

## **UNICEF Moldova**

### **TERMS OF REFERENCE**

#### **National Individual Contractor on U-Report in Moldova**

**Location:** Chisinau, Republic of Moldova

**Duration of contract:** May 2021– April 2022 (11.5 months)

## **1. Background**

UNICEF Moldova supports the work on youth and adolescents' resilience, development, civic engagement and participation with a particular focus on vulnerable and disadvantaged groups. This includes support for various innovative youth-focused interventions including U-Report Moldova participatory platform.

U-Report is a global UNICEF project aimed at strengthening youth participation. It is based on an innovative, user-centred opinion monitoring tool which enables real-time and anonymous data collection through Facebook Messenger and Viber. Since the start of the project in 2017, over 15,000 young people have joined it to speak out on issues that matter to them in weekly polls. These data are used for adjusting policies and programs of government, civic society, international organizations and youth groups.

In order to encourage participation of young people, the U-Report team runs youth engagement activities and development of a vibrant U-reporter community. This includes a wide range of online and face-to-face activities as outlined in the U-Report Communication and Engagement Strategy, such as peer-to-peer meetings, nominating U-Report Ambassadors, visibility and promotion at youth events and music festivals, engaging young people in advocacy, working with celebrities, cooperation with media, schools and universities, conducting online promo campaigns, multimedia and other.

## **2. Purpose of the contract**

The Individual Contractor will provide technical assistance for further growth of the communication potential and to support the positioning of the U-Report as the key mass participation platform for young people, their parents, and teachers in Moldova.

The Individual Contractor will work under the direct supervision of the Youth and Adolescent Development Officer at UNICEF Moldova, for effective achievement of results, anticipating and contributing to resolving project related issues and information delivery. The Individual Contractor is expected to fully comply with UNICEF programming, financial, procurement and administrative rules, regulations, policies and strategies, as well as implementation of the effective internal control systems. The Individual Contractor will be contributing to the design, planning, management, and monitoring of activities, applying and promoting the principles of results-based management (RBM), as well as a client-oriented approach consistent with UNICEF rules and regulations.

## **3. Objectives of the contract**

The overall objective of the assignment is to strengthen the U-Report Moldova platform to empower and actively engage young people in decision making and resilience building, through meaningful surveys, opinion polls and educative chatbots.

A specific objective is to ensure proper implementation of the U-Report Strategy (Roadmap) aiming at strengthening the U-Report Moldova platform and position it as a national barometer of young people's voices and opinions.

#### 4. Details of how the work should be delivered

The Individual Contractor, under the direct supervision of the Youth and Adolescent Development Officer and in close cooperation with the established U-Report Steering Committee, will ensure the provision of development services and products of the highest quality and standards to national counterparts, applying HRBA and Human Centred Design approaches.

He/she will ensure efficient and effective overall management of the local activities and allocated resources, specifically:

1. In coordination with the internal and external partners and stakeholders, establish and support the activities of the U-Report Steering Committee that will have the goal to coordinate polls and effectively ensure impact of the collected results from young people;
2. Liaise with the Global Innovation Centre to manage information flows and build project-related knowledge, and ensure that the project implementation fully corresponds with its goals, and it's based on the global principles and guidelines;
3. Ensure that youth opinion reports are presented to the relevant duty bearers, officials and general public through monthly U-Report bulletins, which are going to summarize results of the weekly polls and other important U-Report Moldova surveys;
4. Prepare U-Report quarterly polling plans. Based on the quarterly polling plan, draft bi-weekly opinion polls. Collect and integrate inputs from Steering Committee partners to each polling plan. Liaise with the UNICEF Country Office to ensure programme integration and that polls are reviewed and approved before being sent out;
5. Manage and monitor the activity in RapidPro and U-Report website. Develop media articles and posts for the U-Report website, Facebook and Viber accounts, as well as upload and launch polls from the RapidPro platform.
6. In partnership with the Steering Committee, contribute to organization of youth events and official meetings related to U-Report Moldova;
7. Work with the Communication section at UNICEF to run promo campaigns to reach U-Report goals in Moldova;
8. Provide inputs and facilitate production of promo materials, communication products and designs for the project needs, including materials related to COVID 19;
9. Support UNICEF Moldova in rolling out youth campaigns or projects with relevant expertise on an if-needed basis.

#### 5. Deliverables and delivery dates

As described in the previous section, the Contractor will be responsible for the day-to-day implementation of the digital engagement polls and chatbots in the U-Report system. As such, it is expected that the contractor will perform the following key tasks:

Nr.	Tasks/ Activity	Deliverables	Timeline*
1.	In coordination with the internal and external partners and stakeholders, establish and support the activities of the U-Report Steering Committee	<ul style="list-style-type: none"><li>• Detailed ToR of the Steering Committee highlighting members' roles and responsibilities</li><li>• Organize at least 10 meetings of the Committee</li></ul>	35 working days

2.	Liaise with the Global Innovation Centre to manage information flows and build project-related knowledge, and ensure that the project implementation fully corresponds with its goals, and it's based on the global principles and guidelines	<ul style="list-style-type: none"> <li>• Prepare and provide inputs to at least 5 U-Report Global Call webinars, presentations and minutes as requested</li> </ul>	15 working days, throughout the year
3.	Ensure that the youth opinion reports are presented to the relevant duty bearers and officials through monthly U-Report bulletins, which are going to summarize results of the weekly polls and other important U-Report Moldova surveys	<ul style="list-style-type: none"> <li>• 12 monthly bulletins containing synopses of the results of bi-weekly polls and youth surveys</li> <li>• Inputs to online communication snapshots and infographics produced by the IP provided</li> </ul>	30 working days, throughout the year
4.	Prepare U-Report quarterly polling plans. Based on the polling plan, draft bi-weekly opinion polls. Collect and integrate inputs from Steering Committee partners to each polling plan. Liaise with the UNICEF Country Office to ensure programme integration and that polls are reviewed and approved before being sent out	<ul style="list-style-type: none"> <li>• 4 polling plans for the year May 2021 – April 2022 developed and submitted timely to UNICEF and U-Report Steering Committee;</li> <li>• At least 5 reports collected from the Steering Committee for adjustment and advancement of polls and youth campaigns</li> <li>• At least 20 of bi-weekly (one in 2 weeks) polls drafted and submitted to UNICEF</li> </ul>	40 working days, throughout the year
5.	Manage and monitor the activity in RapidPro and U-Report website. Develop media articles and posts for U-Report website, facebook and Viber accounts, as well as upload and launch the polls from the RapidPro platform.	<ul style="list-style-type: none"> <li>• 15 articles developed and uploaded on U-Report website</li> <li>• 50 social media posts developed and uploaded on U-Report Moldova FB and Viber accounts</li> <li>• At least 25 polls and 10 chatbots uploaded and launched in RapidPro</li> <li>• At least 25 polls and 10 chatbots translated in Romanian and Russian submitted to UNICEF</li> </ul>	45 working days, throughout the year
6.	Work with the Communications section at UNICEF to run promo campaigns to reach U-Report goals in Moldova. Provide inputs and facilitate production of promo materials, communication products and designs for the project needs.	<ul style="list-style-type: none"> <li>• Provide inputs to at least 5 promo campaigns of U-Report Moldova</li> <li>• Provide timely inputs to communication products and design materials produced by UNICEF for U-Report Moldova promotion</li> </ul>	25 working days, throughout the year
TOTAL			190 days

\*Exact dates will be agreed upon signature of the contract

## 6. Reporting requirements

The Contractor will work under direct supervision of the Youth and Adolescent Development Officer of UNICEF Moldova. UNICEF will regularly communicate with the Contractor and provide formats for reports, feedback and guidance on his/her performance and all other necessary support to achieve objectives of the assignment, as well as remain aware of any issues related to Contractor's performance and quality of work.

All activities and deliverables undertaken by the Contractor shall be discussed and planned in consultation with UNICEF.

## **7. Performance indicators for evaluation of results:**

The work performance will be evaluated based on the following indicators:

- Completion of tasks specified in this ToR;
- Compliance with the established deadlines for submission of deliverables as agreed with the supervisor;
- Quality of work (precision, comprehensiveness, accuracy, creativity and innovation);
- Demonstration of high-quality standards of work with UNICEF, partners and counterparts.
- Contribution to the team and working collaboratively with others

## **8. Qualifications and experience**

- University degree in one of the following: Social Sciences, Communication, Journalism, Marketing, or International Development;
- At least 2 years' experience in projects related to at least one of the following spheres: international development, marketing and communication, youth engagement and participation, youth work, advocacy, social research, community participation/ organization/ mobilization, policymaking at national or local level;
- At least 1-year' experience in project management or coordination of a project team;
- Experience in engaging with international organizations, governmental structures, civil society, think tanks, advocacy initiatives, and youth organisations / centres / groups. Understanding of national and community-based channels of influence;
- Knowledge of the Moldova national and local youth policy environment;
- Experience with Monitoring and Evaluation;
- Previous experience with real-time data applications is an asset;
- Previous experience with UNICEF, UN and other development organizations is an asset;
- Excellent command of Romanian, professional speaking and writing abilities in English and Russian are required.

## **9. Content of Technical Proposal**

- Resume
- Letter of intention, containing
  1. Relevant experience with similar type of assignments (max 300 words)
  2. Proposed approach and methodology (max 1500 words), including:
    - Timeline and milestones
    - Risks and mitigation measures

Annex:

- Short Sample or links to related work previously conducted by the applicant

## **10. Content of Financial Proposal**

The applicant should fill in the Financial Offer Template and specify the consultancy fee, per working days outlined in the Terms of Reference (above) in MDL, which will serve as contract currency. Other expenses directly related to the ToR assignments and deliverables such as: (translation/interpretation costs, local transportation etc.) may be included in the financial offer unless specified that UNICEF will cover them separately (see paragraph 14 and 15 below).

If not provided in the ToRs, UNICEF will not reimburse costs not directly related to the assignment. This contract does not allow payment of off-hours, medical insurance, taxes, and sick leave. UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered or for failure to meet deadlines.

The final selection will be based on the principle of “best value for money” i.e. achieving desired outcome at lowest possible fee.

## 11. Evaluation criteria for selection

The candidate is expected to reflect in the submission the qualifications, knowledge and experience related to the requirements listed above. Technical evaluation will be performed through a desk review of applications, evaluation of technical proposals, and if necessary, may be supplemented by an interview.

The selection process is aimed at selecting the applicant who obtains the highest cumulative score (technical evaluation + financial offer evaluation points) following “best value for money” principle.

## 12. Payment schedule

The payments will be rendered on a monthly basis, as per the agreed fee and consistent to the numbers of days worked, after approval of deliverables reflected in the contract and, subsequently, as approved and reflected in the monthly task schedules, in line with the specifications of the p.5 above.

All deliverables must be timely submitted, in line with the agreed timeliness’ of the monthly priority schedules, as specified under p.5 above. All deliverables, in regard to quality and completeness, must be approved in writing by UNICEF before a payment is effectuated.

<b>Deliverable</b> (delivered according to the timeline agreed upon with UNICEF)	<b>Proportion of payment</b>
May 2021	Monthly fee payable at the end of May 2021
June 2021	Monthly fee payable at the end of June 2021
July 2021	Monthly fee payable at the end of July 2021
August 2021	Monthly fee payable at the end of August 2021
September 2021	Monthly fee payable at the end of September 2021
October 2021	Monthly fee payable at the end of October 2021
November 2021	Monthly fee payable at the end of November 2021
January 2022	Monthly fee payable at the end of January 2022
February 2022	Monthly fee payable at the end of February 2022
March 2022	Monthly fee payable at the end of March 2022
April 2022	Monthly fee payable at the end of April 2022

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered for failure to meet deadlines.

### **13. Work location and official travel involved**

Under this assignment, the Individual Contractor national will be expected to work up to 3 full days per week in the UNICEF Moldova office (currently in 100 per cent teleworking modality), with a schedule aligned with the regular UNICEF Moldova working hours, and complete the rest of the tasks remotely. UNICEF will ensure a suitable workplace within its premises in Chisinau, however during the teleworking arrangements which might last the entire consultancy, the Individual Contractor will have to make themselves available online from their own computer with access to internet. UNICEF will not cover any costs incurred by the contractor for setting-up and maintaining a working space outside of the UNICEF Moldova office, in order to perform the tasks of this TOR.

Subject to the evolution of the COVID-19 epidemiological situation and the teleworking arrangement instituted for UNICEF Moldova, the contractor can be required to perform their duties remotely.

### **14. Support provided by UNICEF**

Upon contracting, UNICEF will provide the contractor with a set of relevant internal documents and available working papers related to previous U-Report achievements and strategic planning materials (i.e. U-report Roadmap, the Action Plan, RapidPro user manual), including connecting and putting in contact with the UNICEF Global, Regional and National experts and professionals responsible for U-Report and RapidPro maintenance and promotion. UNICEF will also provide the contractor with a working place within its premises. UNICEF and its main implementing partner for U-report, the National Youth Council of Moldova will provide the contractor (provision of non-disclosure) with the access to U-Report website, RapidPro and Social Media

The Supervisor of this consultancy will regularly communicate with the contractor and provide feedback and guidance and necessary support so as to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

### **15. Ethical considerations**

The Contractor will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines<sup>1</sup>. The Contractor should be sensitive to beliefs, manners and customs and act with integrity and honesty while interacting with stakeholders and beneficiaries. Furthermore, the Contractor should protect the anonymity and confidentiality of individual information. All participants should be informed about the context and purpose of the Assessment, as well as about the confidentiality of the information shared. The Contractor is allowed to use documents and information provided only for the tasks related to these terms of reference.

As per the DHR PROCEDURE ON CONSULTANTS AND INDIVIDUAL CONTRACTORS, together with the Notification letter, the contractor will be sent the link on UNICEF's learning platform, Agora, containing UNICEF policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The selected candidate must complete the applicable mandatory online courses on UNICEF's learning platform prior to signature of contract. All certificates should be presented as part of the contract.

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<sup>1</sup> UNEG Guidelines <http://www.uneval.org/document/detail/102>