations to increase local engagement and endogenous funding of demand generation activities in PO countries (60 minutes)

Participants will be divided into 5 groups made up of representatives from different sectors. Each group will have at least one representative from local authorities and the private sector; youth, civil society, and implementation partners participating in the annual meeting will be divided between the five groups. The groups will discuss the following questions:

(30 minutes) What are the opportunities for advancing social behavior change in the OP countries? What role has domestic funding played in implementing activities to increase demand for FP services in our countries? What is the role of each group (mayors, private sector, civil society, youth) in the scale up of demand generation activities?

(30 minutes) What are the barriers that can block progress in this direction, and what is the role of each group in addressing these barriers?

Session 2: Group work	60 minutes
Groups 1-5	Representative of local authorities, representatives of the private sector, youth representatives, representatives of civil society, representatives of implementing partners.

Part 3: Restitution (30 minutes)

After completing the group work, each group will present their priorities and recommendations to increase engagement and domestic funding of approaches that will increase demand for FP services. Presentations will be followed by 5 minutes of questions and answers.

Session 3: Restitution	30 minutes (5 minutes per group)
Sharing priorities and recommendations	Spokesperson for each group
Questions and answers	