

TERMS OF REFERENCE

U-Report Bulgaria Coordinator
(consultancy open for Bulgarian nationals only)

(UNICEF Bulgaria Country Office is looking for an enthusiastic professional, engaged in youth mobilization and the power of social media, to support with the implementation of U-Report in Bulgaria)

Start date: 1 April 2020

End date: 15 March 2021

Working days: Up to 160

Reporting to: Communication for Social Change Officer

I. Overview.

In the last decades, Bulgaria has achieved a great advance in child care reform, understanding and promotion of child rights. However, some of the statistics indicate that being an adolescent and young person in the country may be challenging. A large percentage of adolescent and youth population is at risk of poverty or social exclusion. Bulgarian adolescents report some of the highest rate of alcohol consumption and tobacco smoking. Persistent challenge is the high rate of early school leavers and of young people not in education, employment and training (NEET). Inequalities in education, especially in terms of educational outcomes and acquisition of skills and low levels of participation in non-formal education and training are among the significant challenges young people are facing. The skills of higher education graduates do not sufficiently match the labor market requirements and the lack of soft skills is for example a serious concern for the employers.

Despite the progress achieved and the efforts of government institutions, local authorities, non-governmental organizations limited opportunities for accessible and meaningful participation exist. At present there are no mechanisms or services specifically designed to seek children and young people's opinion on how they live, what needs they have and what changes they want in society. The analyses in the past few years of child participation frameworks and practices demonstrate that mechanisms and structures aren't lasting long, procedures are mostly performative and overall the institutional commitment is not being fulfilled. In the sphere of youth participation priority is given to formal structures (like youth councils) and youth organizations, but their scale and impact are not being tracked and their contribution to other sectors of youth well-being, as well as connectedness to services and institutions remains unclear. A survey in 2018 show that only around 10% of young people aged 15-29 report to have taken part recently in some type of civic activity. The crossings between social inequalities and poor participation opportunities hit marginalized children and young people especially hard. Children and young people living in rural areas or with disabilities, those leaving care in and migrant, especially unaccompanied children are particularly vulnerable since there's no meaningful way for them to express their views and share their experiences.

II. UNICEF role.

UNICEF Bulgaria is in the third year of implementation of the Country Programme for the period 2018-2022 (CPD 2018-2022). The overall goal of the country partnership is to support Bulgaria in its efforts to enable all children and adolescents in the country, including the most disadvantaged, to enjoy their rights and

develop to their full potential in an inclusive and protective society. Adolescent and youth empowerment and engagement is a cross-cutting element throughout the country partnership in the period 2018 – 2022.

To address some of the existing challenges in area of youth civic engagement, participation and skills development, the Country Office has initiated in 2019 the process of establishing and introducing a communication platform that enables young people to have increased access to information and participation on key issues that concerns them - U-Report.

What is U-Report?

U-Report is a social monitoring tool designed for youth and other community members to strengthen community-led development, citizen engagement and access to and use of real-time monitoring and participation platforms. It allows youth to speak out through polls and unsolicited messages – on what is happening in their communities. It provides a forum to amplify their voices through local and national media and acts as a citizen-sourced, real-time data point for key stakeholders, service providers and decision-makers about the issues being faced in communities. The platform also feeds back useful information to the U-Report users, so they are empowered to work for change and improvements in their localities themselves.

The platform is based on a global model that has been successfully deployed in a range of other countries. Bulgaria has a high mobile density rate and youth and adults have good access to mobile phones and social media channels. Furthermore, the technology for this platform has already been developed (www.rapidpro.io) and structures are in place to support the development of Bulgaria-specific versions of the system.

To learn more about U-Report, please visit the following link:

<https://www.unicef.org/innovation/U-Report>

The official launch of the platform in Bulgaria is scheduled to take place in March 2020. The program is designed to empower adolescents and young people to speak out, have influence on issues they care about in their communities, and to encourage citizen-led development and create participative positive change. U-Report is an open, transparent and free platform and can help government institutions, local authorities, non-governmental organizations and other stakeholders to tap directly into the perspectives of children and young people, filter responses by various indicators, and to identify, define and assess key issues that communities are struggling with or proposing solutions for.

The overall goal of U-Report in Bulgaria is to develop as a successful model of engagement which allows adolescents and young people to enjoy a fuller spectrum of their rights through:

- Inclusive collection and sharing of the voices of adolescents and young people and increasing their knowledge, skills and awareness on matters that affect them;
- Connecting and engaging young people in a non-formal process, network and a community of sharing of opinions and knowledge through various online and offline means, activities and content;
- Impacting situations and decisions which affect adolescents and young people's lives by decision-makers who use and promote U-Report generated data.

Registered users (U-Reporters) will be kept engaged on a constant basis. The input received via the U-Report platform will be analyzed and shared back with 1) users of the platform 2) identified stakeholders

to effectively use U-report as an advocacy and 3) the wider public, as appropriate as a means of public communication, awareness raising, social change and, eventually fundraising efforts with both private individuals and corporates.

During the preparatory phase of U-report deployment, the following key activities were completed:

- ✓ U – Report Bulgaria strategy 2019-2022 developed and in place.
- ✓ Setting up governance structure, steering committee and technical team.
- ✓ Setting up of U-Report website and U-Report Bulgaria Facebook page.
- ✓ Standard Operating Procedures to be followed by all users of the U-Report platform developed and validated.
- ✓ Users' recruitment and public communication plan for 2020 developed and in place.
- ✓ Online training of partner's focal points on the utilization of U-report conducted.
- ✓ Adolescents and youth groups consulted and provided input on U-Report design and on how to reach out and engage youth through digital channels, platforms, and face to face activities.

III. Purpose of the assignment and scope of work.

The overall goal of the assignment is to support the UNICEF Country office and partners with the implementation of the U-Report strategy and scale up throughout Bulgaria to reach children, adolescents and young people, empower them to speak out and have influence on issues they care about in their communities. The position requires extensive external and internal communication and collaboration and involves significant partnership mobilization and engagement. The consultant is also expected to ensure that information collected through U-Report feeds into UNICEF and the Government of Bulgaria's joint strategic goals, outlined in the current CPD 2018-2022 and its relevant strategies.

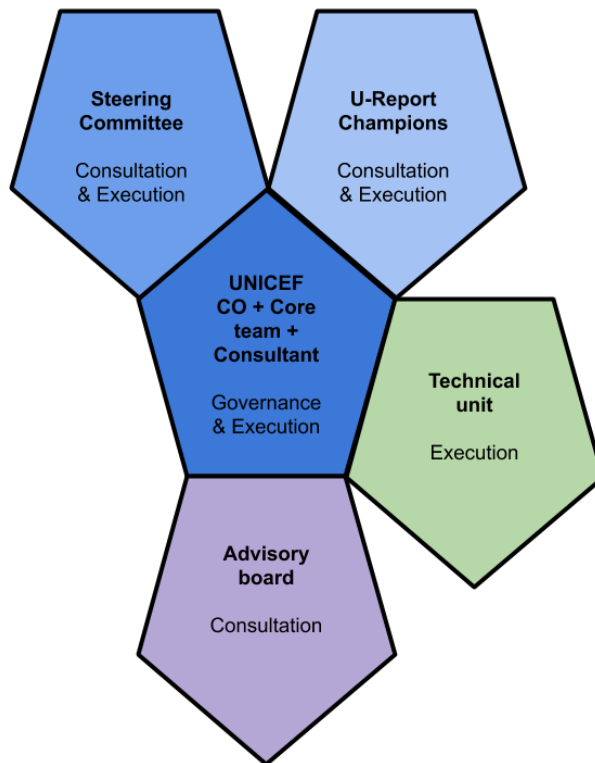
Scope of work and specific tasks:

1. Coordination of U-Report Bulgaria strategy implementation.
 - Coordinate, monitor and ensure the implementation of the planned activities under the U-Report Bulgaria strategy and action plan for 2020.
 - Ensure day-to day management and running the local digital platform and provide support for the analysis and evaluation of the U-Report roll-out process.
 - Work closely with all partners and assist in development, deployment and reporting back on regular (bi-weekly) U-Report polls and stories designed to inform and engage communities. This will also include input for development and deployment of live chat Q&A, bots and campaigns.
 - Ensure regular feedback to U-Report users on results and how information is used.
 - Assist in development and implementation of continuous users' recruitment and engagement plans.
 - Advise and train partners on the utilization of U-Report.
 - Monitor, evaluate and support the partner usage of U-Report to understand incentives and constraints involved between highly active and less frequently engaged U-Reporters and propose solutions and strategies to foster a stronger participation.
 - Contribute to development and adjustment when needed of U-Report annual activity and content plans.

- Prepare technical documentation, reports, guidelines, etc. relating to U-Report implementation, including suggestions for improvement
- Contribute to the integration and utilization of U-Report disaggregated data in UNICEF and partners' youth programme planning and service delivery
- Coordinate the work of the U-Report Steering committee, manage communication with its members and facilitate regular online and offline meetings
- Facilitate the activities of the U-Report Youth Champions Group.

2. Partnership engagement and communication.

- Provide support for building and nurturing strong long-term partnerships with youth groups and coalitions, NGOs, universities, schools, community organizations, private sector and other to constructively and sustainably engage them in U-Report.
- Support identification and application of U-Report within key partner relevant initiatives and campaigns.
- Support public communication activities, awareness raising and participate in campaigns and related events aiming at U-Report promotion.
- Assist in knowledge management through documenting use cases, success and lessons learned.
- Work in close collaboration with CO and U-Report Steering Committee on establishing the U-Report Advisory Board. The core bodies and functions related to the coordination are visualized below:



Expected deliverables

- Monthly polls developed and conducted according to the agreed U Report Action plan
- Monthly results analyzed and disseminated
- Content (articles) produced and/or coordinated among the Steering Committee
- Feedback to users is provided
- Outreach events and campaigns completed as planned
- Additional partners added and connected to U-Report
- Achievements and lessons learnt for the first year of U-Report documented
- Advisory Board in place

Final Output/Product

U-Report fully operational, scaling and being used by various young people, CSO partners and government institutions.

IV. Timeframe and duration of the assignment

It is expected that the assignment will take place in the period of April 2020 – March 2021 and the detailed action plan / work plan will be delivered in the first month of the consultancy.

V. Official travel involved

The consultancy will involve in-country travel for the purposes of U-report promotion and awareness raising, needs assessment, user's recruitment and partner engagement.

VI. Remuneration and total estimated cost for completion of the assignment

The consultant has to submit a financial proposal, containing a daily-basis fee and a monthly payment. Payments will be made based on submitted time-table of activities and deliverables, and a written certification of timely and satisfactorily provision of consultancy services every month.

VII. Required education and experience

The consultant needs to have the following qualifications and competences:

- University degree in a relevant field such as social sciences, humanities, international relations, IT, communications/journalism, or a similar field.
- At least 3 years of professional work experience in project management and particularly projects with multi-partner involvement.
- Experience in child/youth outreach and digital-led youth engagement spanning both public and private sector. Experience in managing child/youth projects with strong technology components is considered as asset.
- Experience in communication and technology field. Ability to present and communicate new projects to a varied audience.
- Knowledge and understanding of principles of youth participation and user-centered design; awareness of trends in child and youth digital participation and social media communication behaviors.
- Partnership development: Experience of fostering open dialogue, building trust and engaging diverse stakeholders such as youth groups and coalitions, government ministries, local

authorities, private companies, universities, community organizations and schools, non-governmental organizations.

- Ability to conceptualize, plan and execute ideas as well as to transfer knowledge and skills.
- Strong writing and communication skills, including experience in writing for the web.
- Adept at using a wide range of social media platforms including Facebook, Twitter, Instagram
- Respect for diversity and human rights.
- Fluency in written and spoken English and Bulgarian.

VIII. Monitoring and evaluation

The Coordinator will work under direct supervision of the UNICEF Communication for Social Change Officer and in collaboration with the CO's U-Report task force.

Performance indicators

The performance will be evaluated against the following criteria: timeliness, responsibility, initiative, communication and quality of the products delivered.

UNICEF recourse in the case of unsatisfactory performance

In case of unsatisfactory performance, the contract will be terminated by notification letter sent 10 days prior to termination.

IX. Consultant's Work Place

Consultant will not be office-based.