Terms of Reference

A. Background

The UNICEF Office for Relations with EU institutions in Brussels manages UNICEF’s relationship with European Union Institutions (namely the European Commission, the Council of the European Union, the European External Action Service and the European Parliament) in order to expand political space for children through evidence-based policy advocacy, to mobilize and to leverage EU resources for children and for UNICEF, and to provide support and guidance to Country and Regional Offices for the effective management of EU-funded programmes. The Brussels Office coordinates UNICEF’s global interactions with EU institutions effectively, strategically and with a focus on results.

Within the UNICEF Office in Brussels, the Advocacy and Policy Section leads on mainstreaming child rights into EU policy and practice, advocating and communicating with EU institutions and the general public through social media channels. This work requires working closely with UNICEF offices in EU member states (Country Offices and National Committees), and developing partnerships with the European Parliament, key EU Member States. Communication activities (including campaigns, engagement with adolescents and working with the media) are key to support advocacy and increase UNICEF’s brand in the EU. At the same time, the Brussels Office supports UNICEF Country and Regional Offices in ensuring that they fulfill their communication and visibility contractual obligations.

B. OBJECTIVES

The UNICEF Office in Brussels is seeking a Communication and Advocacy Agency that will support the work of the Advocacy and Policy Section in developing and implementing a wide range of communication and advocacy activities to strengthen UNICEF’s partnership with the EU, with a focus on the U Report project ahead of the AU-EU Summit; EU-UNICEF joint campaign on education; advocacy on child rights in the EU agenda, including the upcoming EU Child Rights Strategy and other opportunities; and on other opportunities and events such as the World Children’s Day activation highlighting the EU-UNICEF partnership led by UNICEF in collaboration with the EU institutions.

C. DESCRIPTION OF THE ASSIGNMENT

The scope of the work will consist of the following four pillars:

1. Coordination of the programme “Bringing youth voices to strengthen EU-AU partnership: reaching Adolescents, Young People and Communities Through U-Report” (Sept 2020-Jan 2021)

   Background:
Voices of young people are key to defining the future direction for the partnership between Africa and Europe. In 2020, African and EU leaders will come together at the 6th EU-AU Summit to define the future direction for the partnership between the two continents. UNICEF and DG DEVCO with close involvement of the African Union Commission are joining forces to empower young people to have their voices heard to inform and shape the Africa-EU partnership. Through U-Report (https://ureport.in/), opinions of young people in Africa and Europe will be gathered on key issues worrying them - and where the Africa-EU partnership could contribute to.

**Role:**
Under the overall lead of the project and in close collaboration with the Global U Report Coordinator, facilitate the collaboration between DG DEVCO, AU Commission and UNICEF in Brussels regarding communication and social media, as well as the work in countries participating in this initiative. The overall time dedicated will be up to 42 days with variable intensity in the workload depending on the stage of the programme, with higher intensity at the initial stages.

2. **Coordination of the EU-UNICEF joint campaign on education (Sept 2020-April 2021)**

**Background:**
Although more children than ever before are enrolled in school, for too many, schooling does not equal learning. Roughly one in five school-aged children are not in school at all. In 2016, over 600 million children and adolescents were estimated to be not reaching minimum proficiency levels in reading and mathematics. This learning crisis is the greatest global challenge to preparing children and adolescents for life, work and active citizenship. UNICEF and the EU are joining efforts to promote equitable access to quality education for all children, everywhere. In the context of the COVID-19 pandemic immediate response, education may have not been prioritized in many countries. But education is a long-term investment and no countries can stop or decrease its access to education for much longer. If we want to build back better, we need to invest to ensure that every child has a better education goes to a better school everywhere. The COVID crisis gives us an opportunity to address the pre-existing learning crisis by fast-tracking solutions tackling deep inequalities in access to school, learning outcomes and digital connectivity. In order to engage children, parents and teachers, UNICEF and the EU will launch #Reimagining learning, a 3-phase public engagement campaign, connected with #Reimagining, the new UNICEF Global Campaign framework.

**Role:**
In close coordination with UNICEF HQ Communication Division, communication colleagues from the UNICEF offices in EU member states and EU counterparts, coordinate the development and implementation of the three phases of the campaign. These will encompass a visual installation in Brussels, a digital activation on the continuity of education to ensure that all children -especially the most vulnerable ones and girls- are able to go back to a better quality education and a co-created activation in early 2021. The first two phases will also aim at raising education higher in the agenda of the EU-AU partnership building on the opportunity of the AU-EU Summit in October 2020. The overall time dedicated will be up to 90 days with variable intensity in the workload depending on the stage of the programme.

**Background:**
It is critical that children’s rights become part of the highest political agenda of the EU and are made an integral part of EU policies and practices in a holistic and comprehensive way. New challenges and opportunities are emerging in the 21st century: the impact of climate change on children and their role as agents of change; children and new technologies, including social media; children in migration; mental health; the impact of armed conflicts on children; and the participation of adolescents and young people in decisions that affect their lives. UNICEF advocates for mainstreaming child rights into the EU agenda both in policy and programming, and thus, we create and take opportunities to highlight the need to respect, protect and promote rights of every child, everywhere. One key milestone is the upcoming comprehensive EU Child Rights Strategy that will be developed by the European Commission, after public consultations with stakeholders and specific consultations with children. The proposed strategy will be the policy guidance and roadmap for the EU institutions and Member States to plan their actions and structure programs aiming to promote and protect children’s rights in the coming years. There will be other advocacy opportunities to strengthen child rights in the EU agenda that will require engagement with the EU institutions and EU MS which will be assessed case by case.

**Role:**
In close coordination with UNICEF HQ and UNICEF offices in EU member states, coordinate advocacy initiatives towards: a) putting children’s rights high on the political agenda of the EU institutions and EU Member States with a comprehensive and coherent approach in internal and external policies; b) proposing EU action on new challenges and opportunities for children; c) tracking and monitoring EU investments in children; and d) institutionalise child participation in EU policy making. The overall time dedicated will be up to 58 days with variable intensity in the workload depending on opportunities and workload.

The UNICEF Office for Relations with EU Institutions has developed and implemented a strategy and a work plan to ensure communication activities, including media, on children’s rights targeting EU media outlets and the EU general public.

**Role:**
Maintain regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation and EU-UNICEF partnership to a wider audience, including an event on World Children’s Day celebration in Brussels (Nov) and other opportunities. The overall time dedicated will be up to 30 days with variable intensity in the workload depending on the opportunities and needs.
D. MAIN DELIVERABLES

The scope of the work will consist of the following deliverables under each pillar:

1. **U Report programme ahead of the AU-EU Summit**

   - Develop comms and content parameters for the U Report programme so the external creative agency already under contract can deliver on the visual identity and comms assets including infographics, report, etc.
   - DEVCO, AUC and UNICEF stakeholders agree to the parameters and approve the assets.
   - Digital activation is rolled out to scale up registration and engagement of U-Reporters in Europe and in Africa, particularly amongst girls.
   - Audio/visual materials developed to support the campaign for dissemination in traditional news media – i.e. print, radio, television-, on digital and social media.

   **In close coordination with internal and external counterparts, to deliver on:**

   - Numbers of U-Reporters in Europe are scaled up and this initiative is disseminated in African countries by ensuring planned promotions in social media are done as per schedule.
   - Social media packs developed and prepared to activate UNICEF/EU institutions channels and possibly using youth partner channels - with specific guidelines to U-Reporters, registered or newcomers, on how to participate.
   - UNICEF country/regional offices engaged to deliver on the four polls through detailed support on their needs eg format of comms assets.
   - Two live chats between U-Reporters and high-level EU and AU officials by planning ahead and booking the agendas of relevant officials, identifying the best format.
   - UR Ambassadors selected and participate in AU-EU relevant events eg Youth Summit (in two parts, 28 Sept & 20 Oct), AU-EU Business Summit (29-30 Oct), etc by supporting at least four UNICEF country offices in the selection of UR Ambassadors.
   - Two EU Delegations, one in East Africa and another in West Africa, implement a U-Report pilot by identifying what are the options for UR use, providing detailed support on their needs.

2. **EU-UNICEF joint campaign on education**

   - Develop the comms and content parameters of the joint campaign on education, including eventual contracting of an creative agency to produce video/s and other comms assets.
   - EEAS and UNICEF stakeholders agreed to the parameters and approve the assets.
   - Creation and conceptualisation of EU-UNICEF social media activations, showcasing education as an equalizer and a springboard for the potential of children.
   - Audio/visual materials developed to support the campaign for dissemination in traditional news media – i.e. print, radio, television-, on digital and social media.
In close coordination with internal and external counterparts, to deliver on:

- EU-UNICEF #backtoschool digital activation plan developed and rolled out in early October based on a concept prepared by UNICEF and EEAS.
- Social media packs developed and prepared for dissemination through UNICEF and EU social media channels for each activation.
- One event organised with young people and EU counterparts to highlight the need to invest in education

3. Advocacy on child rights in the EU agenda

- Advocacy plan prepared and rolled out to present UNICEF recommendations to the upcoming EU Child Rights strategy, including mapping of champions per topic.
- Advocacy and comms plan prepared and rolled out to disseminate the results of the consultations with children on the EU Child Rights Strategy
- Participation of young people at relevant events -at least 4 events such as the European Forum on the Rights of the Child (end Sept).

4. Communication on the EU-UNICEF partnership

- Lead on the communications of the 2020 World Children’s Day celebration, a unique high-level event on the November 20th, during World Children Day. Coordinate with Child Rights organizations.
- Organise at least two online or offline events as opportunities arise, including developing concept notes, logistics, coordination of panellists, etc.

E. LOCATION AND DURATION

Current COVID-19 context recommends teleworking, so the location requirements are to have excellent internet connection, adequate hardware/software for digital interaction and to work in the same time zone as Brussels (CEST/CET). Depending on the evolution of COVID-19 situation, part-time physical attendance in Brussels might be required and thus, travel costs and arrangements will be borne by the contractor. The duration of the contract is one year, (Sept 2020-Aug 2021), with a first implementation phase of six months (Sept 2020-Feb 2021) and a second phase of also six months (March-Aug 2021). An internal review on the timeliness and quality of deliverables from Phase I will be done in February 2021 to confirm the continuation of the contract for the second phase Please note that this Terms of Reference and bidding process will contract a company for the full year (Phase I and Phase II) of the project.

The contract would be for one year, with a mid-term review, and includes up to 220 working days.

F. PROJECT MANAGEMENT

The work of the Agency will be directly supervised by the Head of the Advocacy and Policy Section of the UNICEF Office for Relations with the EU. The agency will work closely with the communication colleagues of UNICEF around the world.
G. QUALIFICATION REQUIREMENTS

- At least seven years of relevant experience in communication, print, broadcast, and/or new media and event management, as well as relevant experience in advocacy and/or policy engagement on topics related to child rights, preferably towards EU institutions.
- At least five years’ experience in coordinating projects with a diversity of stakeholders
- Knowledge of the EU institutions and its dynamics, with practical experience working for them or with them an asset.
- Demonstrated understanding and experience in creating successful, engaging and interactive digital campaigns and social media packages at national or global levels
- Familiarity with the work of UNICEF and the UN family an asset
- Attentiveness to detail and compliance with timelines
- Demonstrated ability to propose and lead initiatives with a variety of stakeholders, managing challenging deadlines with a cooperative and team spirit.
- Demonstrated understanding in creating successful communication material for various audiences, incl. young audiences (the 13 – 17 years olds)

Approved by Sandie Blanchet, Director
13 August 2020