**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS**

# CONSULTANCY YOUTH PARTICIPATION AND CLIMATE

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| **Title: Recruitment of a consultant to support youth participation on climate and revamp of the U-Report Cameroon** | **Funding Reference: WBS : 880/003**  **Grant: Non-Grant Validity:** | **Type of engagement**  Consultant | **Duty Station: UNICEF Cameroun**  *Consultant should be home-based and will not have assigned desk or office space.* |
| **Purpose of Activity/Assignment:**  The main objective of this consultation is to define and implement the new communication and advocacy strategy on climate actions, via the revitalization of the U-Report platform and engagement according to the new branding, and to coordinate the actions towards a successful youth participation and engagement on climate actions.  This includes, among other things:   1. Solving the technical issues related to the U-Report platform such as relationship with Mobile Network Operations for the SMS platform, the supervision of RapidPro with the support of ICT team, for an inclusive participation of young people deprived of internet access, **(20%)** 2. Reallocating the call center with a 24h/24 and 7j/7 functioning and 8 stations to the ministry of Youth **(10%)** 3. Starting the shift to other social media solutions such as WhatsApp or Telegram for communication with young people given the good internet coverage in Cameroon. **(10%)** 4. Supporting the implementation of YVS’s and other CSOs plans of activities, including sensitization on climate and training on emergency responses to floods and water scarcity, and nurture the collaborations with the YVS from neighboring countries, and improve social cohesion. **(20%)** 5. Shifting from U-Report to U-Report-Voices of Youth, including on the new branding and through a social media campaign. **(40%)** | | | |
| **Background:**  Climate change is severely affecting Cameroon and its children. Climate change induces water scarcity, heatwaves, resurgence of infectious diseases and epidemics, floods, reduction of the littoral, deterioration of the access to basic services in health and education. Together with the impact of climate change, all types of pollutions are affecting the quality of life for children and youth. Climate action is thus an imperative in all UNICEF programming.  Aligned with the global Sustainability Climate Action Plan (SCAP) developed in 2022, UNICEF in Cameroon is developing its SCAP, based on specific analysis of climate change impacts in the country (Country Risk Informed Analysis - CRIA) and is planning to have a CLAC survey (Children landscape Analysis) to nurture its plans based on children and youth perception and needs.  In this dynamic, UNICEF in Cameroon wants to build its plan for and with children and youth, according to the slogan “nothing for us without us) and build on the existing networks developed at the country level; the U-Reporters engagement, the collaboration with young people’s organizations such as the Young Voices from le Sahel, the World We Want (Far North) to advocate and raise the voices of children and youth on climate action.  To achieve this goal, in early 2024, the revamping of the U-Report initiative and platform has been placed under the responsibility of the PAC section by the Representative.  **U-Report is UNICEF’s digital community for young people, by young people**, where they can raise their voices and share opinions on topics that matter to them. Using real-time insights and solutions, U-Report shapes policies and decisions in communities, countries, working side-by-side with young people.  To date**, 34 million young people have signed up as U-Reporters worldwide**, using the platform – at the global and local level – to keep them informed and empowered as well as to support our work to protect and promote the rights of every child.  In a move to further align with and support our global efforts for children, **U-Report has now merged with our Voices of Youth platform to become one safe digital space for youth and by youth**, accompanied by a dynamic re-brand | | | |

incorporating cyan blue and “by UNICEF” in the logo to leverage the link to UNICEF. Since 1995, Voices of Youth has helped young people around the world to exchange ideas and share their stories and opinions, with the platform receiving two million visitors on voicesofyouth.org in 2023. All countries are invited to rebrand by December 2024.

## In Cameroon, U-Report was made of 2 main pillars:

* an SMS exchange pillar (and more recently via WhatsApp, telegram, etc.) with outgoing SMS messages to involve young people in awareness-raising or mobilization operations (e.g. polio campaigns; COVID...); and to launch surveys to gather young people's opinions. This supposes the use of RapidPro and a contract with at least one MNO (see below Orange and MTN have the best coverages in Cameroon) for free and unlimited SMS credits signed, when the debt with LTM is cleared.
* a call center pillar with a toll-free number for incoming calls from youth and young people seeking information and support, staffed by teleconsultants. The material has been received (to be confirmed) and a space was allocated by the ministry of Youth. This also requires technical maintenance and staffing with volunteers.

Recently, some countries started engaging in U-Report clubs that allow physical participant under the lead of a local U- Reporter, so that children and young people who have no phone or connectivity can be represented and listened to. This is an option that can be very efficient in very remote areas in IDP and refugee camps.

## Platform Cameroun U-Report: U-Report Cameroon (ureport.in)

U-Report Cameroon was launched in early 2016 under the aegis of the PAC section, piloted by the Ministry of Youth and Civic Education with financial and technical support from UNICEF.

By the end of 2022, it brought together 440,963 young Cameroonians involved in 3 regions: Adamawa, Centre and East (62% boys and 38% girls).

## The roadmap objective was to reach at least 1,000,000 enrollees by the end of 2022 and 5,000,000 by the end of 2026.

A toll-free number, 1505, has been set up, owned by the Ministry of Youth, and a call center has been deployed, to inform people and link them with services through referrals to service points. Telephone advisors have been trained to answer questions in French, English and Fulfulde on HIV/AIDS, STIs and reproductive health, birth registration, and violence against women and children.

**Due to a lack of human resources, the U-Report project, which fell under the responsibility of PMR at the end of 2022, not only failed to achieve its objectives, but also ceased all activity**. The last survey conducted by U-Report Cameroon in October 2022 received only 2 responses.

According to the last reports, the next steps for the implementation are either mentioned as ongoing or not started.

## The Young Voices from the Sahel initiative:

Since 2021, UNICEF has successfully engaged young people of the 10 countries in the Sahel including Cameroon in inclusive public debates on key issues affecting the region and impacting them: climate change, gender and girls, education.

The objectives of the young people’s voices from the Sahel (YVS) initiative:

* Leverage the participation of young people and adolescents, and bring together those engaged as reporters, volunteers, activists in environmental NGOs, and those from the poorest households who have no easy access to connectivity and knowledge. The participants were encouraged to speak from their own experience of the issue.
* Provide young people with a microphone and inclusive space to encourage a truly democratic debate bringing together political stakeholders, experts and young people. The debates are respectful and transparent and offer equal treatment for every participant.
* Amplify these voices to reach international institutions and stakeholders, through conclusions and recommendations.

Fitting in with UNICEF's global and regional strategies for youth participation, the Young Voices from the Sahel initiative engages adolescents and young people from 12 to 25 years old in public democratic debate.

In Cameroon, UNICEF started with 10 adolescents and young people who are U-Reporters, climate activists, and/or members of associations and CSO who were selected to be representative in terms of gender, age and geography. In 2023

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| YVS Cameroon constituted in an association and lead many activities at local, national, regional and international level: causeries éducatives, panelists in international conferences and forums, sensitization in schools and communities…. Today, the group has extended to over 25 adolescents and young people as they were joined by adolescents and young climate activists.  Recently, the YVS and 3W – a CSO from the Far North – participated to a regional dialogue on Lake Chad in Ndjamena together with young people from Chad and Niger.  **AGAB**  Furthermore, UNICEF has created groups of adolescent girls in several regions of the country to express their views and priority’s engagement, under the responsibility of the ADAP and gender section.  **UNICEF communication and advocacy plan on climate action**  Under the leadership of the Representative, UNICEF is working on an advocacy and communication ambitious plan of action with and for young people to mark the UNICEF specific print on climate. This includes the relaunch of the -Report platform, the creation of a dedicated mascot through a competition launched for children and youth, in close collaboration with external stakeholders from the Government, the UN agencies, the CSOs and climate activists and experts.  UNICEF’s philosophy is rooted in a strong conviction that young people and children are the key actors to change the mindsets of communities on climate.  This urgent task requires the support of a consultant to accompany and activate the revitalization of structured youth participation under the responsibility of the PAC section. These ToR aim at describing the role and functions of the consultant.  **Scope of Work:**  The ambition is to launch a social media and U-Report competition and campaign in June 2024 to re-engage the 433,000 U-Reporters and expand to reach 1 million at the end of 2024, and to engage them in actions and consultations to nourish the UNICEF Cameroon SCAP, empower youth participation and make youth voices heard. | | |
| **Child Safeguarding**  Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” 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:  9 months  **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):  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) | | |
| **Budget Year: 2024** | **Requesting Section/Issuing Office:** | **Reasons why consultancy cannot be done by staff:** |
| Partnership, Advocacy and Communication (PAC) | The section don’t have enough funds to support the salary of a staff |

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| **Included in the Technical Assistance plan***:*  Yes No  If no, please explain: | | | |
| **Consultant sourcing:**  National International Both  **Consultant selection method:**  Recruitment from Roster. If so, please specify PAC and SBC  Competitive Selection (Advertisement / Internal pool of candidates) | | | |
| **Supervisor: Anne Fouchard** | **Start Date: May 2024** | **End Date: December 2024** | |
| **Work Assignment Overview** |  |  |  |
| Tasks/Milestone | Deliverables/Outputs | Timeline | Estimate Budget |
| The U-Report new platform is functional and the call center is operational meets the needs of its customers | The prerequisites and needs:   * Partnerships with Mobile Network Operators (MNOs): Collaborate with MNOs (e.g., Orange) for SMS push and to enhance U-Report’s reach and impact. * Clear the LMT debt * Meeting with the ministry of Youth to draw the line on respective responsibilities * A focal point in ICT4D designated for all technical aspects and innovation on platforms * Revamp the branding, the platform and social media, and the visibility material (teeshirts; caps, etc) * Mobilize resources through national structures and institutional donors with the PAC RM specialist | JUNE 2024 |  |
| The UNICEF climate campaign is launched in June 2024 with a mascot created through a competition between U-reporters, children, youth CSOs and becomes the symbol of UNICEF print on climate | * Call center: Evaluate the call center’s efficiency, reduce material requirements, and optimize investments. * Community Leaders: Elect/identify community leaders in every region/district to facilitate U-Report engagement and coordination * Design and coordinate the UNICEF social media campaign and competition together with the PAC digital officers and a social media workplan * Coordinate with the CSOs to boost the campaign engagement * Follow up collaborations with the Govt (including MINJEC and | JULY-SEPT 2024 |  |

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|  | MINESUP for Universities ’platform for knowledge and innovation   * Design and implement children and youth initiatives through local children council and champions * RM translate into appointments with institutions and private sector for financial support of the climate strategy * Collaborations with UN agencies translates into work session with FAO, UNDP, UNFPA, UNESCO, UNHCR etc.. * A planting trees initiative is designed and ready to be implemented | |  |  |
| Youth advocacy is operational and reflects into an increase of the number of U- Reporters, a participation to international Summits and conferences and national activities | * U-Reporters are ready to contribute to the UNICEF CLAC * U-Reporters and CSOs are supported to lead local and national campaigns * U-Reporters and CSOs are trained to emergency rescue and collaborate to social cohesion in their communities * A workplan is built up to the end of 2024 and for 2025 and aligns with the major climate change events. | | OCTOBER- DECEMBER 2024 |  |
| **Estimated Consultancy fee** | |  | | |
| Travel International (if applicable) | | N/A | | |
| Travel Local (please include travel plan) | | N/A | | |
| DSA (if applicable) \* | | N/A | | |
| Activity Budget (if applicable) | | 880/003 RR | | |
| **Total estimated consultancy costs \*\*** | |  | | |
| **Minimum Qualifications required:**  Bachelors  Masters PhD Other Communication, advocacy, partnership, Youth engagement | | **Knowledge/Expertise/Skills required:**  Minimum five years of experience  A solid experience in restoring building, implementing participation with young people and children, a good knowledge both of climate change issues and UNICEF procedures and values. A capacity to mobilize and coordinate a team of experts in the fields related to the assignments and work with others, in the PAC team, with the programmes and with external institutional, private and CSO stakeholder. | | |

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| **Evaluation Criteria [This will be used for the Selection Report (for clarification see guidance in the selection report template)]**  *Please specify the minimum passing technical evaluation score* (e.g. x / 75) | |
| 1. Technical Evaluation (maximum 75 Points)    1. Educational Background (10 points)    2. Qualifications and skills (15points)    3. Range and depth of relevant experience especially with similar projects (15 points)    4. Competitive advantage over other candidates (10 points)    5. Previous UNICEF/UN contracts and duration (15 points)    6. Language: Fluency in English and French (10 points) | B) Financial Proposal (maximum of 25 Points) |
| **Administrative details:**  Visa assistance required:  UNICEF e-mail account: *Consultants should not utilize UNICEF resources and should not have a UNICEF email account. If an exception is needed, please send a written justification to the Deputy Representative Operations.* | |

**Text to be added to all TORs:**

# 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.

UNICEF offers [reasonable accommodation](https://www.unicef.org/careers/unicef-provides-reasonable-accommodation-job-candidates-and-personnel-disabilities) 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.