**ANNEX 1.**

**TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS**

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| **PART I** | | |
| Title of Assignment | U-Report on the Move Individual Consultant | |
| Section | C4D | |
| Location | Remote / home-based | |
| Duration | 10 months | |
| Start date | **From: 1 February 2021** | **To: 30 November 2021** |

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| **Part II** *(this information is for INTERNAL use only; shall not be shared with prospective candidates)* | |
| Supervisor | *Massimiliano Sani, C4D Specialist* |
| Planned Budget/Estimated Cost of assignment |  |
| Budget Code | *SC200755* |
| AWP Activity | *C4D Rolling Workplan 2020-2021 - Activity 8 - COs provided with technical guidance and oversight to design, implement and monitor adolescents and youth engagement strategies and plans, including Generation Unlimited, both in development and humanitarian contexts.* |
| Proposed assignment is included in the approved ESARO Consultant Plan | ***Yes,*** *this consultancy was included in the approved Contracts Plan for 2020.* |
| Proposed methodology for sourcing of qualified candidates | **Desk review of CVs provided by HQ.** |

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| **PART III: Signatures** | | | |
| **Function** | **Name** | **Signature** | **Date** |
| Prepared by | Massimiliano Sani, ESARO C4D Specialist |  | **13.01.2021** |
| Reviewed by | Natalie Fol, ESARO C4D Regional Adviser |  |  |
| Approved by | Jill Osborn, ESARO Regional Chief of HR |  |  |

**TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS**

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| **PART I** | | |
| Title of Assignment | U-Report on the Move Individual Consultant | |
| Section | C4D | |
| Location | Remote / home-based/ ideally working in any country under the time zones: GMT to GMT +5 | |
| Duration | 10 months | |
| Start date | **From: 1 February 2021** | **To: 30 November 2021** |

**Background and Justification**

According to UNICEF Office of Innovation[[1]](#footnote-1), “[U-Report](https://www.ureport.in/) is a messaging programme for adolescent, young people and community participation, designed to address any issue that affects children and young people - by collecting information from them to improve policy and programmes, and by directly providing life-saving information to the most vulnerable in a timely way. U-Report is run in collaboration with government partners, UNICEF programmes, and local NGOs or CSOs. UNICEF country offices and its partners use it to share information, raise awareness, and collect quantifiable data on specific areas that impact the most vulnerable - including child protection, violence against children, gender-based violence, health, education and emergency response. Responses received are analysed in real-time, mapped and displayed on a public dashboard.”[[2]](#footnote-2) It aims to engage adolescents, young people and community members and provide a safe space for them to raise their voice and concerns. A U-Report Dossier[[3]](#footnote-3) explains the issues U-Report addresses, its alignment with UNICEF’s programme priorities, and the strategy and pathway to scale.

A U-Report programme can be contextualized to suit a country context and the needs of children, adolescents and young people in that country while aligning with broader/primary aims that are as follows:

1. Empower young people and communities to share opinions on issues that matter to them.
2. Ensure subscribers (U-Reporters) get value from their participation.
3. Provide valuable information to community members and government and strengthen structures to ensure this information is acted upon.
4. Amplify voices for advocacy at local, national and global levels.
5. Reduce the distance between government and constituents.
6. Use citizen data to improve accountability towards them and strengthen programmes of UNICEF and partners.

In the UNICEF Eastern and Southern Africa Region (ESAR), U-Report is already active in 12 countries[[4]](#footnote-4), with almost 2 million U-Reporters subscribed and with additional 3 countries at different stage of conceptualization (Kenya, Madagascar and Namibia). The UNICEF Eastern and Southern Africa Regional Office (ESARO) Communication for Development section is coordinating the overall implementation of U-Report in the region, in close collaboration with the UNICEF ESARO Innovations and Communication sections.

In 2018, UNICEF produced the [A Right To Be Heard](https://www.unicef.org/publications/files/UNICEF_Listening_to_children_and_young_people_on_the_move.pdf) report, highlighting that the voice of young migrant and refugee groups is not heard. The report established that many do not have access to national or local services and fall through the cracks of child protection systems as they cross borders. Indeed, data are scarce, and little is known about their health, their education, or how migration affects their futures. Too often, they are talked about, but rarely are they listened to. U-Report provides an opportunity for young refugee, asylum seekers, migrant and internally displaced people to be heard.

Within this context, UNICEF designed U-Report On the Move (OTM) to become a dedicate platform solely for use in supporting UNICEF’s refugee and migrant response to protect, with focus on unaccompanied minors and host communities. U-Report OTM overarching objectives are:

1. Ensure young people on the move, including unaccompanied children and adolescents, have access to relevant, reliable and accurate information;
2. Provide accountability to affected populations including a feedback and complaints mechanism for those being supported as part of the Interagency Response;
3. Amplify the voices of young people on the move, empowering these migrants and refugees to help orientate the response and influence decision-makers including host governments;
4. Improve social inclusion and create information and opportunities on jobs and education;
5. Provide real-time monitoring and evaluation of programme interventions from an end-user perspective;
6. Behavior change communication and measurement of impact.

U-Report OTM was piloted initially in Italy in the context of the migrant crisis and it has been scaled up in recent years mainly in the UNICEF Middle East and North Africa (MENA) and Latin America and Caribbean (LAC) regions. In ESAR, U-Report on the Move is currently implemented in Uganda.

Through the new EU-DEVCO grant “Global promotion of best practices for children in migration”, implemented in both ESAR (South Africa and Zambia) and LACR (El Salvador and Mexico), UNICEF aims to enhance the protection of children on the move, ensuring that their rights are being realized through child protection systems which are gender sensitive and have integrated prevention mechanisms and gender responsive services, addressing gender-based violence and other structural problems. The action will also document and share lessons learnt and best practices towards the use of alternative care options to replace immigration detention, based on empirical evidence and data. U-Report on the Move will be one of the initiatives supported under this project with the aim to provide an information, referral to services and civic engagement opportunities tailored to children on the move.

In this context, UNICEF ESARO has the possibility to expand the U-Report on the Move initiative in the region, with a particular focus in South Africa and Zambia. In addition, the ESARO consultant will be tasked to collaborate with the UNICEF Latin America and Caribbean Regional Office (LACRO), in particular with the LACR U-Report on the Move consultant, considering the EU-DEVCO grant is also implemented in El Salvador and Mexico, to ensure that strategies and approaches are consistent, identify common trends and lessons learned that could be documented as good practices.

**Purpose**

UNICEF ESARO is now looking for an individual consultant to provide technical assistance to the UNICEF COs interested in expanding the U-Report on the Move initiative in the ESA region, supporting the adaptation, customization and establishment of the U-Report On the Move platform and all activities related, in close coordination with HQ and LACRO.

**Scope of Work**

1. **Goal and Objective:**

Under the auspices of the EU-DEVCO grant “Global promotion of best practices for children in migration”, under the supervision of the C4D specialist and in close collaboration with the Child Protection, Communication and Innovations teams, the consultant will provide technical assistance to selected COs to conceptualise the adaptation of U-Report to support programmes for refugees, asylum seekers, migrants and internally displaced persons. Opportunities to scale U-Report On The Move across the two regions (ESAR and LACR), including countries involved in the EU-DEVCO funded programme, will be identified and support given to scope new projects. Coordination with LACR COs will be facilitated by the LACRO CP and U-Report teams.

1. **Alignment with ESARO 2020 AWP:**

*This activity contributes to priority 8 of the C4D Rolling Workplan 2020-2021 - COs provided with technical guidance and oversight to design, implement and monitor adolescents and youth engagement strategies and plans, including Generation Unlimited, both in development and humanitarian contexts.*

*In addition, this consultancy contribute to the ‘Output 2, Activity 3 of the CP Rolling Work Plan 2020-2021: Provide technical assistance to country offices for the design, implementation and quality assurance of child protection programmes disaggregated by subject area (child protection in emergencies, children on the move, gender-based violence in emergencies).*

1. **Major duties and responsibilities**
2. **Develop a regional strategy to accelerate the deployment of the U-Report on the Move initiative in the region**

* Based on the global U-Report on the Move strategy and the successful case studies in Italy, Uganda, Middle East and Latin America and Caribbean regions, develop a regional strategy for deploying U-Report on the Move in ESAR, with a focus in the DEVCO project priority countries, South Africa and Zambia.
* Using the [U-Report](https://drive.google.com/drive/folders/0B536g4jS42dRZmI0cVh5UXhQWE0) and the EU-DEVCO M&E frameworks, develop guidelines for M&E for U-Report On the Move (OTM) to be adopted at country level.
* Support the development of a regional U-Report OTM dashboard with common data points to be collected across all U-Report On The Move platforms in the region.

1. **Technical support to UNICEF Country Offices (COs)**

* Provide technical assistance to at least two U-Report OTM projects in ESAR (South Africa and Zambia) and coordinate as required with LACRO and LACR countries involved in the EU-DEVCO project. In addition, the consultant will provide support to any additional ESAR country interested to conceptualise the U-Report OTM initiative in the future.
* Develop template polls, live chat Q&A, bots and campaigns for young refugee, asylum seekers, migrant and internally displaced people.
* Provide technical assistance to design and implement high quality digital-based C4D content to promote U-Report on the Move in the priority countries.
* Undertake a mapping of potential partners in the priority countries to support the implementation of the U-Report on the Move initiative, supporting children on the move to access vital information and services linked to the main EU-DEVCO project on alternative to detention.
* Provide support to the ESARO C4D specialist to organise monthly U-Report regional calls, where U-Report on the Move case studies can be featured. In addition, provide support to organise cross-regional calls with LACR and ESAR countries to discuss U-Report on the Move achievements, challenges and lessons learned.
* Document the U-Report OTM implementation process in ESAR, liaising with priority country offices to produce case studies and stories. Based on the lessons learned gather, develop a brief guide to illustrate the U-Report OTM key principles, partnerships arrangements and flows of communication to support to roll out of the initiative in new countries as appropriate.

**3. Capacity strengthening**

* Develop a training package for virtual trainings to be deployed to COs to reinforce capacity of COs colleagues and their counterparts on U-Report on the Move.

1. **Key expected Results**

**Output 1: regional U-Report on the Move strategy**

* In coordination with UNICEF U-Report HQ team, LACRO and other ROs, a brief mapping of successful U-Report on the Move case studies implemented to date by UNICEF at global level is produced.
* Regional U-Report on the Move strategy developed, including the M&E framework, aligned to the EU-DEVCO M&E framework.
* A Regional U-Report OTM dashboard is developed.

**Output 2: technical assistance to COs provided:**

* Coordination with LACRO and LACR countries (El Salvador and Mexico) and identification of lessons learned in LACR countries ensured to guide the roll out in ESAR.
* Mapping of U-Report on the Move strategic partners conducted for South Africa and Zambia.
* High quality digital-based content production to promote U-Report on the Move in South Africa and Zambia with a focus on recruiting children on the move into the system.
* Develop and/or customize at least 4 template polls for young refugee, asylum seekers, migrant and internally displaced people and at least 2 live chat Q&As.

**Output 3: capacity building to COs and UNICEF ESARO partners:**

* UNICEF COs of priority countries (including South Africa and Zambia) and their counterparts are trained on U-Report on the Move.
* Case studies produced for South Africa and Zambia and coordination ensured with LACRO to document case studies in LACR countries (El Salvador and Mexico).

**Output 4: Consultancy final report including:**

* Key lessons learnt and good practices in LACR and ESAR documented.
* Recommendations to reinforce U-Report on the Move in the region.

1. **Outputs/Deliverables/Payment schedule:**

The consultant will be required to produce the outputs as specified below.

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| **Number** | **Output** | **Deliverable** | **Timeframe** | **Payment** |
| **1.1** | **Regional U-Report on the Move strategy** | In coordination with UNICEF U-Report HQ team, LACRO and other ROs, a brief mapping of successful U-Report on the Move case studies implemented to date by UNICEF at global level is produced. | By end-February 2021 | **Payment n. 1: 10%** |
| **1.2 and 1.3** | Regional U-Report on the Move strategy developed, including the M&E framework, aligned to the EU-DEVCO M&E framework.  Regional U-Report OTM dashboard developed | By end of March 2021 | **Payment n. 2: 10%** |
| **2.1** | **Technical assistance to COs provided** | Based on the coordination and lessons learned from LACR countries, a mapping of U-Report on the Move strategic partners conducted for South Africa and Zambia | By end April 2021 | **Payment n. 3: 10%** |
| **2.2** | High quality digital-based content production to promote U-Report on the Move in South Africa and Zambia with a focus on recruiting children on the move into the system | By end May 2021 | **Payment n. 4: 10%** |
| **2.3** | Develop and/or customize the first 2 polls for young refugee, asylum seekers, migrant and internally displaced people | By end June 2021 | **Payment n. 5: 10%** |
| **2.4** | Develop and/or customize additional 3 template polls for young refugee, asylum seekers, migrant and internally displaced people and at least 2 live chat Q&As | By end July 2021 | **Payment n. 6: 10%** |
| **3.1** | **Capacity building to COs and UNICEF ESARO partners** | UNICEF COs of priority countries (at least South Africa and Zambia) and their counterparts are trained on U-Report on the Move | By end August 2021 | **Payment n. 7: 10%** |
| **3.2** | At least 2 case studies are produced for South Africa and Zambia. Coordination with LACRO is ensured to document LACR OTM case studies for the EU-DEVCO project | By end September 2021 | **Payment n. 8: 10%** |
| **4.1** | **Consultancy final report, Documentation and Lessons learned** | Lessons learnt documented from the regional level | By end October 2021 | **Payment n. 9: 10%** |
| **4.2** | Final report of the consultancy with clear recommendations for scaling up of U-Report on the Move in the region | By 25 November 2021 | **Payment n. 10: 10%** |

**Desired competencies, technical background and experience**

**Education**

A Master’s degree (or equivalent experience) in International Development, Business Administration, Communications or another related field: Social Media and/or Data Science technical competencies: Social media management, Digital monitoring, Business Analytics.

\*A first-level university degree in a relevant field combined with seven years of professional experience may be accepted in lieu of an advanced university degree.

**Work Experience**

* At least five years of experience in supporting and coordinating project activities across a large organization and with other international partner organizations and with government.
* Previous experience with social media management, trend monitoring, and influencing.
* Demonstrated knowledge of programme areas pertinent for refugee, migrant, asylum seeker and internally displaced groups.
* A strong understanding of UNICEF programmes, policy, and principles, including knowledge of communication, technology, user-centered design, youth participation and partnership goals, as well as sound interpretation and judgment to present these programmes and policies in a way that enhances UNICEF’s image.
* Strong experience using RapidPro, U-Report and ideally on U-Report on the Move.

**Language Proficiency**

* Fluency in English (verbal and written). Knowledge of Spanish is an added advantage.

**Core Values:**

* Care
* Respect
* Integrity
* Trust
* Accountability

**Conditions**

The Consultant will mostly be home-based with limited travels in line with recommendations on travel restrictions. Regular remote meeting (frequency to be defined with the supervisor) will be organized to provide updates. The consultant will use his/her own office equipment. As most of the work will be done remotely, the consultant must have high internet connectivity and must be available/reachable online throughout the consultancy.

Limited travel anticipated, due to current travel restrictions – and economy class travel when its confirmed.

As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.

The candidate selected will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts.

**Risks**

The following risks and mitigation measures have been identified:

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| Risks | Mitigation measures in place |
| Limited available engagement from COs | The C4D section will ensure that the two priority COs will be briefed on this initiative, highlighting the added value and support available from the consultant. |
| Delay in receiving feedback on the drafts produced | Timelines for review of drafts will be identified and agreed upon between the consultant, the ESARO team and the participating country offices. |
| Compliance with schedule of deliverables | UNICEF and the consultant will hold regular meetings to keep track of the progress on deliverables. |

1. <https://www.unicef.org/innovation/U-Report> [↑](#footnote-ref-1)
2. <https://sierraleone.ureport.in/v2/opinion/2196/> [↑](#footnote-ref-2)
3. <https://www.unicef.org/innovation/media/4171/file> [↑](#footnote-ref-3)
4. Angola, Botswana, Burundi, eSwatini, Lesotho, Malawi, Mozambique, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. [↑](#footnote-ref-4)