

United Nations Children's Fund (UNICEF)
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Vacancy Announcement 2019/026

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Consultancy – WASH in Schools (WinS) Feasibility Study of Football for Water Programme in EAP and Resource Mobilization

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 fulfil 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, a better future

UNICEF East Asia and Pacific Regional Office works to ensure the rights of all children in Thailand. This means the rights of every child living in this country, irrespective of their nationality, gender, religion or ethnicity, to:

- **survival** – to basic healthcare, peace and security;
- **development** – to a good education, a loving home and adequate nutrition;
- **protection** – from abuse, neglect, trafficking, child labour and other forms of exploitation; and
- **participation** – to express opinions, be listened to and take part in making any decisions that affect them.

How can you make a difference?

The WASH Section, UNICEF East Asia and Pacific Regional Office (EAPRO) is proposing to contract the services of a qualified consultant to map the existing [Sport for development] and WASH interventions in selected countries. The consultant will specifically:

1. Review the UNICEF supported Football for Water / World Coaches programme in Kenya, Ghana and Mozambique and advise on its application in the East Asia & Pacific region.
2. Map the existing Football/Sport and WASH interventions in selected countries and document UNICEF's efforts in implementing Football/Sport for WASH programming in the EAP region.

3. Develop a regional proposal for Football/Sport for WASH for the selected countries. It is also expected that the findings and recommendations will help to better support WASH agenda in designing, planning and fundraising for sport for WASH in the region.
4. To assess the extent of financing options and private sector engagement opportunities for Football/Sport for WASH in the region.
5. Support selected COs to implement Football for Water / World Coaches in their WASH in Schools programmes.

Nature of Consultancy:

Children spend a significant portion of their day at school where the absence of WASH services can negatively impact student learning, health, and dignity, particularly for girls. Every child has the right to a quality education, which includes access to drinking water, sanitation and hygiene (WASH) services while at school. The inclusion of WASH in schools in the Sustainable Development Goals (targets 4.a, 6.1, 6.2) represents increasing recognition of their importance as key components of a 'safe, non-violent, inclusive and effective learning environment' and as part of 'universal' WASH access, which emphasizes the need for WASH outside a home.

The UNICEF WASH in Schools programme requires innovative partnerships, to mobilize finance so as to increase the number of schools with gender segregated WASH facilities and the proper use thereof. The aim of this consultancy is to support the Country Offices (CO) to assess the use of sports (football) as a catalyzing instrument as well as the potential for private sector financing. It seeks to leverage private sector engagement for delivering WASH services in schools in the EAP region. The consultant will review the potential of using football within the existing UNICEF WASH in School programmes in a.o: Thailand, China, Indonesia, Lao PDR, Mongolia, Myanmar, Fiji, Philippines and PNG.

A growing body of evidence has demonstrated that Football is a good entry-point for the promotion and development/adoption of life skills and healthy lifestyles, through behavior change communication on hygiene practices. It can increase self-esteem among girls and boys and provide opportunities for their advancement; gives all pupils, regardless of ability, improved physical health and encourages better learning outcomes; and sport fosters active citizenship, social inclusion and leadership.

Football is no doubt the most popular sport in almost all Asian countries. The use of sports in development is not new to UNICEF but rather being considered a new strategic approach. Over the last few years, UNICEF Office of Public Partnerships in New York has researched the value of sports beyond the communications potential, by defining various ways to use sports as a programme tool and a vehicle to support the SP goals and as a strategic activity in the healthy development of children and young people.

'Football for Water' is a Netherlands Funded programme that has been developed and implemented in many countries (Ghana, Kenya, Mozambique in WCA and ESA regions) over the past 5 years. 'Football for Water' (F4W) was initiated by a Dutch consortium, including UNICEF to bring together the twin goals of WASH and sports development in schools. The F4W program components include: i) improve school football, water and sanitation infrastructure, ii) put in place local capacity and systems to manage and maintain those services sustainably, iii) improve hygiene behavior through WASH life skills training, iv) enhance other life skills, team skills, and physical fitness through the engagement in sports). These activities were combined with special initiatives to achieve sustainability, promote business development and introduce mobile-to-web monitoring systems. As such the program built in strategies to address pre-conditions for success, such as the physiological needs – access to water -, as well as strategies to successfully address higher level local motivations and needs.

After 5 years of implementation the programme concluded that:

- Integrated Football & WASH Solutions for schools and communities will lead to a decrease in WASH related diseases of children (boys and girls) and their families.
- The increased number of healthy children will contribute to better performance on learning outcomes in schools and development of life skills which will improve living conditions and contribution to economic development of their communities.

This consultancy is to look into the possibilities and advise on the use of sports to promote WASH in schools in the EAP Region. COs have been using sports as a communication vehicle for decades, as both a social mobilization tool to gather communities for particular campaigns and as a powerful means to raise awareness on key messages at national or local sports tournaments and events.

Furthermore, if the Football for Water / World Coaches programme as used by UNICEF in Ghana, Kenya and Mozambique, where football is used to influence behavior in the field of Water, Sanitation and Hygiene (WASH) among school going boys and girls, can be introduced to the COs in the EAPRO Region.

The consultancy will also map the existing Football [Sport] and WASH's interventions in selected countries in the East Asia and Pacific Region, and document UNICEF's efforts in implementing Football/Sport for WASH programming in the region in the 3 years. The outcome of the consultancy will provide the basis for future considerations to develop a regional proposal for Football/Sport for WASH for the selected countries. It is also expected that the findings and recommendations will help to better support WASH agenda in designing, planning and fundraising for Football/Sport for WASH in the region. It will also help to identifying partners for funding, Implementation and providing influencing platform for engaging with WASH programs in the countries.

Background:

Schools with access to clean water and toilets have healthier pupils, higher enrollment and better attendance records, especially of (adolescent) girls. Absenteeism through illnesses and of girls during their menstruation cycle is significantly reduced. Good health correlates with better academic performance. One way of achieving this is by providing schools with safe drinking water, improved sanitation facilities, hygiene education and menstrual hygiene facilities that encourages the development of healthy behaviors for life. This strategic approach is known as Water, Sanitation and Hygiene Education (WASH) in Schools.

Although WASH-in-School (WinS) has been widely implemented in most of the countries in the region, challenges of operation and maintenance remain a great challenge. Football/Sport for WASH has demonstrated in other regions/countries to be a good approach for sustaining WASH infrastructure and promoting good hygiene in schools and communities.

The UNICEF National Committee for the Netherlands has supported Football/Sport for WASH programme in the past and is willing to support the programme in EAP region. There is also a huge opportunity to match Football/Sport for WASH programme with the Netherlands WASH private sector programme aiming to support utilities in countries.

Since 1998, support for WASH in Schools has increased with leadership from UNICEF and their partners. There are more than 65 organizations supporting the Call to Action for WASH in Schools representing governments, civic and faith-based groups, multilaterals, corporations, foundations, academia and NGOs. The momentum continues to grow as advocacy and outreach to education, health, and WASH stakeholders continues locally, nationally, and internationally. Both the public and private sectors play key roles in advancing WASH in Schools globally. Governments in many countries such as the Philippines and Indonesia, have elevated WASH in Schools through new national policies and increased funding. Corporations and foundations have supported WASH in Schools research, advocacy, and work on the ground.

The Football for Water / World Coaches programme as implemented by UNICEF in Ghana, Kenya and Mozambique is unique for many reasons, but the main selling point is the football/fun-factor. Football brings fun, team spirit and discipline into **life skills training** which has a positive effect on motivation, memory retention and supports the creation of new skills and healthy habits amongst school children.

Soccer Aid for UNICEF is an annual British sports and charity event that has raised over £30 million in aid since the very first match in 2006. through ticket sales and donations from the public. The event is a friendly-style football match between two teams, England and the Soccer Aid World Eleven, composed of celebrities and former professional players representing their countries. The 2018 campaign raised a record-breaking fundraising total of £6,746,557 – with 100% of the money going to UNICEF.

The number of British Premier League football fans in Asia has enjoyed phenomenal growth in recent years, and Asia's total soccer fan base, watching regularly the matches of Manchester United, Liverpool, Arsenal and Chelsea on TV, is already estimated at more than a billion.

Under SDG Goal 6 on clean water and sanitation, there is a mandate for countries to mobilize domestic resources by 2030. This mandate aligns with UNICEF's new Strategic Plan 2018-2021, which has a focus on system strengthening and results. Additionally, the UNICEF WASH Strategy 2016 - 2030 highlights the need for key strategic approaches and leveraging of both the private sector and partners to achieve the SDGs.

Against above background, UNICEF EAPRO is proposing to contract the services of a qualified consultant to map the existing Football [Sport] and WASH interventions in selected countries (Thailand, China, Cambodia, Indonesia, Lao PDR, Mongolia, Myanmar, Fiji, Philippines and PNG), and document UNICEF's efforts in implementing Football /Sport for WASH programming in the region. The consultant will work closely with Adolescent and Education section as well in integrating Life skills and defining an integrated platform to sustain WASH in schools.

Work Assignment, Work Schedule and Deliverable:

The consultancy will be supervised by the Regional Adviser – WASH EAPRO for overall tasks and Regional WASH Specialist will provide operational guidance.

Main Tasks	Task Details	Deliverables	When
Work planning/Inception	Develop a detailed workplan, in consultations with regional office, list of references	1. Revised Workplan/inception report	8 days by 15 May 2019
Mapping Sport and Football for WASH initiative	Review of the existing initiative in the region. This will include desk review as well as field visit	2. Report on exiting WASH and sport related initiatives in the region	30 days by 15 July 2019
Regional proposal for Sport/Football for WASH	Develop regional and country proposal for 5 years and discussion with the NL Natcom and private sectors	3. Regional proposal and country proposals	20 days by 15 August 2019

Final report	Produce a final report and presentation during WASH network meeting in 2019	4. Final report and ppt for findings and ways forward	12 days by 30 October 2019
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End Product:

The key deliverables will include i) Revised Workplan/inception report, ii) Report on existing WASH and sport related initiatives in the region, iii) Regional proposal and country proposals, and iv) Final report and ppt for findings and ways forward.

Estimated Duration of Contract: 70 working days over the period of April 2019 - February 2020

Official Travel: The consultant will be based remotely with anticipated travels to the following locations: China, Indonesia, Lao PDR, Mongolia, Myanmar, Philippines, Fiji and PNG.

Qualifications or Specialized Knowledge/Experience Required:

- Advanced Master's Degree in WASH (or similar field), Public Health, Social Sciences or Statistics are required.
- 12 years of experience and demonstrated track record in Sport and other related social skills.
- Good writing and analytical skills in English are required.
- Ability to work independently and able to meet deadlines.
- Excellent interpersonal skills.

Interested candidates are requested to submit CV or P-11, full contact information of minimum 2 references, availability, sample of previous work on similar assignment, and proposed daily professional fee in USD by **9 April 2019**.

For every Child, you demonstrate...

UNICEF's core values of Commitment, Diversity and Integrity and core competencies in Communication, Working with People and Drive for Results.

View our competency framework at

http://www.unicef.org/about/employ/files/UNICEF_Competencies.pdf

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

UNICEF is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

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, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.