

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT
Edutainment Programme Coordinator
Individual Consultant

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Egypt COUNTRY OFFICE
Purpose of consultancy:	<p>Egypt is the most populous country in North Africa and the Arab world, the third-most populous in Africa (after Nigeria and Ethiopia) and is currently facing a "youth bulge" . Egypt's national population growth is straining the country's economic, environmental resources and presents a challenge to the country's efforts to halt the deteriorating socio-economic situation. From 2006 to 2017, the population grew by 22.8 million, from 72 million to 94.8 million with a current growth rate of 2.4 percent per year. In absolute terms, the population of Egypt has increased by over 20 million in in just 10 years. This steady increase threatens to hinder all development efforts with major implications on quality of life and on basic services including education, health, housing, and water.</p> <p>The distinction between unmarried and married youth is particularly relevant in the Egyptian context, as generally unmarried youth are excluded from assessments related to contraception since they are considered not being sexually active. Despite contraception and family planning services are readily available to all married women, a high contraceptive usage discontinuation rate and a host of barriers have ensured that greater efforts are required. These barriers are mainly the lack of follow up on medical care, lack of awareness on the use of contraceptives and lack of education on different types of contraceptives. Recent analysis indicates that there are approximately one million unwanted and/or mistimed pregnancies every year and 79.5% of all married youth are not using contraceptives . If the current annual population growth rate of 2.5% continues, Egypt's population will hit 120 million in 2030.</p> <p>Addressing this growth would require significant interventions to address and change social norms around the optimum family size, values and habits related to social relations affecting family formation, reproduction, and gender roles.</p> <p>One proven method to reach the target population and increase their knowledge and comfort with contraception and sexual health is through a multi-pronged platform centered on a television program. This model includes a unique television series, which addresses contraception and sexual health, as well as supporting a 360-degree Surround and Engage Platform (360SEP) including, radio programming, peer education, professional opportunities, social media, web, and national support lines.</p> <p>Television and soap operas are key instruments to reach out to a large number of audiences and disseminate key messages in Egypt, particularly for UNFPA's target audience. With a vibrant print and audio-visual content production sector, the media industry in Egypt is well established in the Arab region. Further to that; media consumption and engages with content via multiple digital tools, among them social networks, mobile applications and online videos are critical for youth as these platforms are used as tools to reach societal and lifestyle ambitions .</p> <p>UNFPA Egypt is implementing a comprehensive Edutainment Programme using a 360 Surrounded and Engaging Platforms campaign that is built on the assumption that when demand for family planning (FP) methods increases, the supply rises to meet the demand. Once communities embrace new beliefs about family size, the cycle of demand and supply for contraceptives and "family planning will become an ordinary part of family life."</p> <p>The core of awareness raising will be a trans-media behavior-change entertainment education campaign that combines a TV series, complementary to TV programming, radio, digital, social media, coupled with on-the-ground community mobilization activities with the common aim to disseminate small-family concept messages among communities to increase demand for family planning assistance.</p> <p>This iteration of transmedia behaviour change approach is built on a theory that the main barriers to people using FP services are multifaceted and multilayered, and are reflected in low levels of FP knowledge, anti-contraceptive attitudes, and social norms favoring high fertility. Simply imparting information and increasing knowledge is not sufficient: the messaging must target the beliefs, ideas and feelings that drive behavior and that can remove social barriers and empower people to act.</p> <p>Egypt Country Office will require assistance in Managing the Edutainment Programme</p>

	<p>component in coordination with the Youth, Gender Based Violence, female Genital Mutilation, Reproductive health and population dynamics portfolios within the country office.</p>
<p>Scope of work: <i>(Description of services, activities, or outputs)</i></p>	<p>UNFPA Egypt CO is recruiting Project Manager for its 360-degree Edutainment Programme, inclusive of community-based awareness raising campaigns, capacity building of youth and community leaders and educators on the campaign teaching guides and activation of on-ground activations, and to report to donor agencies supporting the edutainment programme.</p> <p>Under overall guidance of the Representative and direct supervision of the Assistant Representative, incumbent will synchronize the edutainment related activities within relevant programmes & undertake the following tasks:</p> <p style="text-align: center;">1. <u>Edutainment Programme</u></p> <p>Programme Management – Financial, Administrative and Human Resources:</p> <ul style="list-style-type: none"> • Undertake day-to-day management of the programme, including effective programme implementation and documents progress towards the achievement of outputs and specified deliverables (as per attached time table); • Manage the programme budget and facilitate budget approvals and revision processes as per UNFPA policies and procedures; • Ensure appropriate recording and accounting documentation as required by UNFPA and preparation of required financial reports. Facilitate transparent financial management of the programme that is able to stand up to regular audits and evaluation; • Prepare work plans, produce timely reports – financial and progress reports – as required by UNFPA and donor reporting systems; • Ensure that UNFPA rules and regulations concerning finance, procurement and human resources are adhered to <p>Programme Planning, Implementation, Monitoring and Evaluation:</p> <ul style="list-style-type: none"> • Provide support for the entire process of drama development/T.V series for pre-production, production and post- production of the Drama show component of the Edutainment Programme, • Coordinate the review process (integration of UNFPA messages) of TV show and synchronization with UNFPA programmes, • Coordinate online and offline campaigns related to the youth population programme and Maintain close monitoring of campaign materials, • Follow-up on synchronizing edutainment-related programmatic interventions to continuously liaise between capacity building activities (such as training of Celebrities, Journalists and Community leaders) and the 360 –degree campaign, to harmonise messages and coordinate the development of the awareness raising and advocacy components relevant teaching guides, • Coordinate preparations and implementation of the edutainment programme & youth activations (youth awareness campaigns and capacity building) with relevant Programme team members, • Develop timeline for the roll-out of off line Community based awareness raising campaign in collaboration with UNFPA relevant Programme Officers. • Support the Assistant Rep in the formulation, convening and follow-up of the Steering Committee advising the process of the development and endorsement of edutainment Programme components, as well as other relevant platforms for dialogue (targeting youth and under- privileged communities) to drive the change using the edutainment programme and other related advocacy materials. • Develop the necessary strategic documents concerning programme planning and implementation, such as policy papers, concept notes, etc., • Establishment and kick-off of M&E plan with the support of CO M&E team for the Edutainment Programme to ensure adequate quality and timely implementation, • Monitor on regular basis the implementation of the edutainment programme to ensure progress as per the contract commitments, timeline and deliverables (as per agreed-upon time schedule), • Provide regular updates on progress of the edutainment programme to

management (raise implementation & technical concerns) and integrate feedback and direction/direct technical input of management/UNFPA Assistant Representative to the edutainment programme implementation,

- Guide the development of the programme's communication strategy with the support of the Communication team in CO and Programme team members;
- Conduct edutainment programme-related focus groups & testing platforms to ensure the participation and involvement of relevant stakeholders in programme - implementation so that the process is inclusive, participatory and transparent;
- Ensure the timeliness and quality of the outputs as well as timely preparation of reports on achievements and challenges faced within the project;
- Ensure delivery of resources and results according to planned targets;
- Ensure compliance with donors' agreements;
- Promote identification and synthesis of best practices and lessons learned for organizational sharing and learning.

Advocacy, Partnerships and Resource Mobilization:

- Establish and maintain partnerships with stakeholders (government, UN agencies, NGOs, CBOs and donors) through UNFPA CO programme team;
- Support the UNFPA Country Office in Egypt in mobilization of resources for the sustainability of the edutainment programme from different partners, including the preparation of strategies, programme briefs and project documents, organization of regular donor meetings;
- Perform other duties as assigned by management.

Outputs:

- Successful management and delivery of the Edutainment Programme as per the signed Project Documents and agreed upon results and resources framework;
- Timely submission of quality progress reports to UNFPA and donors on the edutainment programme and related activities according to the requirements of the cost-sharing agreements;
- Effective partnership built with national and international counterparts for successful implementation of the programme;
- Lessons learnt, success stories and best practices on Edutainment Approach and Family planning demand generation methods are documented and shared to inform wider policies and programmes in Egypt, as well as UNFPA corporate practice development.

Deliverables (below as per the timetable agreed upon at contract signature/ annex to contract)

- National advisory committee in place & meetings conducted on timely basis to advise the process and validate technical content & messages.
- Developing and kick-off a monitoring and evaluation framework for the 360 campaign, to monitor and evaluate the activities impact.
- Producing 45 episodes in the T.V Drama series and preparations for phase 2 episodes.
- Airing plan for phase 1 of episodes endorsed and implemented,
- Producing and airing of 10 episodes radio show
- 360 SEP Branding finalized and kicked-off (including public areas branding and others)
- online platform
- Social Media Campaign completed & kicked-off,
- PSAs development and finalization,
- Development and finalization of Teaching guides,
- Kick-off the capacity-building programme for trainers in 27 governorates based

	<p>on the teaching guides/Coordinate the implementation of phase 1 of TOT Roll-out,</p> <ul style="list-style-type: none"> • Coordinate the plan for grassroots level peer education sessions and activities to mobilize target communities on family planning and small size families to kick-off in 2020,
Duration and working schedule:	<p>11 months /full time 10 February 2019 – 9 Jan 2020</p>
Place where services are to be delivered:	Cairo, Egypt
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All work will be delivered in electronic form
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Progress reports will be provided regularly at weekly programme team meetings
Supervisory arrangements:	Under overall guidance of the Representative and direct supervision of the Assistant Representative
Expected travel:	NA
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> • University degree in one or more of the following disciplines: Demography, International Development, Economics, Public Administration, Management, Gender, Public Health or any related social science fields; • Extensive international exposure in work in edutainment, interactive theatre, peer education, development of training modules; • Job knowledge and technical expertise – up-to-date knowledge of issues of youth, population and development, networking and advocacy; reproductive health and human rights including women's, young people and reproductive rights; • Dedication to the United Nations principles and demonstrated willingness to work as part of a team; • Excellent interpersonal, communications, negotiation skills, M&E and (financial & technical reporting); • Initiative and sound judgment; • Fluency in English and Arabic is a requirement for this position; <p>REQUIRED COMPETANCIES:</p> <ul style="list-style-type: none"> • Core Competencies: <ul style="list-style-type: none"> • Values/Guiding Principles; • Performance Management; • Developing People/Coaching and Mentoring and Fostering Innovation and Empowerment; • Working in Teams; • Self-Management/Emotional Intelligence; • Communications • Appropriate and Transparent Decision Making; • Analytical and Strategic Thinking and Results Orientation/Commitment to Excellence; • Knowledge Sharing/Continuous Learning • Functional Competencies: <ul style="list-style-type: none"> • Promotes a consistency of messages, common platform and inter-agency collaboration regarding population and development, reproductive health and gender issues; • Conceptual innovation – Demonstrates ability to engage development partners at all levels in conceptual and methodological innovation that is pertinent to the global, national and local context for RH, population, gender and development; • Building strategic alliances- Makes effective use of UNFPA's resources and comparative advantage to strengthen alliances;

	<ul style="list-style-type: none"> • Expert knowledge of own discipline – Possesses expert knowledge of advance concepts in primary discipline, a broad knowledge of related disciplines, as well as an in-depth knowledge of relevant organizational policies and procedures; • Advocacy/advancing a policy oriented agenda; • Innovation and marketing of new approaches;
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	Desk station and computer will be provided by UNFPA
Other relevant information or special conditions, if any:	NA
Signature of Requesting Officer in Hiring Office:	<i>Jumaine Hedhd</i>
Date:	<i>21/1/2019</i>