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| Work Assignments Overview | Deliverables/Outputs | Delivery deadline |
| 1. In close cooperation with the selected RapidPro vendor adapt U-Report to local needs, implement, test, and launch it as soon as possible 2. Operationalize establishment of U-Report steering committee to lead the technical deployment of U-Report 3. Establish and manage partnership with a national NGO active in youth development sphere to initiate and scale-up U-Report promotional activities and recruitment of U-Reporters in Kazakhstan. 4. Pass the RapidPro & U-Report online training provided by the selected RapidPro vendor | 1. All necessary documentation is prepared, including localized translated versions of U-Report Kazakhstan website layouts. All preparatory activities for U-Report launch are implemented, including calls with RapidPro vendor, U-Report Global Office, UNICEF Kazakhstan team, relevant governmental partners and CSOs. 2. Steering Committee TOR is drafted, official letters are sent to the relevant ministries, youth CSOs, youth networks. 3. NGO specializing in working with/for youth is selected and approached. Call for UN Partner Portal is prepared: call for partnership announcement, short concept note. 4. Two-day training (3 hours each day) is successfully passed. | By end of February 2024 |
| 1. In close cooperation with the selected RapidPro vendor adapt U-Report to local needs, implement, test, and launch it as soon as possible taking into account equity, gender and disability lenses 2. Assist in setting up media launch of U-Report - Working with the UNICEF CO Communications section, design awareness raising and advocacy plan to run both national and subnational communication campaigns across traditional and social media 3. Operationalize establishment of U-Report steering committee to lead the technical deployment of U-Report. Coordinate U-Report steering committee quarterly meetings, liaise with all members, act as the Steering Committee Secretary. 4. Establish and manage partnership with a national NGO active in youth development sphere to initiative and scale-up U-Report promotional activities and recruitment of U-Reporters in Kazakhstan. 5. Manage U-Report Poll Calendar (align with global advocacy dates and campaigns). 6. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis. 7. Conduct desk review of available U-Report polls globally (priority – healthcare), localize the selected ones and launch in Kazakhstan after approval of all relevant stakeholders 8. Develop a long term strategy in use of U-report as a gender responsive tool in monitoring social behaviour change in various thematic areas. 9. Contribute to the donors reports as per the global and internal schedules. | 1. U-Report Kazakhstan platform is ready for the launch in Kazakh and Russian, taking into account equity, gender and disability lenses. 2. Awareness raising plan is drafted and approved. Public launch is scheduled and approved with all relevant stakeholders, agenda, UNICEF Representative speech is prepared 3. Establishment of Steering Committee is supported and facilitated. First meeting is conducted alongside the official launch. U-Report Polls Calendar is presented and approved by the Steering Committee. Minutes are drafted and approved by the relevant Steering Committee members. 4. Partnership agreement is signed with national youth NGO with a clear list of U-Report promotional activities to engage U-Reporters 5. U-Report Poll Calendar is drafted to be presented at the Steering Committee inaugural meeting 6. UNICEF HQ approval for a new Instagram account launch is secured. Instagram account content strategy is prepared. Launch is scheduled to coincide with U-Report platform official launch. 7. Desk review is conducted. At least three first pols are selected, localized and planned for the launch. 8. A long term strategy in use of U-report for various thematic areas. | By end of March 2024 |
| 1. Assist in setting up media launch of U-Report - Working with the UNICEF CO Communications section, design awareness raising and advocacy plan to run both national and subnational communication campaigns across traditional and social media 2. Create Standard Operating Procedures to be followed by all users of the U-Report platform 3. Set up a system to ensure that the information collected via U-Report is available to the UNICEF program sections to guide their activities 4. Establish and manage partnership with a national NGO active in youth development sphere to initiative and scale-up U-Report promotional activities and recruitment of U-Reporters in Kazakhstan. 5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. U-Report is launched in Kazakhstan with high attendance of all relevant stakeholders, youth, media and influencers. 2. SOP is created and approved. 3. UNICEF internal system for information dissemination is established. 4. In partnership with national NGO U-Report promotional campaign is launched with the approved list of monthly activities. 5. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of April 2024 |
| 1. Monitor U-Report initiatives on daily basis througout the whole consultancy through review of incoming messages, feedback, consultative meetings and/or exchange of information with partners/stakeholders to assess progress, identify bottlenecks and potential problems and take timely actions to resolve issues and/or refer to relevant officials for timely resolution. 2. Ensure that project deliverables are provided on time and on budget 3. Manage U-Report Kazakhstan website (manage poll results, update youth stories). 4. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis. 5. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties. 6. Manage technical issues on the U-Report platform and participate in global calls. 7. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of May 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories). 2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis. 3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties. 4. Manage technical issues on the U-Report platform and participate in global calls. 5. Coordinate U-Report steering committee quarterly meetings, liaise with all members, act as the Steering Committee Secretary. 6. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. Second quarterly Steering Committee is conducted; minutes are drafted and approved with all members of Steering Committee. 8. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of June 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of July 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of August 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of September 2024 |
| 1. Facilitate coordination with the involved stakeholders, including the governmental counterparts at the national and local levels, international partners (i.e. USAID, CDC, WHO), UNICEF RO and academia. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. Third quarterly Steering Committee is conducted; minutes are drafted and approved with all members of Steering Committee. 8. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of October 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of November 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Coordinate U-Report steering committee quarterly meetings, liaise with all members, act as the Steering Committee Secretary.  6. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. Forth quarterly Steering Committee is conducted; minutes are drafted and approved with all members of Steering Committee. 8. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of December 2024 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of January 2025 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Coordinate U-Report steering committee quarterly meetings, liaise with all members, act as the Steering Committee Secretary.  6. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. Quarterly Steering Committee is conducted; minutes are drafted and approved with all members of Steering Committee. 8. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of February 2025 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of March 2025 |
| 1. Manage U-Report Kazakhstan website (manage poll results, update youth stories).  2. With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.  3. Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.  4. Manage technical issues on the U-Report platform and participate in global calls.  5. Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections. | 1. Regular monitoring is provided, all key partners are well-coordinated and informed. Any problems are timely identified and tackled. 2. All project deliverables are provided on time and budget on monthly basis. 3. U-Report Kazakhstan website is closely monitored and regularly updated with polls results, new polls, youth stories. 4. U-Report Kazakhstan Instagram accounts is updated with at least 3 posts per week. 5. At least 2 call per month with UNICEF Office of Innovation/regional office/Global Innovation Center/RapidPro hosting company. 6. All technical issues on the U-Report platform are timely managed in close cooperation with RapidPro hosting company. 7. U-Report Poll Calendar is maintained and regularly updated. New polls are scheduled and launched through U-Report platform. | By end of April 2025 |