

**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS**

**CONSULTANCY CLIMATE ACTION AND MYNAME DOCUMENTATION IN THE FAR NORTH AND NORTH**

<p><b>Title: Recruitment of a consultant to document youth participation on climate and Myname campaign in the Far North</b></p>	<p><b>Funding Reference:</b> :</p>	<p><b>Type of engagement</b></p> <p><input checked="" type="checkbox"/> Consultant</p>	<p><b>Duty Station: UNICEF Cameroun Maroua</b></p> <p><i>Consultant should be home-based and will not have assigned desk or office space.</i></p>
<p><b>Purpose of Activity/Assignment:</b></p> <p>The main objective of this consultation is to document the new communication and advocacy strategy and youth engagement on climate actions, and the actions led at local level by municipalities on birth registration, in the Far North and North regions</p> <p>This includes, among other things:</p> <ol style="list-style-type: none"> <li>1. Document for all web, donors’ proposals, press kits and social media platforms climate actions led by young climate activists, and testimonies from communities, children and youth on the impact of climate change in their lives in the North and Far North region (50%)</li> <li>2. Document the actions taken by mayors and municipalities who participate to the challenge launched by UNICEF on birth registration, known as My name campaign in the North and far North regions, to fill the webpage and all social media platforms.</li> </ol>			
<p><b>Background:</b></p> <p>Climate change is severely affecting Cameroon and its children, in particular in the Far North and North regions. Climate change induces water scarcity, heatwaves, resurgence of infectious diseases and epidemics, floods, deterioration of the access to basic services in health and education. Together with the impact of climate change, all types of pollutions are affecting the quality of life for children and youth. Climate action is thus an imperative in all UNICEF programming.</p> <p>Aligned with the global Sustainability Climate Action Plan (SCAP) developed in 2022, UNICEF in Cameroon is developing its SCAP, based on specific analysis of climate change impacts in the country (Country Risk Informed Analysis - CRIA) and is running a CLAC survey (Children landscape Analysis) to nurture its plans based on children and youth perception and needs.</p> <p>In this dynamic, UNICEF in Cameroon wants to build its plan for and with children and youth, according to the slogan “nothing for us without us) and build on the existing networks developed at the country level; the U-Reporters engagement, the collaboration with young people’s organizations such as the Young Voices from le Sahel, the World We Want (Far North) to advocate and raise the voices of children and youth on climate action.</p> <p>To achieve this goal, in early 2024, <b>the revamping of the U-Report initiative and platform</b> has been placed under the responsibility of the PAC section by the Representative. The position is filled by a consultant for coordination. This consultancy is to document in texts, photos, videos, the problems and the solutions related to climate change:</p> <ul style="list-style-type: none"> <li>- Provide young people with a microphone and inclusive space to encourage a truly democratic debate bringing together political stakeholders, experts and young people. The debates are respectful and transparent and offer equal treatment for every participant.</li> <li>- Amplify these voices to reach international institutions and stakeholders, through conclusions and causeries éducatives, panelists in international conferences and forums, sensitization in schools and communities.... Today, the group has extended to over 25 adolescents and young people as they were joined by adolescents and</li> </ul> <p><b>UNICEF communication and advocacy plan on climate action</b></p> <p>Under the leadership of the Representative, UNICEF is working on an advocacy and communication ambitious plan of action with and for young people to mark the UNICEF specific print on climate. This includes the relaunch of the -Report</p>			

platform, the creation of a dedicated mascot through a competition launched for children and youth, in close collaboration with external stakeholders from the Government, the UN agencies, the CSOs and climate activists and experts.

UNICEF’s philosophy is rooted in a strong conviction that young people and children are the key actors to change the mindsets of communities on climate.

**My name campaign:**

The United Nations Children’s Fund (UNICEF) in Cameroon, based in Yaoundé, has initiated a campaign to drastically increase the rate of birth registrations and the access to a legal identity for children in Cameroon, under the leadership of the concerned ministries (MINDDEVEL, BUNEC) to make the 374 mayors of Cameroon champions of civil registration.

This campaign is aligned with the My name campaign launched in January 2024 by WCARO (UNICEF West and Central Africa regional Office).

Making Cameroon a continental champion for child access to a legal identity: a campaign throughout 2024

The campaign started on the 27th April 2024 with a kick-off event during the Forum of Mayors that gathered 600 participants in Yaounde, and last up to at least the end of 2024. The first phase focuses on a Mayors’ challenge, encouraging them to i) catch up the children deprived of a birth certificate in Primary schools at municipality level; ii) open birth registration spots in the health centers and municipal level.

This first phase of the campaign was emphasized on the 16th of June 2024, Day of the African Child, and last up to October 2024. The best challengers will be awarded on the 20th of November 2024

**The main objective of this consultation is to document** through multimedia assets the My name campaign challenge open to the municipalities in Far North and North Cameroon up to end of October 2024 to improve birth registration offer of services. The 2 criteria being the number of BR spots in health centers and in health and immunization activities, and the number of children from Primary schools registered in schools. This documentation that will be made accessible online on the dedicated my name campaign page will galvanize the participation of the mayors and allow a follow up of the progresses made. It will complement the national level consultancy for documenting My name campaign with a focus on the Far North and the North regions.

These urgent tasks require the support of a consultant to accompany and activate the revitalization of structured youth participation under the responsibility of the PAC section. These ToR aim at describing the role and functions of the consultant.

**Scope of Work:**

The ambition is to launch a social media and U-Report competition and campaign in June 2024 to re-engage the 433,000 U-Reporters and expand to reach 1 million at the end of 2024, and to engage them in actions and consultations to nourish the UNICEF Cameroon SCAP, empower youth participation and make youth voices heard.

**Child Safeguarding**

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES  NO If YES, check all that apply:

**Direct contact role**  YES  NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

**6 months**


**Child data role**  YES  NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

**6 months**

More information is available in the <a href="#">Child Safeguarding SharePoint</a> and <a href="#">Child Safeguarding FAQs and Updates</a>			
<b>Budget Year: 2024</b>	<b>Requesting Section/Issuing Office:</b> Partnership, Advocacy and Communication (PAC)	<b>Reasons why consultancy cannot be done by staff:</b> The section don't have enough taskforce to cover these 2 priorities in the UNICEF Cameroon action plan	
<b>Included in the Technical Assistance plan:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If no, please explain:			
<b>Consultant sourcing:</b> <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both  <b>Consultant selection method:</b> Recruitment from Roster. If so, please specify ___ PAC and SBC _____ <input checked="" type="checkbox"/> Competitive Selection (Advertisement / Internal pool of candidates)			
<b>Supervisor: Anne Fouchard</b>		<b>Start Date: August 2024</b>	<b>End Date: December 2024</b>
Work Assignment Overview			
Tasks/Milestone	Deliverables/Outputs	Timeline	Estimate Budget
The climate action plan is documented through texts, photos and videos and contributes to the visibility of the UNICEF climate action plan	<ul style="list-style-type: none"> <li>▪ Participation to the IFRC training on disaster risk management on floods in the FN region.</li> <li>▪ Collection of Testimonies of children and youth on their perception of climate change and their vision of climate action</li> <li>▪ Production of Articles, video clips and social cards</li> <li>▪ Participation to the mascot tour with the REP in the Far North and North region</li> </ul>	SEPT- DEC 2024	
The my name campaign and challenge to the mayors is documented in the Far North and North through texts (HIS and case studies), photos and captions, vidéos	<ul style="list-style-type: none"> <li>▪ Contacts with municipalities in the 2 regions to gather knowledge on actions taken</li> <li>▪ Reportages made in the 2 regions with mayors, civil state agents, health workers, teachers and school directors to contribute to engaging mayors on concrete actions to increase civil registration offer.</li> <li>▪ Success stories – written, photos and videos – on children being registerered</li> <li>▪ ITW with mayors and major stakeholders on their increase strategy</li> <li>▪ Work in close collaboration with the consultant My name national consultant for posting the</li> </ul>	AUGUST- OCTOBER 2024	

	communication material on the dedicated webpage		
Contribution to the revitalization of the U-Report platform and local U-Report clubs and contribution to cross-border and international participation of youth on climate	<ul style="list-style-type: none"> <li>▪ U-Reporters are ready and supported to lead local and national campaigns</li> <li>▪ U-Reporters are inclusive thanks to physical clubs in the 2 regions</li> <li>▪ U-Reporters and young climate activists are aware of advocacy and visibility opportunity to participate</li> <li>▪ The actions led by the young activists and U-Reporters are documented to enhance the visibility of UNICEF as a key player on climate</li> <li>▪ Prepare and share all written material needed in support to the consultant on U-Report</li> </ul>	SEPTEMBER-DECEMBER 2024	
Contribution to the national event on the 20 <sup>th</sup> November – awards to the winners of My name challenge to mayors	<ul style="list-style-type: none"> <li>▪ Support child protection and PAC team in all requirements to make this event a success</li> <li>▪ In close collaboration with the national consultant My name, contribute to a booklet with the success stories</li> <li>▪ In close collaboration with SBC and the international NGO Vital Strategies, bring ideas and suggestions to the second phase of the campaign focusing on demand</li> </ul>	NOVEMBER-DECEMBER 2024	
<b>Estimated Consultancy fee</b>			
Travel International (if applicable)		N/A	
Travel Local (please include travel plan)			
DSA (if applicable) *			
Activity Budget (if applicable)			
<b>Total estimated consultancy costs **</b>			
<b>Minimum Qualifications required:</b> <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other  Communication, advocacy, climate action, Youth engagement		<b>Knowledge/Expertise/Skills required:</b>  One year of experience  A solid knowledge of the Far North region  A solid experience in relationship with young people and children, a good knowledge both of climate change issues, birth registration and UNICEF procedures and values. A capacity to document in compelling stories field initiatives related to the assignments and work with others, in the PAC team, with the programmes and with external institutional, municipalities and CSO stakeholder.	

<b>Evaluation Criteria [This will be used for the Selection Report (for clarification see guidance in the selection report template)]</b> <i>Please specify the minimum passing technical evaluation score (e.g. x / 75)</i> <b>1)</b>	
<b>Administrative details:</b> Visa assistance required: <input type="checkbox"/> UNICEF e-mail account: <i>Consultants should not utilize UNICEF resources and should not have a UNICEF email account. If an exception is needed, please send a written justification to the Deputy Representative Operations.</i>	
<b>Request Authorised by Section Head and CFO / Chief Field Operations (if in a field office): Anne Fouchard, Chief Partnership, Advocacy and Communication</b>  	<b>Request Verified by HR:</b>
Approval of Chief of Operations (if Operations): _____	Approval of Deputy Representative (if Programme) _____
Representative (in case of single sourcing/or if not listed in Annual Workplan)	

**Text to be added to all TORs:**

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

UNICEF offers [reasonable accommodation](#) for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during

---

United Nations Children's Fund

---

your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.