
UNITED NATIONS CHILDREN'S FUND

Requires a National Institutional Consultancy for providing support to the communication for development for UNICEF Montenegro in 2017 with a particular emphasis on the preparation of the campaign on violence against children

If you have the background and commitment to take on these responsibilities, please apply with:

1. **Supplier Profile Form** – available at https://www.unicef.org/montenegro/media_16426.html
2. **Technical Proposal**
 - a. Agency Profile
 - b. CV of person/s engaged for this consultancy
3. **Price proposal** (lump sum financial offer consisting of fee for the services to be provided, travel and subsistence costs)

The Terms Reference for the position and the Supplier Profile Form can be found on the website www.unicef.org/montenegro or picked up at UNICEF Montenegro office.

Please submit supply profile form and your offers – hard copy with an electronic copy in a sealed envelope marked “C4D support 2017” to the following address before December 28, 2016 (10.00 am):

UNICEF, UN Eco House, Stanka Dragojevic bb, 81 000 Podgorica

Fax: +382 20 447 471

Email: podgorica@unicef.org

UNICEF IS A SMOKE FREE ENVIRONMENT

Terms of Reference – Institutional, National Consultancy for C4D in 2017

Montenegro

1. Background and Context

No society or country in the world is free of violence. It cuts across the lines of race, gender, culture, nationality, sexual orientation, class and age.

The article 19 of the UN CRC defines violence as “all forms of physical or mental violence, injury and abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse.”

Addressing violence in society should start from the family, where children need to be raised with positive discipline in order to grow up in healthy and responsible citizens capable of resolving issues in a non-violent way.

Corporal punishment is defined by the UN Committee on the Rights of the Child as “any punishment in which physical force is used and intended to cause some degree of pain or discomfort, however light.” Corporal punishment of children is a violation of their rights. Countries which have ratified the UN CRC are legally obliged to prohibit and eliminate all corporal punishment of children in all settings, including the home. Montenegro has recently prohibited corporal punishment by law.

However, legal reform is not enough, as countries need to adopt norms against violent child discipline for the legislation to be fully implemented. Therefore, UNICEF and the Government of Montenegro will launch a campaign with the aim of raising awareness about the harmful consequences of violent child discipline and about the alternatives – positive child discipline. The campaign should, in the long run, lead to the creation of a new social norm that is against violent child discipline in Montenegro.

Quantitative and qualitative research on this topic is ongoing. This research will serve as a basis for UNICEF Montenegro to develop the campaign communication strategy.

2. Purpose and Objective

Institutional, national consultancy to provide support to the communication for development for UNICEF Montenegro in 2017 with a particular emphasis on the preparation of the campaign on violence against children

3. Methodology and Technical Approach

A detailed work plan with time frame will be developed and agreed with the supervisor.

4. Activities and Tasks

The consulting agency will provide technical support and assistance in the preparation of the campaign on violence against children in Montenegro to be launched at the end of February 2017.

Based on instructions and guidance from UNICEF communications, the consulting agency will:

- Work with the designer of the selected campaign logo on producing the campaign brand-book
- Work with the consultant-expert and campaign partners to prepare and finalize campaign key messages and Q&A
- Work with the campaign partners to develop a spokespersons list
- Support UNICEF to organize a PR training for campaign spokespersons
- Work with the Social Media Consultant to finalize the campaign social media plan for the first month of the campaign
- Draft and finalize a scenario for an animation of the research key findings and work with the consulting agency for animations to produce it
- Support translation and adaptation of UNICEF global campaign materials
- Support preparation and organization of the campaign launching event (PR and event organization support)

5. Deliverables and Timeframe

- Campaign successfully launched by February 27, 2017

Start day: **January 11, 2017**

End date: **February 27, 2017**

Duration: 1.5 month

6. Management and Organisation

The consulting organization will be working under the supervision of the Communication Officer, who will provide strategic direction and relevant background materials and link the consulting agency with partners and other consultants/consulting agencies depending on the needs.

The assignment will commence on January 11, 2017 and will be completed by February 27, 2017.

7. Qualifications required for the task:

- Minimum of 2 years of experience in communications
- Experience in communication for development is an asset
- Experience in communication on child rights issues is an asset
- Excellent written and spoken English and Montenegrin
- Ability to analyse and interpret research data
- Highly organized with ability to work quickly and efficiently as part of a team

The potential contractors are expected to submit a proposal based on these Terms of Reference.

The proposal should contain:

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The performance of the contractor will be evaluated against the set of standard indicators such as: whether all goals outlined in the ToR are met; whether deadlines established by ToR are met; technical and professional competence demonstrated; quality/quantity of work and deliverables, demonstrated initiative, responsibility, work relations, and communication.

8. Budget and Remuneration

- **Consultancy fee**

Proposals are invited based on these Terms of Reference.

- **Payment schedule**

The payments will be made upon successful completion of the deliverables and submission of invoices.

- **Recourse**

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

