

## UNITED NATIONS CHILDREN’S FUND IN THE GAMBIA

### TERMS OF REFERENCE

#### Terms of Reference for *Individual Consultant (International)*

#### **Title: Development of a comprehensive Communication Strategy for Children on the Move in The Gambia**

#### **Programme Information:**

#### **UNICEF Gambia Programme of Cooperation 2017-2021**

#### **1. Background**

##### **Country Context**

The Gambia in the last two decades witnessed some level of development but not enough to lift 48% of the population in the country from poverty. There continues to be a marked poverty disparity between urban and rural populations, leading to mass migration to the urban cities and to Europe. The country experienced migration of both the skilled and unskilled mostly through routes into Europe. Additionally, migration out of the country as such has become a norm fueled by the exposure of the country to European tourism which is a huge economic gain for the country accounting for over 20% of GDP.

The Gambia has the largest migration per population amounting to almost 0.5 percent of the total annual migrants arriving into Italy. This is a conservative estimate based on data only for Italy in 2016 (empirical). However, what is alarming is that over 30% of those Gambians migrating are adolescents. This is not unconnected to the population being very youthful, with 42% of the country’s population below age 15, and about 22% are between age 15 and age 24 and below. In 2015, 1,390 Gambian children undertook dangerous journeys through the Mediterranean to Europe. In 2016, out of 181,436 arrivals in Italy via the Central Mediterranean Route, 28,223 or nearly 16 per cent were children. Nine out of ten children who crossed the Mediterranean last year were unaccompanied. Gambian unaccompanied and separated children who reach Italy are mainly from 3 regions of departure, namely Greater Banjul Area, North Bank Region and West Coast Region, however, rural to urban migration within the country fuels external migration and as such, the scope of the problem is nationwide.

##### **Programme Background**

Children on the Move (CoM) programming forms part of UNICEF The Gambia country programme (2017 -2021) in respect of strengthening institutional capacities of national partners and decentralized structures to prevent and respond to violence against children including irregular migration. The project addresses both structural and institutional factors responsible for the movement of children in The Gambia.

The design of the programme aims to address both aspects of demand and supply relative to migration. It aims to strengthen the services for the reception of returned and integration of unaccompanied minors, in line with the child protection strategy adopted by the Government of The Gambia. Programming on children on the move implies going beyond the traditional country-based approach and to lay the ground for allowing programming, coordination and operations between UNICEF country offices at regional and sub- regional levels with the objective of delivering a “ONE UNICEF” response based on a coherent and complementary work between origin, transit and destination areas

The awareness raising works to refocus misconceptions and expectations around social norms regarding migration, using mobile technology to facilitate dialogue and information exchange amongst adolescents and youth. This will also apply to duty bearers (parents) utilizing existing village development structures and school/parent platforms. The programme also provides targeted financial and resource education for out of school children to provide a platform for alternatives to migration and to link with vocational programming existent in country. Returnee children services are weak in country and the programme aims to strengthen the services for the reception of returned and integration of unaccompanied minors, in line with the child protection strategy adopted by the Government of The Gambia.

### **Purpose of the Communication Strategy**

The purpose of the Communication Strategy is to raise awareness and understanding of the risks along migratory routes as well as how they can minimize risks and protect themselves.

### **Objectives of the Assignment**

- To develop a comprehensive communication strategy for children on the move in The Gambia;
- To develop an implementation plan for the communication strategy;
- To design communication materials targeting different audiences as identified in the strategy.

### **Methodology**

The consultant will be expected to use various participatory/consultative methods during the remote consultancy. Desk review of existing child protection good practice and communication resources being used in the country, the sub-region and beyond for vulnerable children (including children on the move). Virtual interviews and consultative meetings with statutory child protection agencies at national and regional levels, child-focused Civil Society Organizations (CSOs), migration and relevant authorities such as the Gambia Immigration Department, the Department of Social Welfare and the National Youth Council (NYC). The methodology used will make ethical considerations including data protection, informed consent, confidential matters, questions adapted to different ages, knowledge of interview techniques and mechanisms for sharing information included in the consultancy.

## **2. Schedule of Tasks, Deliverables, Duty-Station & Timeline**

The following are the key tasks and deliverables for the consultant.

<b>Task</b>	<b>Deliverable</b>	<b>Duty-Station</b>	<b>Anticipated Timeline &amp; Number of days</b>
1. Desk review, preparation and submission of inception report (Brief outline of the final report, subject to further development)	Inception Report	Home-based	3
2. Revision of inception report after comments	Inception Report	Home-based	9
3. Stakeholder interview and Consultative meetings		Home-based	5
4. Preparation and submission of first draft report for comments with power point presentation (PPT)	First draft report & PPT	Home-based	5
5. Submission of second draft report for further		Home-based	6

comments and validation			
6. Validation workshop: present the draft report for further inputs during a stakeholders' validation workshop		Home-based	1
7. Finalization and submission of final report with final updated PPT	Final Report	Home-based	5
<b>Total number</b> of working days for the Consultant (Days)			<b>34</b>

### 3. Estimated duration of contract; Remuneration; Other Terms and Conditions

The consultant will be engaged under short-term *individual* contract, for an estimated period of 34 working days from October to November 2020. The Consultancy fees will be negotiated based on value for money and in line with UNICEF standards and terms of payment are stipulated below.

Payment Schedule	Deliverable
1st payment: 20%	Submission of inception report
Second payment 30%	First Draft Report and Power Point Presentation summarizing the draft report and preliminary findings
Final Payment: 50%	Submission of final report accepted by UNICEF Final Power Point Presentation

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, does not meet the quality standards of both UNICEF and the Government of The Gambia, not delivered or has failed to meet deadlines.

UNICEF does not provide or arrange health insurance coverage for the consultant.

### 4. Supervision and Reporting Arrangements

The contractor will be supervised and report to the UNICEF Programme Officer with briefing and debriefing to the Child Protection Specialist, the Programme Manager PIC and the UNICEF Deputy Representative about the progress of the consultancy. The consultant will work remotely with relevant UNICEF and National Youth Council staff, Government Ministries, Departments and Agencies (MDAs), participating UN agencies and Cooperating Partners, as well as other intervention stakeholders.

As part of quality assurance mechanism and ensure ownership, a reference group comprising of Government and UNICEF will be established to provide oversight to the study and provide comments to the deliverables.

### 5. Qualifications & Experience required

The Consultant must have the following qualifications:

- Master's degree in Social Sciences, or related child rights/well-being graduate degree

- Demonstrate years of progressively advanced experience in strategic communications, public advocacy, which must include developing communications and advocacy strategies at the global, regional or national level
- Demonstrated expertise and capability in migration issues
- Experience with UNICEF and other UN agencies will be an advantage
- Professional experience in development context or in Africa will be an asset
- Excellent communication and interview skills
- Excellent report writing and organization skills
- Proficiency in English Language
- Demonstrated ability to deliver quality results within strict deadlines, through a proven track record.

## 6. Intellectual property rights

UNICEF retain the right to patent and intellectual rights, as well as copyright and other similar intellectual property rights to the survey protocols and tools, discoveries, inventions, production or works arising from the consultancy. Neither the Consultant/consultancy firm nor its personnel shall communicate to any other person or entity any confidential information made known to it by UNICEF in the course of the performance of its obligations under the terms of this Agreement nor shall it use this information for private or company advantage. This provision shall survive the expiration or termination of this Agreement. The right to reproduce or use materials shall be transferred with a written approval of UNICEF based on the consideration of each separate case.

## 7. How to apply

UNICEF accepts applications from *individual/* contractors. The Selection Committee will review applications and make a final decision of a successful application based the quality of the Technical Proposal about 4 – 6 pages (70%) and the Financial Proposal (30%).

All applications should contain the following documents:

- I. Technical Project Proposal, which would include at least:
  - Statement of how to address the objectives
  - Conceptual framework of the methodologies to be used
  - Consultant's profile/portfolio
  - Proposed timeframes (days/weeks)
  - Names and contact details of reference persons.
  - List of publications or analytical reports (if applicable)
  - Any other additional information to support the application (optional).
  - Budget: Cost estimation of the consultancy with detail cost breakdown for different activities
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- II. Financial Proposal:
  - Detailed budget breakdown (in US Dollars).

Please send your application through the online platform accessible through this link:

<http://jobs.unicef.org/>

For further details or request for documents contact **Ms. Maimuna Sowe** at [msowe@unicef.org](mailto:msowe@unicef.org)

**Deadline for applications:** 23<sup>rd</sup> October 2020

**8. Submitted, Review and Approval process:**

**Submitted by**

Name of PIC Programme Manager: Maxime Germain    Date: 06 Oct 2020 *Maxime Germain*

**Reviewed and Cleared by:**                    *Shahid Mahbub Awan*

Name of Deputy Representative (OIC): Shahid Mahbub Awan    Date: 06 Oct 2020

**Approval by:**

*ML*

13-10-2020

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Gordon Jonathan Lewis  
Country Representative

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Date: 07 Sep 2020

*MG*