**CONSULTANCY - TERMS OF REFERENCE**

**Consultant: Develop guidance note on user journey across adolescent & youth innovation platforms for country programmes**

*Division: UNICEF Office of Innovation, Stockholm, Sweden*

*Duration: 7 months, September 2024 to March 2025*

*Duty Station: Remote*

**Advertising summary**

This consultancy aims to leverage design thinking methodologies to explore youth preferences in engaging across UNICEF and partner digital and non-digital platforms offerings, focusing on understanding user journey, navigation patterns and recommendations by young people for platforms that allow the essential elements of safe and accessible space for engagement. The objective through identifying interlinkages, reducing duplication, maximize on resources (human resources and finances) and enhancing fund efficiency, thereby offering strategic insights to optimize user experiences and outcomes on diverse youth platforms

**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:

Text Box

**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):

Text Box

**More information is available in the** [Child Safeguarding SharePoint](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf)

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UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

**For every child...innovate**

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children’s rights are critical to improving their lives.

The **Office of Innovation** is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the start-up thinking, the technology, and the partners that turn this energy into scalable solutions.

UNICEF's Office of Innovation creates opportunities for the world's children by focusing on where new markets can meet their vital needs. We do this by:

* Connecting youth communities (or more broadly -- anyone disconnected or under-served) to decision-makers, and to each other, to deliver informed, relevant and sustained programmes that build better, stronger futures for children.
* Provoking change for children through an entrepreneurial approach -- in a traditionally risk averse field -- to harness rapidly moving innovations and apply them to serve the needs of all children.
* Creating new models of partnership that leverage core business values across the public, private and academic sectors in order to deliver fast, and lasting results for children.

**Our team**   
  
We're an interdisciplinary team around the world tasked with identifying, prototyping, and scaling new technologies and practices. With our partners, we focus on convening and collaborating on new and different solutions, low- and high-tech, by:

* **Looking** at the 2-5 year horizon to evaluate emerging and trending technologies and to see how UNICEF can work with the private sector on doing better business while improving essential services for children;
* **Investing** in early stage solutions that show great potential to positively impact children in the 2 year future including the Venture Fund that invests in open source technology solutions from start-ups based in UNICEF’s programme countries;
* **Identifying** proven solutions that can be implemented at national scale in multiple countries – taking the ideas that help thousands in one country, bringing them to dozens of countries across multiple sectors, and impacting the lives of millions of children.”

**How can you make a difference?**

In response to the evolving landscape of adolescent and youth engagement, there is a compelling need for a thorough analysis of how individuals navigate information and services across a range of UNICEF and partner digital and non-digital youth platforms. For instance, various UNICEF country offices host skills development and learning information content, and opportunities and resources on platforms such as UPSHIFT, Passport to Earning (P2E) Internet of Good Things (IoGT), YOMA, Chatbots, Adolescent Kit and FunDoo among others. By integrating design thinking methodologies in country offices, this study aims to investigate how youth prefer to engage with learning to earning, climate, MHH, MHPSS, health topics and access services across various youth platforms. By analyzing the architectural site map of all adolescent and youth focused tools and investigating their interlinkages and synergies, this study aims to reduce duplication, enhance fund efficiency, and consolidate/streamline operations. Additionally, clarifying Monitoring and Evaluation processes among multiple platforms will be a key focus area, ensuring effective measurement and impact assessment across the diverse platforms. The findings from this study will provide valuable insights to optimize user experiences and outcomes across multiple youth platforms, enabling UNICEF and partners at the country level to effectively enhance their youth offering. The countries of focus will be Nigeria, South Africa and Uganda.

**Your main responsibilities will be:**

Detailed responsibilities / deliverables.

**Phase 1: Planning**

1. Preparation Initial Collaboration and Planning
   1. Collaborate with internal UNICEF Country Offices, Regional Offices, HQ programme teams, and partners.
   2. Develop a comprehensive work plan, defining clear objectives, timelines, and deliverables.
   3. Review background documents, previous reports, and existing data on youth innovation platforms.
2. Secondary Research and Pre-interviews:
   1. Conduct pre-interviews with Country Offices (CO) and regional office youth leads on youth platforms.
   2. Gather preliminary insights and strategic inputs to shape the country-level analysis and mapping
   3. Mapping of youth innovation digital and non-digital platforms and initiatives for adolescents in three countries (Uganda, South Africa and Nigeria).

**Phase 2: Country-Level Analysis and Mapping**

1. Conducting Secondary Research:
2. Deep dive into existing data and resources to understand the current landscape of youth innovation platforms in each country.
3. Identify both digital and non-digital platforms catering to adolescents.
4. Summarize user journey information for each youth platform to facilitate the identification of overlapping trends and data points that can be consolidated and compared across all platforms for comprehensive analysis.
5. Country level User Journey Workshops:
6. Lead three user design workshops in Nigeria, South Africa, and Iraq.
7. Engage with adolescents, platform users, and stakeholders to map out the user journey.

**Phase 3: Data Visualization and Insights Sharing**

1. Creating Interactive Maps and Infographics:
2. Develop interactive maps and infographics to visually represent the interconnected network of youth innovation platforms.
3. Ensure the visual tools highlight key findings, platform interactions, and user journey pathways.
4. Global Webinar:
5. Organize a global webinar to disseminate insights, best practices, and innovative approaches identified during the guidance note development, including sharing back findings with young people, partners involved in secondary research.
6. Encourage knowledge sharing and collaborative discussions among stakeholders from different regions.

**Phase 4: Final Reporting and Recommendations**

1. Drafting Reports and Concept Notes:
2. Compile the data and insights gathered into short reports.
3. Capture lessons learned and prepare concept notes for future reference and action.
4. Submission of Final Guidance Note:
5. Summarize key findings, recommendations, and actionable insights in a final guidance note.
6. Provide strategic recommendations to shape future youth innovation strategies and initiatives.

**Description of assignment**

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|  | **Deliverables/Outputs** | **Tasks** | **Delivery deadline** | **% of payment/ Estimated combined working days** |
| 1. | **Detailed workplan** designed in consultation with Internal UNICEF country offices, Regional offices and HQ programme teams and partners, review background documents, and draft reports/lessons learnt/concept notes as per deadlines. | Produce a detailed workplan with key activities and milestones to achieve the objectives of the consultancy and identify any key information or assistance required. | September 2024 | 10% |
| 2. | **Mapping of youth innovation digital and non-digital platforms** and initiatives for adolescents in three countries | Research and identify relevant digital and non-digital platforms catering to youth innovation in the selected countries.  Categorize the platforms based on their focus areas such as technology, entrepreneurship, social impact, etc, including the functions they provide such as learning, peer to peer collaboration, opportunities for learning, engaging and planning.  Look into the reach and impact of these platforms within the youth community. | September 2024 | 10% |
| 3. | **Secondary research**: Conduct pre-interviews with Country offices project leads  Develop country level user journey workshop workplan and materials | Conduct pre-interviews with all three country project leads to plan the country level analysis and user design workshops, including mapping of country level youth innovation platforms.  Submit detailed workplan of user design journey workshops for each country office after consultation with country offices, regional office, HQ.  Develop and submit all information materials (agendas, attendance lists, power point presentations, handouts, participants’ materials, contextualized digital strategies/plans, content calendars, youth innovation platforms per country, mapping by programmatic priorities, etc.) | October 2024 | 10% |
| 4. | **Conduct user design workshop in Country 1 and submit workshop findings report** | Conduct user journey workshop in country 1 with all stakeholders by the Country Office that will pilot the use of guidance note.  Capture key features and patterns from each platform and develop user journeys based on prevalent themes. | November 2024 | 10% |
| 5. | **Conduct user design workshop in Country 2 and submit workshop findings report** | Conduct user journey workshop in country 2 with all stakeholders by the Country Office that will pilot the use of guidance note.  Capture key features and patterns from each platform and develop user journeys based on prevalent themes. | November 2024 | 10% |
| 6. | **Conduct user design workshop in Country 3 and submit workshop findings report** | Conduct user journey workshop in country 3 with all stakeholders by the Country Office that will pilot the use of guidance note.  Capture key features and patterns from each platform and develop user journeys based on prevalent themes. | November 2024 | 10% |
| 7. | Submit **Country visit and Analysis and trends report** from all three country visits | Provide an analysis of the results of the workshops and primary research about the vision regarding innovation platforms  Develop visually engaging representations, such as interactive maps or insightful infographics, to illustrate the interconnected landscape of youth innovation platforms at a country level effectively. | December 2024 | 10% |
| 8. | **Submission of draft of the guidance note** after incorporating feedback from country offices | Submit draft of the interactive guidance note for country offices | January  2025 | 10% |
| 9. | **Presentation of draft guidance note** to OOI, participating country offices , GenU and Regional offices for feedback  **Global webinar to launch the guidance note** | Present draft guidance note and incorporate feedback  Global webinar on how to use the guidance note and related information materials/recordings | February 2025 | 10% |
| 10. | **Submit Final report** | Submission of final guidance note summarizing key findings, recommendations, and actionable insights derived from the mapping process to shape future youth innovation strategies and initiatives. | March 2025 | 10% |

**To qualify as an advocate for every child you will have…**

* An advanced university degree (Master’s or higher) in Social Sciences, Humanities, Business, Design or other relevant fields.   
  \*A first University Degree in a relevant field including Social Sciences, Humanities, International Relations, Economics, Business or other relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.
* A minimum of 5 years of relevant professional experience in areas such as innovation, service design, human-centered design, or UX design.
* Experience in leading user research interviews and focus groups (virtual and in-person)
* Experience working on youth focused innovations at country level and background in youth development and participation.
* Experience in developing user manuals and toolkits.
* Experience in working with multiple countries and with multiple stakeholders.
* Developing country work experience and/or familiarity with emergency situations is considered an asset.
* Fluency in English is required, strong written and verbal competency is necessary

**Travel:**

* The consultant is expected to travel to at least 3 countries (Uganda, South Africa and Nigeria), for a stay of 3-4 nights per trip.
* The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

**Payment details and further considerations**

* Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

**How to apply:**

* Interested applicants are required to submit a financial proposal with all-inclusive fee. Please see the financial proposal template.
* Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
* **Applications without a financial proposal will not be considered.**

**For every Child, you demonstrate…**

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](https://uni.cf/UNICEFValues)).

To view our competency framework, please visit [here](https://www.unicef.org/careers/media/1041/file/UNICEF%27s_Competency_Framework.pdf).

UNICEF is here to serve the world’s most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors 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.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

**Remarks:**

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

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.