

**TERMS OF REFERENCE  
UNICEF KIRA**

<b>Programme/Project Title:</b>	<b>ECD</b>
<b>Consultancy/Services Title:</b>	<b>Support to deployment of the Parent buddy app and Learning Passport global platform in Kyrgyzstan, and other related solutions, to accelerate the achievement of ECD results;</b>
<b>Consultancy Mode:</b>	National <input checked="" type="checkbox"/> International <input type="checkbox"/>
<b>Type of Contract:</b>	Consultant <input type="checkbox"/> Individual Contractor <input checked="" type="checkbox"/> Institutional <input type="checkbox"/>
<b>Mode of Selection:</b>	Competitive <input checked="" type="checkbox"/> Single Source <input type="checkbox"/>
<b>Duration of Contract:</b>	From: December 15, 2020 to November 30, 2021

**Objective/purpose of the consultancy/services**

National consultant will support deployment of the Parent buddy app and adaptation\deployment of the Learning Passport global platform in Kyrgyzstan, to accelerate the achievement of ECD results.

**Background**

**Background**

UNICEF's work on early childhood development recognizes that every young child needs nurturing care, good health, optimal nutrition and a stimulating and safe environment that offers plenty of support for early learning. To ensure the best start for their children, all families need some support. But some vulnerable families, who face additional challenges such as poverty, disability or social exclusion, need more help than others. Typically, support is provided through various services in health, education and child protection sectors and through interaction of children and parents with ECD workforce but such support is not always sufficient and is particularly impacted by the recent outbreak of COVID-19.

In order to support parents to receive timely and quality guidance even when direct contact with service providers is not possible and overcome barriers in access to digital solutions, UNICEF initiated the development of a mobile parenting app, the 'Parent buddy'.

An important feature of this mobile application is to adequately support the most vulnerable parents with lower education level, in terms of the navigation modalities, off-line operability and selection of the core content.

The app is developed based on the prototype developed by UNICEF Serbia. In order to deploy the app in Kyrgyzstan, the content needs to be translated and adapted to be aligned with the contextual and cultural specificities and program priorities of Kyrgyzstan in collaboration with the Ministry of Education and Science, the Ministry of Health and the Ministry of labor and social development.

Another digital solution is the "Learning Passport", which is supported by UNICEF HQ and delivered through a partnership between UNICEF, Microsoft, Cambridge University, and supported by the Boston Consulting Group. The Learning Passport has been established to 1) provide local, contextualized content with a supplementary library of global resources, mapped together via research by Cambridge; and 2) provide a platform to provide this content to children and youth online or offline, via a platform being developed by

Microsoft and with an individualized record of learning for each user, that is portable across physical and digital borders. The Learning passport, as an extraordinary emergency response, will create country-level sites available on request in order to make access to curriculum and learning materials available for students with connectivity at home.

While the platform has primarily been used to date for older students (primary to adolescence), the platform will be adapted in Europe and Central Asia region to support preschool age children, their caregivers, and their teachers to ensure age appropriate and quality early learning.

The envisioned digital platforms aim to enhance continued engagement with families and parents on learning at home by providing practical resources and materials that can be applied in home settings. Its second aim is to strengthen professional development opportunities and facilitate collaboration between preschool educators and other staff on sharing ideas, best practices and activities that can be implemented in kindergartens. Ultimately, the digital preschool platforms should support building and strengthening of a national community of practice between parents, teachers and children, with shared principles around early learning and development.

UNICEF seeks to contract a national consultant who will support the process of deployment of the Parent buddy app and adaptation and deployment of the Learning Passport global platform in Kyrgyzstan to accelerate the achievement of ECD results.

**Under the supervision of the ECD Officer in close collaboration with Communication Unit, CP Unit, H&N Unit and Gender Officer the consultant is expected to undertake the following tasks re (I) Parenting App:**

**1) Content management:**

- Support administration of the content (review of content, translation, adaptation, upload of new content) in the Central Management System (CMS)
- Support review of the app content in terms of its relevance, applicability and cultural appropriateness
- Review and proofread machine translation of the content in the CMS
- Support translation of the key words of the CMS
- Engage in curation, review, adaptation of additional Kyrgyzstan specific content to be included in the app

**2) Coordination:**

- Coordinate review and translation process among the key stakeholders (translators, proofreaders, national experts, key partners)
- Build/strengthen/facilitate partnerships with the key partners around promotion, fundraising and deployment of the app
- Provide training on CSM functionalities to key personnel engaged in app deployment
- Support development of the communication and promotion package for the launch of the app
- Engage in communication with the RO and technical partners supporting app deployment

**3) Monitoring, evaluation and follow up:**

- Support development of the national M&E framework for the monitoring of the uptake and usefulness of the app
- Engage in building partnerships with user groups and gathering of the user feedback
- Provide suggestions and recommendations for the potential improvements of the app functionalities
- Support development of the broader plan on how to integrate the app and use it as a programmatic tool to complement program efforts (identify key partners, programs, ways of engagement with them and app promotion)

**Under the supervision of the ECD Officer, the consultant is expected to undertake the following tasks re (II) Learning Passport:**

- 1) Based on RO technical recommendations for the adaptation of Learning Passport:
  - Map features of the Learning Passport requiring adaptation and alternative digital solutions that can be integrated, for example, The content of the Parenting App, online lessons, etc.
- 2) Content management:
  - Select and compile effective content in support of parents first, after validating and getting feedback, then start select and compile content for teachers and then for children;
  - Map needs and requirements of different user groups;
  - Identify gaps in content where new content would need to be developed;
  - Map available sources of quality content and define processes enabling their utilization and sharing;
  - Review open source content for preschool available through LP, assess suitability for the Kyrgyzstan, select any relevant materials;
  - Coordinate review and translation process among the key stakeholders (translators, proofreaders, national experts, key partners and parents)
- 3) Coordinate with RO
  - Serve as a focal point for collaboration with the Regional Office and coordinate and share best practices between LP participating countries and other countries in the region with similar efforts
- 4) Monitoring, evaluation and follow up:
  - Support testing of LP, document the use and accessibility of the platform in Kyrgyzstan to inform future efforts and onboarding of other countries
  - Document country experiences to develop longer-term plan for scalable distance support for early learning across ECA region and deliver guidelines and best practice resources that will support similar efforts cross other regions
- 5) Other duties upon request and upon mutual agreement related to the consultancy objective.

## **Deliverables and schedule**

**December 15, 2020 – November 30, 2021.**

		Dec. 2020	Jan. 2021	Feb . 2021	March. 2021	Apr 2021	May. 2021	June. 2021	July. 2021	Aug. 2020	Sep. 2021	Oct. 2021	Nov. 2021
1	Review and translation existing resources at country level as well review and proofread machine translation and key words in the Central Management System (CMS) of the Parenting app												
2	Launch of the App plans (with clear												

	objectives, activities, timelines and associated costs) is drafted in cooperation with MOES, MoH, MLSD												
3	Launch of the Parenting App. The Launch plan is submitted, and continuous support to counterparts to ensure that plans are carried out according to timeline												
4	Training on CSM functionalities to key personnel engaged in app deployment is provided												
5	Communication and promotion package for the launch of the app is developed.												
6	National M&E framework for the monitoring of the uptake and usefulness of the app is in place												
7	Recommendations for the potential improvements of the app functionalities is provided												
8	Broader plan on how to integrate the app and use it as a programmatic tool to complement program efforts (identify key partners, programs, ways of engagement with them and app promotion) is developed												
9	Features of the Learning Passport (LP) requiring adaptation and alternative digital solutions that can be integrated, for example, Parenting App etc., is mapped.												
10	LP Content management: • Select and compilation effective content in support of children, parents, and educators • Map needs and requirements of												

	different user groups • Map available sources of quality content and define processes enabling its utilization and sharing • Review open source content for preschool available through LP, assess suitability for the Kyrgyzstan, select any relevant materials;												
6	Support provided to UNICEF RO and CO to document LP process and activities, as well as to summarize lessons learned.												
7	Final report on in-country activities under LP and Parenting APP.												
8	Follow-up technical support, activities and processes, as necessary, beyond the LP and Parenting APP, to further strengthen ECD/ECE												
9	Monthly Briefs												
10	Quarterly briefs to UNICEF												

## Reporting and supervision

The consultant will report to and supervised by ECD Officer in consultation with the Communication Unit, CP Unit, H&N Unit and Gender Officer.

## Qualification/level requirements

- Advanced university degree in health, nutrition, human development, child development, family studies, or other social science field is required
- At least 5 years of experience in programming, monitoring and evaluation in early childhood development and/or related areas. Professional experience in a UN system agency or organization is an asset.
- Experience related to development of digital solutions or applications for children and parents
- Proven experience of delivering multi-stakeholder training and capacity building
- Experience in working with UNICEF programs and partners, including government, universities, UN organizations, NGOs and the private sector will be a considerable asset
- Knowledge of UNICEF programs, including knowledge of communication, technology, and human centered design is an asset
- Excellent communication skills, in both written and oral forms.
- Proven ability and experience in coordination, and ability to work under pressure is required.
- Fluency in English is a minimum requirement.

**Duty station and official travel involved**

Duty station is Bishkek. No travel is foreseen within this assignment.

**Duration**

11,5 months – From December 15, 2020 to November 30, 2021

**Payment terms**

The applicant should indicate their preferred monthly rate in their cover letter. The Consultant will be selected based on the “best value for money” approach within a technical qualification framework. UNICEF will affect payments for the services monthly upon acceptance of submitted assignment reports outlining the progress towards achievement of planned activities and deliverables. Consultant will be home and office based and needs to have access to their own computer and communication devices.

*Note: In all cases, consultants may only be paid their fees upon satisfactory completion of services. In such cases where payment of fees is to be made in a lump sum, this may only be payable upon completion of the services to UNICEF's satisfaction and certification to that effect, and any advance on the lump sum may not exceed 30% of the fees. In such cases where payment of fees is to be made in installments, the final installment may **not** be less than ten per cent (10%) of the total value of the contract and will only be payable upon completion of the services to UNICEF's satisfaction and certification to that effect.*