

**UNICEF Pacific**

**TERMS OF REFERENCE**

**Water, sanitation and Hygiene Communication for Development CONSULTANT**

**CONSULTANT**

**Requesting Section:** Communications Unit and Water, Sanitation and Hygiene (WASH) Unit

**Date/Updated date:** 21 February 2017

**Programme Area and Specific Project involved:** Kiribati

**Output:** WASH: 2.1.6: WASH guidelines and IEC materials and 2.7.3: Promote & support WinS WinHCF

Communications: 10.2: Kiribati Strategic Communication

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**Background:**

UNICEF works with governments and partners to achieve the water, sanitation, and hygiene (WASH) Sustainable Development Goal (SDG) goal of universal and sustainable water and sanitation services with a progressive reduction of inequalities, especially for the most vulnerable children, in times of both stability and crisis. “Business as usual” will not achieve the WASH SDGs.

Pacific Island Countries are exposed to a wide range of natural hazards, including earthquakes, tsunamis, volcanoes, landslides, floods, drought, and cyclones, and are threatened by the impacts of climate change, including sea level rise, increased saltwater intrusion and coastal erosion, reduced freshwater availability, etc. Environmental sustainability challenges that put entire countries in the region at risk of having to be abandoned if not urgently addressed. These mounting pressures are placed on top of daily challenges that also must be addressed for sustainable development to be possible, such as rapid and unplanned urbanisation, lack of access to education, as well as inadequate infrastructure and services, such as a lack of access to improved water supply and sanitation. Kiribati is one of the Pacific Island Countries in need of additional support to help communities become adapt to these challenges and become more resilient to these pressures.

Kiribati needs support with communication for development to create understanding, demand, ownership and contribution by the communities for maintaining and sustaining their WASH facilities at home, in schools and in healthcare centers both in ordinary and in emergency times.

The government of Kiribati lacks the human resources and technical capacity but has acknowledged this critical need. To support the Government of Kiribati in its commitments which aligns with UNICEF priority areas on creating enabling environment for sustainable and equitable WASH services, UNICEF is recruiting a consultant to fulfill communication for development activities linked to assessing, reviewing and/or developing a focused communication for development strategy, implementing it in close collaboration with government, NGO partners, media and communities as well as carrying out necessary knowledge aptitude and practices (KAP) surveys and other sanitation and hygiene community approach tools to engage and create ownership for WASH interventions.

**Purpose of Assignment:**

The consultant shall assess, review and/or develop a focused communication for development strategy, implement it in close collaboration with government, NGO partners, media and communities as well as carrying out necessary knowledge aptitude and practices (KAP) surveys and other sanitation and hygiene community approach tools to engage and create ownership for WASH interventions. This will include the development and dissemination of information and educational communication materials using engaging platforms for community engagement.

**Scope of Work/ Work Assignments:**

The consultant will carry out the following activities in support of these areas of work:

1. **Sanitation and Hygiene Communication Strategy (30%).** Ensure a focused communication for development strategy for WASH inclusive of inputs and contribution from government, NGO partners, media and communities.
   1. Carry out desk review/mapping of existing WASH C4D strategies, related surveys and communication materials (content, implementation and results) as well as capacity assessment of key WASH C4D partners in Kiribati;
   2. Conduct capacity assessment of government, partners and communities to sustain communication for development initiatives;
   3. Collaborate with partners across sectors to ensure coherence on communication for development efforts; and to avoid duplication of C4D activities in communities;
   4. Carry out baseline survey, KAP studies as needed;
   5. Carry out training on community approach tools for behavior change and social norms
   6. Develop integrated WASH C4D Strategy in close consultation with key government counterparts and stakeholders
2. **Communication for Development best practices and information, education and communication materials (15%).** Consultant will support development of communication for development materials for dissemination on all relevant platforms.
   1. Create and develop a compendium of high-quality communications materials (print, photography, videography, multimedia and online communication) suitable for use in fundraising, media and communications efforts.
   2. Develop WASH C4D materials/media products in line with WASH C4D strategy
   3. Ensure that communication materials content and branding align with UNICEF communications branding and reflect child-friendly and gender-sensitive interviewing and communications techniques, as well as UNICEF’s commitment to inclusion of marginalised and vulnerable groups.
   4. Contribute to profile raising of WASH activities in Kiribati through dissemination and engagement on social media platforms and other initiatives by UNICEF or partners on social norms, behavior change around WASH. This is to be coordinated through the UNICEF Pacific Suva Communications Team.
3. **Communication for Development initiatives (50%)** Consultant will work with key groups in communities to identify best practices and collaboratively, develop appropriate behavior change communication tools and advocacy/awareness activities.
   1. Engage in in-depth community consultations with target audiences (e.g. including focus group discussions, community meetings, etc) through regular field missions to engage directly with community members to identify best practices, norms, bottlenecks relative to the WASH C4D strategy objective. There is scope to review and amend the WASH C4D strategy based on any key findings from these community consultations if deemed necessary.
   2. Develop guidance and implementation tools for behavior change communication for different groups (tools for mothers, fathers, children, boys/girls) and key activities in close consultation with community members
   3. Pilot key activities and demonstrate scalability in selected communities and/or islands in Kiribati through comprehensive monitoring and reporting of C4D activities together with communities and key partners
4. **External Relations Support – as needed and approved by Supervisor. (5%)**
   1. As needed and as feasible, to contribute to communications on external relations (i.e. supporting development of human interest and success stories to leverage partnerships and attention for WASH in Kiribati).
   2. Provide support as needed and feasible to other sections beyond WASH in Kiribati office to ensure WASH is covered in other communication as relevant and there is consistency in approaches particularly where other sections carry out work in same WASH communities (i.e. WASH in Health or in Education)

**Work Schedule:**

The duration of the contract is for 10 months from March 15 to December 31 2017. The consultant is expected to work on a full-time basis.

**Payment Schedule**

Payments will be done in accordance with submission of deliverables, certified by the supervisor.

**Deliverables/End Products**

Deliverables shall be submitted electronically in English to the UNICEF Pacific Multi-Country Office.

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| **Deliverable** | **Payment** |
| **Sanitation and Hygiene Communication Strategy 30% of contract time** | **Month 1** |
| Submission of **Inception report with detailed workplan** | Month 1 |
| Submission of **Draft 1 Report of synopsis** for desk review/mapping of existing WASH C4D campaigns, activities and strategies, related surveys and communication materials (content, implementation and results) as well as capacity assessment of key WASH C4D partners in Kiribati |
| Submission of **monthly progress report** |
| **Communication for Development best practices and IEC materials 15% of contract time** | **Month 2 – Month 5** |
| Submission of **workshop plan with budget, logistics, invitees, agenda and outline of workshop materials/resources.** The workshop plan is to be developed in close consultation with UNICEF WASH colleagues, as well as the Health and WASH teams at respective ministries | Month 2 |
| Submission of the **final and full detailed report on desk review/mapping of existing WASH C4D strategies, related surveys and communication materials** (content, implementation and results) as well as capacity assessment with recommendations for development and/or update of integrated WASH C4D strategy (strategy needs to be for 2 years) |
| Submission of **monthly progress report** |
| Submission of a **detailed workshop report with draft integrated WASH C4D Plan (2017 – 2018), budget, activity plan and recommendations** for follow up, monitoring and coordination as well as required future capacity building activities | Month 3 |
| Submission of **monthly progress report** |
| Submission of **draft compendium (resource library) of pre-existing/pre-developed high-quality communications materials** (print, photography, videography, multimedia and online communication) suitable for use in fundraising, media and communications efforts and in line with UNICEF branding guidelines; | Month 4 |
| Submission **of field visit report** (include scoping with WASH focal point and key partners; conduct community consultations, focus group discussions; **review and finalize WASH C4D strategy**) |
| Submission of **human interest story (#1)** |
| Submission of **monthly progress report** |
| **Submission of field visit report (community consultations, focus group discussions; review and finalize WASH C4D strategy)** | Month 5 |
| **Submission of first Draft of integrated WASH C4D materials/media products developed and pretested** |
| Submission of **human interest story (#2)** |
| Submission of **monthly progress report** |
| **Communication for Development initiatives 50% of contract time** | **Month 6 – Month 10** |
| Submission of monthly progress report (**field reports on facilitation of community engagements, focus group discussions with identified key target audiences)** | Month 6 |
| Submission of **final pretested endorsed WASH C4D materials/media products printed, and ready for broadcast and dissemination through appropriate channels as part of WASH C4D strategy;** and one (1) **human interest story (#3)** | Month 6 |
| Submission of **monthly progress report** |
| Submission of **final compendium** | Month 7 |
| Submission of **monthly progress report** (ongoing implementation and monitoring of WASH C4D strategy with key WASH C4D partners) – See Task 3.3 |
| Submission of **monthly progress report** (ongoing implementation and monitoring of WASH C4D strategy with key WASH C4D partners) – See Task 3.3 | Month 8 |
| Submission of **mid-term campaign assessment report with recommendations and monthly progress report** (ongoing implementation and monitoring of WASH C4D strategy with key WASH C4D partners) | Month 9 |
| Submission **of final and consolidated report demonstrating results from the piloting the behavior change communication tool in selected island** | Month 10 |

**Note:**

* *The consultant will work closely with the Health Promotions Unit and the C4D Officer and Communications team in Suva to outsource the development of media products/resources/materials required for the WASH C4D Campaign and in line with the WASH C4D strategy*
* *The compendium referred to here is a consolidated resource library of WASH C4D materials in, but not limited to, Kiribati*
* *All materials/resources to be developed must be approved/cleared through the relevant key counterparts with Health Promotion Unit via the usual protocols. Any delays in the consultations and design/development of media products must that impact on the timeline of deliverables must be discussed with the immediate supervisor*

**Supervisor Name and Type of Supervision that will be provided:**

The consultant will be under the direct supervision of the Chief of Field Office based in Kiribati. Technical C4D support will be provided by the C4D Officer in Suva.

**Consultant’s Work Plan and Official Travel Involved:**

The consultant is required to make his/her own return travel arrangements from Place of recruitment-Duty Station-Place of recruitment on the most direct route and economical class. Travel costs will be reimbursed to the consultant upon submission of invoice and travel documents.

All related (internal/external) official travel of the consultancy will be organized by the consultant and costs reimbursed accordingly.

The consultant is also required to organize his own visa to the duty station – UNICEF will provide a support letter to assist with visa approval.

**Consultant’s Work Place:**

The consultant will out of the UNICEF Kiribati office.

**Qualifications or Specialized Knowledge/Experience Required:**

Qualifications

* At minimum, a Post-graduate degree in Communications, Social Marketing or Health Promotion with emphasis on communication for behavioural and social change and development. Relevant degrees in social/behavioural sciences (Sociology, Anthropology, Psychology, Health and Education) with emphasis on participatory communication, communication planning, social mobilisation, participatory research, journalism, media production, training and impact evaluation of communication interventions will also be considered.

Experience

* Five years’ work experience in communication for behavioural and social change, preferably with a focus on developing countries, including working with social development programmes.
* Must have at least two years’ experience working in international settings, with practical experience in the adaptation and application of communication methods and tools to specific programme objectives.
* Experience of working in the Pacific is preferable but not essential.

Languages

* Fluency in English
* Knowledge of local language is an asset

Competencies

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| * Communication * Planning and Organizing * Drive for results * Applying technical expertise * Analysing |

**General Conditions** **of Contracts for the Services of Consultants / Individual Contractors**

**1. Legal Status**

The individual engaged by UNICEF under this contract as a consultant or individual contractors (the “Contractor”) is engaged in a personal capacity and not as representatives of a Government or of any other entity external to the United Nations. The Contractor is neither a "staff member" under the Staff Regulations of the United Nations and UNICEF policies and procedures nor an "official" for the purpose of the Convention on the Privileges and Immunities of the United Nations, 1946. The Contractor may, however, be afforded the status of "Experts on Mission" in the sense of Section 22 of Article VI of the Convention and the Contractor is required by UNICEF to travel in order to fulfill the requirements of this contract, the Contractor may be issued a United Nations Certificate in accordance with Section 26 of Article VII of the Convention.

**2. Obligations**

The Contractor shall complete the assignment set out in the Terms of Reference for this contract with due diligence, efficiency and economy, in accordance with generally accepted professional techniques and practices.

The Contractor must respect the impartiality and independence of UNICEF and the United Nations and in connection with this contract must neither seek nor accept instructions from anyone other than UNICEF. During the term of this contract the Contractor must refrain from any conduct that would adversely reflect on UNICEF or the United Nations and must not engage in any activity that is incompatible with the administrative instructions and policies and procedures of UNICEF. The Contractor must exercise the utmost discretion in all matters relating to this contract.

In particular, but without limiting the foregoing, the Contractor (a) will conduct him- or herself in a manner consistent with the Standards of Conduct in the International Civil Service; and (b) will comply with the administrative instructions and policies and procedures of UNICE relating to fraud and corruption; information disclosure; use of electronic communication assets; harassment, sexual harassment and abuse of authority; and the requirements set forth in the Secretary General's Bulletin on Special Measures for Protection from Sexual Exploitation and Sexual Abuse.

Unless otherwise authorized by the appropriate official in the office concerned, the Contractor must not communicate at any time to the media or to any institution, person, Government or other entity external to UNICEF any information that has not been made public and which has become known to the Contractor by reason of his or her association with UNICEF or the United Nations. The Contractor may not use such information without the written authorization of UNICEF, and shall under no circumstances use such information for his or her private advantage or that of others. These obligations do not lapse upon termination of this contact.

**3. Title rights**

UNICEF shall be entitled to all property rights, including but not limited to patents, copyrights and trademarks, with regard to material created by the Contractor which bears a direct relation to, or is made in order to perform, this contract. At the request of UNICEF, the Contractor shall assist in securing such property rights and transferring them to UNICEF in compliance with the requirements of the law governing such rights.

**4. Travel**

If UNICEF determines that the Contractor needs to travel in order to perform this contract, that travel shall be specified in the contract and the Contractor’s travel costs shall be set out in the contract, on the following basis:

1. UNICEF will pay for travel in economy class via the most direct and economical route; provided however that in exceptional circumstances, such as for medical reasons, travel in business class may be approved by UNICEF on a case-by-case basis.
2. UNICEF will reimburse the Contractor for out-of-pocket expenses associated with such travel by paying an amount equivalent to the daily subsistence allowance that would be paid to staff members undertaking similar travel for official purposes.

**5. Statement of good health**

Before commencing work, the Contractor must deliver to UNICEF a certified self-statement of good health and to take full responsibility for the accuracy of that statement. In addition, the Contractor must include in this statement of good health (a) confirmation that he or she has been informed regarding inoculations required for him or her to receive, at his or her own cost and from his or her own medical practitioner or other party, for travel to the country or countries to which travel is authorized; and (b) a statement he or she is covered by medical/health insurance and that, if required to travel beyond commuting distance from his or her usual place or residence to UNICEF (other than to duty station(s) with hardship ratings “H” and “A”, a list of which has been provided to the Contractor) the Contractor’s medical/health insurance covers medical evacuations. The Contractor will be responsible for assuming all costs that may be occurred in relation to the statement of good health.

**6. Insurance**

The Contractor is fully responsible for arranging, at his or her own expense, such life, health and other forms of insurance covering the term of this contract as he or she considers appropriate taking into account, among other things, the requirements of paragraph 5 above. The Contractor is not eligible to participate in the life or health insurance schemes available to UNICEF and United Nations staff members. The responsibility of UNICEF and the United Nations is limited solely to the payment of compensation under the conditions described in paragraph 7 below.

**7. Service incurred death, injury or illness**

If the Contractor is travelling with UNICEF’s prior approval and at UNICEF's expense in order to perform his or her obligations under this contract, or is performing his or her obligations under this contract in a UNICEF or United Nations office with UNICEF’s approval, the Contractor (or his or her dependents as appropriate), shall be entitled to compensation from UNICEF in the event of death, injury or illness attributable to the fact that the Contractor was travelling with UNICEF’s prior approval and at UNICEF's expense in order to perform his or her obligations under this contractor, or was performing his or her obligations under this contract in a UNICEF or United Nations office with UNICEF’s approval. Such compensation will be paid through a third party insurance provider retained by UNICEF and shall be capped at the amounts set out in the Administrative Instruction on Individual Consultants and Contractors. Under no circumstances will UNICEF be liable for any other or greater payments to the Contractor (or his or her dependents as appropriate).

**8. Arbitration**

1. Any dispute arising out of or, in connection with, this contract shall be resolved through amicable negotiation between the parties.
2. If the parties are not able to reach agreement after attempting amicable negotiation for a period of thirty (30) days after one party has notified the other of such a dispute, either party may submit the matter to arbitration in accordance with the UNCITRAL procedures within fifteen (15) days thereafter. If neither party submits the matter for arbitration within the specified time the dispute will be deemed resolved to the full satisfaction of both parties. Such arbitration shall take place in New York before a single arbitrator agreed to by both parties; provided however that should the parties be unable to agree on a single arbitrator within thirty days of the request for arbitration, the arbitrator shall be designated by the United Nations Legal Counsel. The decision rendered in the arbitration shall constitute final adjudication of the dispute.

**9. Penalties for Underperformance**

Payment of fees to the Contractor under this contractor, including each installment or periodic payment (if any), is subject to the Contractor’s full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF’s satisfaction, and UNICEF’s certification to that effect.

**10. Termination of Contract**

This contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months and ten (10) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the contract without notice. If this contract is terminated in accordance with this paragraph 10, the Contractor shall be paid on a pro rata basis determined by UNICEF for the actual amount of work performed to UNICEF’s satisfaction at the time of termination. UNICEF will also pay any outstanding reimbursement claims related to travel by the Contractor. Any additional costs incurred by UNICEF resulting from the termination of the contract by either party may be withheld from any amount otherwise due to the Contractor under this paragraph 10.

**11. Taxation**

UNICEF and the United Nations accept no liability for any taxes, duty or other contribution payable by the consultant and individual contractor on payments made under this contract. Neither UNICEF nor the United Nations will issue a statement of earnings to the consultant and individual contractor.