**UNICEF Moldova**

**Terms of Reference**

**National Individual consultancy to support ECD team in development of the formal and non-formal educational video materials and community mobilization activities under the Lego Foundation funded project**

**Location:** Chisinau, Republic of Moldova

**Duration and timeline:** **178 working days** (within a 9-month period January – September 2024)

1. **Background**

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does in programs, advocacy, and in operations. UNICEF’s work in early childhood development (ECD) recognizes that every growing child need nurturing care, good health, optimal nutrition, and a stimulating and safe environment that offers plenty of support for early learning.

The sudden, dramatic escalation of the armed conflict in Ukraine has put under immediate and growing threat the lives, development and well-being of millions of Ukrainian young children and their families. According to UNHCR, as of May 1, more than 5.5 million people have fled their homes and crossed into neighbouring countries with over 2 million being children.[[1]](https://euc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DUS&actnavid=eyJjIjoxOTYxMzQwMzI3fQ&wopisrc=https%3A%2F%2Funicef-my.sharepoint.com%2Fpersonal%2Fakohli_unicef_org%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F8ace99dbdc674d81a5fef6cdb5e355ce&wdlor=c873F2EEC%2dEF65%2d4683%2d809E%2dE579FDDBB334&wdenableroaming=1&mscc=1&wdodb=1&hid=A36643A0-20A6-4000-3147-7EC26A7C531F&wdorigin=AuthPrompt&jsapi=1&jsapiver=v1&newsession=1&corrid=e32425c4-34b9-479b-afd5-06322bc34cc1&usid=e32425c4-34b9-479b-afd5-06322bc34cc1&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn1) Estimates show that one in five adults cross the border with young children under five. However, based on recent available data, less than 5% of young refugee children are enrolled in public kindergartens across host countries, leaving the majority with no early learning support.

Action is urgently needed, as the number of externally displaced families, including young children, is growing steadily. The recent trend shows that the greatest needs for early childhood development (ECD) services are in municipalities where Ukrainian refugees are staying or settling for undefined periods of time. Host governments, particularly at the municipal level, are called upon to prioritize and coordinate funds, human resources, and interventions to ensure that young Ukrainian children and their families are safe and protected, that they have access to key services, especially childcare, early learning and preschool opportunities as well as parenting support services.

However, in the context of mass refugee movement and integration needs, host countries do not have the capacity to absorb the large number of young refugee children into their national or local systems. To support this process, UNICEF Moldova established **play and learning hubs** addressing the immediate needs of refugee families with young children (in cases where existing kindergartens/preschools are already at full capacity or where families are not ready to register for these services), while also working to **strengthen quality and access of early childhood education (ECE) and ECD systems**, to better integrate refugee children, including through Learning through Play methodologies.

To respond to parents’ needs related to childcare and development, UNICEF Moldova launched the Bebbo app in May 2023 to reach and support parents of children, aged 0-6 years, with comprehensive, evidence-based information and interactive tools to cover a wide range of children’s health and development. The App is a ‘one-stop shop for parents and caregivers, covering: health; nutrition and breastfeeding; early learning; responsive parenting; protection and safety, and wellbeing of parents. The Bebbo application is a tool that helps and empowers parents to make the right decisions and encourages parents’ daily engagement in activities that support child development, covering all domains of early childhood development. It contains a wealth of information, tips and resources for parents, and is available in both Romanian and Ukrainian language.

**2.** **Purpose of the assignment**

This consultancy will support the ECD team in promoting playful learning programs, nurturing care approaches, and strengthening ECE and ECD systems to better respond to refugee children's needs. The enhancement of the Bebbo application and playful learning through Lego project will give opportunities to Ukrainian and Moldovan children to benefit from responsive caregiving, stimulation and early learning that will help children reach their full potential.

1. **Objectives of the consultancy**

Under the guidance of the ECD Officer, and in consultation with Communication and SBC teams, the consultant will provide technical expertise and oversight of the promotion and strengthening of communication for ECE and ECD programs with specific focus on effective and efficient management of ECD advocacy and educational video materials and activities within the Lego Project at the national level.

The consultant will be responsible for the design, planning, management, implementation, and monitoring of, development of capacity building for educators, including educational video materials and community engagement for the Lego project, applying and promoting the principles of results-based management (RBM), as well as a client-oriented approach consistent with UNICEF rules and regulations.

1. **Specific Tasks and Deliverables**

The Consultant, under the direct supervision of the ECD Officer and in consultation with Communication Specialists and SBC Officer when required, will ensure the provision of services and products of the highest quality and standards. He/she will:

* + - 1. **Develop a work plan with timeframe and deadlines for each deliverable to be presented under this specific ToR;**
      2. **Support the ECD team in conducting the Informational Campaign on ECI:**
* Coordinate with Ministry of Health and ensure distribution of informational materials (i.e. booklets, leaflets, etc.) in all 35 districts;
* Develop a concept-note on the participation of ECI experts in the TV shows/lives and provide support in participation of the experts at the TV shows/lives.
  + - 1. **Support ECD team in conducting playful learning trainings during the period December 2023 – September 2024:**
* Develop a concept note and plan of the training courses;
* Develop ToR for logistic services to ensure capacity building events for over 2000 educators;
* Coordinate the work of the capacity building events within the period January – September 2024;
* Ensure training materials and visibility materials at the event and their coordination with Lego Foundation;
* Develop the concept note and scripts of the educational video materials for the LEGO project and oversee the development of the following videos:

1. Educational Video 1: Play based learning develops children’s creativity;
2. Educational video 2: Play based learning develops children’s emotional skills;
3. Educational video 3: Play based learning develops children’s skills for the future;
4. Educational material 4: Play based learning is beneficial for children’s mental health.
   * + 1. **Support ECD team in creation of the social media community group of LEGO trainers on social media to support the new approach and sharing experience among new trainers focused on child-centred methodology, playful pedagogy and MHPSS:**

* Develop a concept note on the social media community page;
* Create the community social media page that will contain methodology and lessons learnt on playful learning methodology;
* Coordinate the team of master trainers in sharing their experience on the group page and define ways of promoting it;
* Promotion of the community group among all early childhood education staff;
* Develop the content of the group and support/built capacities of the master trainers in developing the content and maintain alive the community page in the future.
  + - 1. **Support ECD team in developing ECD/ECE learning platform**
* Proofreading of the translated digitalized ECD content available at regional level (both ECD and ECE);
* Adapt and digitalize ECD content available at local level (both ECD and ECE).
  + - 1. **Support ECD and SBC teams in developing positive parenting programs**
* Conduct a desk review of existing practices in Europe and Central Asia region and KAP Study to develop an evidence-based communication / social and behaviour change strategy and action plan to promote positive parenting in Moldova;
* Provide technical support in developing content materials and define the context for its implementation;
* Support provided to Implementing Partners in its piloting;
* Contextualize lessons learnt and required improvements of the training based on parents’ feedback.
  + - 1. **Support ECD team in promotion of the Bebbo app.**
* Coordinate the implementation of the ongoing promotion campaign of Bebbo app.;
* Analyse the focus-group results and define new promotional campaign activities;
* Develop the next ToR for promotion of Bebbo app and coordinate its implementation;
* Based on lessons learnt develop and implement new strategic actions for Bebbo app promotion such a Public-Private Partnerships and others;
* Adjust the Bebbo content as per latest content management system info provided by Regional Office or local needs;
* Mainstream Bebbo promotion in various UN observances (i.e. breastfeeding week, parenting month, immunization week and mental health day).
  + - 1. **Under ECD Officer coordination and in close collaboration with SBC and communication teams when required, the consultant will develop communication/visibility materials under other donor programs related to ECEC/education, such as:**
* Provide technical support to LPAs and Central Public Authorities, to ensure distribution of animated videos on child development, ECI and Bebbo app in health centres at national level and other relevant institutions visited by parents/caregivers with young children etc.
* Develop educational video materials on the impact of EDU Tech Lab for Moldovan and Ukrainian children;
* Develop educational video materials on the impact of provision of assistive technologies for children from Moldova and Ukraine.
  + - 1. **Final report for all deliverables/links of products and posts submitted to the supervisor.**

1. Deliverables and delivery dates

| **Tasks** | **Deliverable** | **Timeline\*** |
| --- | --- | --- |
| 1. **Develop a work plan with timeframe and deadlines for each deliverable to be presented under this specific ToR** | 1.1. Inception report and work plan agreed with the supervisor | 1 working day  January 2024 |
| 1. **Support ECD team in conducting ECI Informational Campaign** | 2.1. Informational materials on ECI distributed in 35 districts;  2.2 Develop concept-note on the topics to be discussed and questions at the TV shows;  2.3 Participation of the ECI experts in TV shows organized and supported | 4 working days  January 2024 |
| 1. **Support provided to ECD team in conducting Early Learning Conference to present the results of the Lego project**  * Development of the ToR for event management and support provided to ensure smooth development of the event; * Coordinate the implementation of the logistics of the conference; * Develop and coordinate with Ministry of Education and Research the educational video materials, and informational materials (booklets) and their distribution. | 3.1. Develop the concept note of the event and consulted and approved by the supervisor  3.2. Coordination and approval of the informational/educational materials with MER, RO and LEGO Foundation  3.3. Technical report of the conference presented and approved by the supervisor | 12 working days  September 2024 |
| 1. **Support ECD team in conducting playful learning trainings during the period January – September 2024:**  * Develop a concept note and plan of the training courses; * Develop ToR for logistic services to ensure capacity building events for over 2000 educators; * Coordinate the work of the capacity building events within the period January 2023 – September 2024; * Ensure training materials and visibility materials at the event and their coordination with Lego Foundation; * Develop the concept note of the educational video materials for LEGO project: * Development of the educational video materials: * Educational Video 1: Play based learning develops children’s creativity * Educational video 2: Play based learning develops children’s emotional skills * Educational video 3: Play based learning develops children’s skills for the future * Educational material 4: Play based learning is beneficial for children’s mental health | 4.1. Concept note and training plan approved by the supervisor  4.2. ToR for logistic services announced  4.3. Development of the concept note for educational video materials submitted and approved by the supervisor  4.4. Educational video materials developed and approved by the supervisor and SBC team and distributed on relevant channels  4.5 The final report on the training courses submitted and approved | 12 working days  January – August 2024 |
| 1. **Support ECD team in creation of the social media community group of LEGO trainers on social media to support the new approach and sharing experience among new trainers focused on child-centred methodology, playful pedagogy and MHPSS:**  * Develop a concept note on the social media community page; * Create the community social media page/s that will contain methodology and lessons learnt on playful learning methodology; * Coordinate the team of master trainers in sharing their experience on the group page define ways of promoting it; * Promotion of the community group among all early childhood education staff; * Develop the content of the group and support/built capacities of the master trainers in developing the content and maintain alive the community page in the future. | 5.1. The concept note of the community group of trainers and its strategy to increase the number of ECE members presented and approved  5.2. Coordinate the team of master trainers and content of the community group;  5.3. The community group on social media functional and populated with content | 27 working days  January – September 2024 |
| 1. **Support ECD team in developing ECD/ ECE learning platform**  * Digitalization of the ECD content available at regional level (both ECD and ECE); * Adapt ECD content available at local level (both ECD and ECE). | 6.1. Define and coordinate translation of regional digital content of ECD materials  6.2. Define and coordinate translation of regional digital content of ECE materials  6.3. Digitalize local content of ECD materials (including ECI, GMCD, etc.)  6.4. Digitalize local content of ECE materials (including Lego)  6.5. Digital platform on ECD with regional and local content available and functional  6.6. Digital platform on ECE with regional and local content available and functional | 80 working days  March – September 2024 |
| 1. **Support ECD and SBC teams in developing positive parenting programs**  * Conduct a desk review of existing practices in Europe and Central Asia region and KAP Study to develop an evidence-based communication / social and behaviour change strategy and action plan to promote positive parenting in Moldova * Provide technical support in developing content materials and define the context for its implementation * Support provided to Implementing Partners in its piloting * Contextualize lessons learnt and required improvements of the training based on parents’ feedback | 7.1. Desk review and Strategy/Activity Plan developed and approved by the supervisor  7.2. Action plan and recommendations presented to respective audience  7.3. Training modules developed and coordinated for further implementation  7.4. Lessons learnt presented based of parents’ feedback | 14 working days  January – May 2024 |
| 1. **Support ECD team in promotion of the Bebbo app.**  * Coordinate the implementation of the ongoing promotion campaign of Bebbo app.; * Analyse the focus-group results and define new promotional campaign activities; * Develop the new ToR for promotion of Bebbo app and coordinate its implementation; * Based on lessons learnt develop and implement new strategic actions for Bebbo app promotion such a Public-Private Partnerships and others; * Adjust the Bebbo content as per new content management system info provided by Regional Office or local needs; * Mainstream Bebbo promotion in various UN observances (i,e, breastfeeding week, parenting month, immunization week and mental health day). | 8.1. Coordinate the finalization of the ongoing contract on Bebbo promotion;  8.2 Present lessons learnt, and possible promotional scenarios based on focus-group results. New contract with the communication contractor signed  8.3. Bebbo CMS adjusted  8.4. Participation in all Bebbo coordination meetings with the RO  8.5. Bebbo app mainstreamed through different events such as breastfeeding week, immunization week, parenting month and mental health day. | 15 working days  January – September 2024 |
| 1. **Under ECD Officer coordination and in close collaboration with SBC and communication teams when required, the consultant will develop educational materials under other donor programs related to ECEC/education, such as:**  * Provide technical support to LPAs and Central Public Authorities, to ensure distribution of animated videos on child development, ECI and Bebbo app in health centres at national level and other relevant institutions visited by parents/caregivers with young children etc; * Develop educational video materials on the impact of EDU Tech Lab for Moldovan and Ukrainian children; * Develop educational video materials on the impact of provision of assistive technologies for children from Moldova and Ukraine. | 9.1. Concept note presented and approved by the supervisor;  9.2. Educational materials on EDU Tech Labs developed, approved and placed on social media/UNICEF webpage;  9.3. All relevant educational materials (booklets, leaflets etc.) distributed;  9.4. Educational video materials assistive technologies developed, approved, and distributed on relevant channels  9.5. Educational video materials on EDU Tech Labs distributed on relevant channels | 12 working days  January – May 2024 |
| 1. **Present the final report at the end of the contract per all deliverables** | 10.1 Final technical report presented and agreed by the supervisor | 1 working day  September 2024 |
| **Total:** | | 178 working days |

*\* Exact deadlines will be mutually agreed upon contract signature.*

1. Reporting requirements

The consultant will report to the Early Childhood Development Officer, who will regularly communicate with the consultant and provide feedback and guidance on his/her performance and all other necessary support so to achieve objectives of the consultancy, as well as remain aware of any upcoming issues related to consultant’s performance and quality of work. Deliverables related to visibility and communication will be consulted/coordinated with Communication and SBC teams prior to submission and approval to ECD Officer.

All activities and deliverables undertaken by the consultant shall be discussed and planned in consultation with UNICEF. The consultant is expected to deliver each component of the workplan electronically (in Word format) and in Romanian/English based on requirements.

1. **Performance indicators for evaluation of results**

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

* Completion of tasks specified in ToR;
* Compliance with the established deadlines for submission of deliverables;
* Quality of work;
* Demonstration of high standards in cooperation and communication with UNICEF and counterparts

1. **Qualifications and experience**

* University degree in communication, journalism, marketing, or any other relevant studies.
* At least 2 years of practical professional experience in communication, journalism, marketing

or interactive digital media, content creation, and digital promotion campaign is required.

* 1 year experience in ECD/ECE area would be considered an asset.
* Familiarity with Bebbo application and content management system will be considered an

asset.

* Experience in organizing event’s management, conducting communication campaigns and

content management system.

* Fluency in Romanian, as well as working knowledge of English and Russian is required;
* Previous experience of working with UN and other development organization will be  
  considered an advantage.
* Knowledge of photo/video editing, design and layout tools (i.e. Canva, Abode Rush, etc)

1. **Content of technical proposal**

* Relevant experience with similar type of assignments (max 300 words)
* Proposed approach and methodology (max 1500 words), including:
  + Timeline and milestones
* Annex: Short Sample or links to related work previously conducted by the consultant

In addition, please provide your *Curriculum Vitae*.

1. **Content of financial proposal**

The applicant should fill in the Financial Offer Template and specify an all-inclusive fee to complete the tasks/deliverables described in the Terms of Reference in MDL.

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).

The final selection will be based on the principle of “best value for money” i.e., achieving desired outcome at lowest possible fee. If not provided by ToR, 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.

1. **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 total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as Points (x) = (lowest offer/ offer x) \* 30.

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.

1. **Payment schedule**

The payment will be linked to the following deliverables upon satisfactory completion and acceptance by UNICEF:

|  |  |
| --- | --- |
| **Deliverable**  **(Delivered according to the timeline agreed upon with UNICEF)** | **Proportion of payment** |
| Submission of the Deliverables 1.1, 2.1, 2.2, 2.3, 3.1, 4.1, 4.2 and 8.1 | 15% |
| Submission of the Deliverables 5.1, 5.2, 7.1, 8.2, 8.3, 9.1 | 15% |
| Submission of the Deliverables 4.3, 5.3, 7.2, |  |
| Submission of the Deliverables 4.4, 7.3, 8.4 and 9.2 | 15% |
| Submission of the Deliverables 4.5; 7.4, 8.5, 9.3 | 15% |
| Submission of the Deliverables 6.1, 6.2, 6.3, 6.4, 6.5 and 6.6. | 25% |
| Submission of the Deliverable 3.2, 3.3, 9.4, 9.5 and 10.1 | 15% |

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.

1. Definition of supervisory arrangements

The consultant will work under the oversight of Early Childhood Development Officer of UNICEF Moldova and in coordination with Communication and SBC teams. Payments will be rendered upon successful completion of each task, as per the schedule outlined above.

1. Work location and official travel involved

The work can be done remotely, however office space might be provided when needed to ensure that related work activities are properly implemented. The work arrangement will be discussed and agreed between the consultant and supervisor of contract.

1. Support provided by UNICEF

UNICEF will regularly communicate with the consultant and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work. UNICEF will provide an initial package of relevant documents/information related to project/programme, access to share point to support consultant to perform the assignment. UNICEF will also facilitate the contact with Implementing Partners, national counterparts and relevant organizations.

1. **Ethical considerations**

The Contractor will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines1. 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 [UNICEF](https://unicef.sharepoint.com/sites/portals/RF/Regulatory%20Framework%20Library/DHR%20Procedure%20on%20Consultants%20-%20DHR_PROCEDURE_2018_005.pdf) procedure on Individual Consultants, together with the Notification letter, the contractor will be sent the [link on UNICEF’s learning platform, Agora](https://agora.unicef.org/login/index.php), 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.

1. **Other considerations**

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