



TERMS OF REFERENCE

TERMS OF REFERENCE: National communication consultant on population data	
Hiring Office:	UNFPA Moldova Country Office
Background:	<p>UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. Since 1995 UNFPA has been active in the Republic of Moldova, being the lead UN agency in supporting the national Government's efforts in analysing and disseminating population data, in developing and implementing policies and programs on sexual and reproductive health and rights, including cervical cancer prevention, family planning, STIs and HIV prevention, gender-based violence prevention, safe motherhood, including in crises/emergencies context, considering that Moldova is a country vulnerable to various natural adverse phenomena (including floods, droughts, windstorms, heavy snow falls, landslides, and seismic events), being also vulnerable to epidemics due to high density and high population migration rates.</p> <p>Improving the availability and accuracy of disaggregated data stays at the core of the United Nations Partnership Framework for Sustainable Development 2018 – 2022, Outcome 1, underlying that “in the context of the 2030 Agenda, reliable and timely statistics are more important than ever and a strong consensus is now emerging on the need for mechanisms and capacities to measure and monitor SDG implementation once these are nationalized. The availability of data and the empowerment of citizens with voice and opportunities to get engaged in the decision-making processes and use this data play a decisive role in holding governments, businesses, and international organizations accountable for their promises”.</p> <p>In 2021, in premiere the National Bureau of Statistics will launch the revised population number per each locality and migration estimates in the Republic of Moldova, this important achievement has to be vastly mediated in a friendly manner to the general public.</p>
Context and Purpose of consultancy:	<p>Context: In the period of September 2019 – August 2022, UNFPA Moldova and the National Bureau of Statistics, in cooperation with the Ministry of Health, Labour and Social Protection, along with other holders of administrative data or institutions that have the power to influence the decision-making process at Governmental level, are implementing a couple of projects related to the use of administrative data in statistical purposes, as follows:</p> <ol style="list-style-type: none"> 1. “Improve availability of administrative data for tracking progress of the International Conference on Population and Development (ICPD) agenda in the framework of Sustainable Development Goals (SDGs)” project, financed by the India – UN Development Partnership Fund through UN Office for South-South Cooperation 2. “Improving institutional capacity of the National Bureau of Statistics” project, financed by the Swiss Cooperation Office in Moldova and UNFPA. <p>The Projects aim at:</p> <ol style="list-style-type: none"> 1. setting-up an Informational System of Population and Migration Statistics that will unify all administrative data sources and registers in alignment with international regulations and practices on use of administrative data for the purpose of producing official statistics;

2. improving availability of indicators in monitoring the ICPD agenda for tracking the SDGs progress in the Republic of Moldova;
3. improving the institutional capacity of NBS in production of sex- and age-disaggregated usual resident population and migration estimates at sub-national levels;
4. strengthening the institutional capacities of NBS in demographic data processing and in modernisation of population data collection.

All these activities rely on access to the administrative data, and the use of it for statistical purposes. The informational system will collect data from all available administrative sources which include content relevant for producing official statistics regarding the population and its characteristics, vital events, and migration. Specifically, the Projects would operationalize the exchange of data among NBS and the holders of administrative registers/informational systems, using specific standards and protocols, in order to enable the creation of the SPR by linking numerous administrative data sources (including personal information) and integrating them into a unique database. This will enable the production of timely, reliable and internationally comparable demographic statistics, including internal and international migration, annual usual resident population estimates by ages, sexes and in territorial profile.

For the estimation of the usual resident population counts at sub-national levels and of the international and internal migration, the NBS uses the data from the General Inspectorate of Border Police of the Republic of Moldova regarding the border crossings for the citizens of Republic of Moldova, as well as border crossings of the citizens of other countries to estimate the number of immigrants and emigrants at the national and sub-national level.

In the medium perspective, the informational system should become a cornerstone for preparation of the upcoming Population and Housing Census in 2024 providing insights for potential use of certain administrative sources for either pre-complementation of some Census questions or validation of the Census results. In the long-term, the informational system will support the National Bureau of Statistics in transition from traditional to register-based census and, in combination with the Business Register and the Statistical Dwelling Register, would support a more efficient production of data in different statistical areas via a multi-register-based system.

Purpose of the consultancy:

This consultancy aims to support UNFPA Moldova Project staff to communicate the results of the projects and ensure visibility on social media, develop concepts of various communication products such as TV programmes, publications, and other promotional and informational materials related to the projects progress. The communication consultant will assist the projects’ team to advocate on the projects needs and report on project results in a visually appealing and user-friendly manner for the general public and provide visibility of the NBS work and the support provided by UNFPA, SDC and India UN Development Partnership Fund to the National Bureau of Statistics.

**Scope of work:
(Description of services, activities, or outputs)**

The consultant will work under the overall supervision of the Project Officer on administrative data and statistical population register and in close cooperation with UNFPA Communications Analyst and UNFPA Programme Analyst on PD.

As a minim, the consultant is expected that will provide the following deliverables:

Deliverables	Working days	Deadline
Develop TOR for a media company to develop 35 basic infographics and 4 video graphics on the revised population number and migration estimates	1	15-Jul-21

	Provide support to the development of the RFQ for a media company to support the NBS projects with visibility products (banners, infographics, posters, etc.)	2	20-Jul-21
	Coordinate jointly with selected company, the development of one video spot on the donation of the IT equipment to the NBS (at least 4 interviews)	1	31-Jul-21
	Provide support to the organization of the International Technical Advisory Board on the Law on Census (1-2 social media posts and press-release)	1	10-Aug-21
	Provide support in the organization of a public event to present the population number revised per each locality and migration estimates, develop a press release, coordinate the press release with the NBS press service	4	30-Sep-21
	Conduct a social media campaign on the revised population number and migration estimates (teasing of the revised population number and migration estimates)	2	15-Oct-21
	Support the Project officer in organization of a "virtual / live edit-a-thon" with journalists / students of journalism / designers to develop informational materials / publication / video or infographics on the revised population number and estimated migration at sub-national level	5	31-Oct-21
	Coordinate the development of 35 basic infographics on population changes for each rayon of the Republic of Moldova	10	15-Nov-21
	Coordinate the development of a set of 4 video graphics for each region of the Republic of Moldova showing the trends in the demographic changes based on population number with usual residence	4	30-Nov-21
	Build partnerships with at least 5 local (rayon mass media) to facilitate the publication of articles on the impact of revised population numbers on budget planning, health & social services, etc.	3	30-Nov-21
	One Tweet & Facebook post per week on UNFPA Moldova FB and Twitter to promote the India-UNDPF Project	6	31-Dec-21
	One Tweet & Facebook post per week on UNFPA Moldova FB and Twitter to promote the SDC Data Project	6	31-Dec-21
	Monthly report with description of all deliverables	3	31-Dec-21
Duration and working schedule:	<p>01 July 2021 – 31 December 2021, up to 45 full working days.</p> <p>The activities under the present assignment will commence on 01 July 2021 and conclude by 31 December 2021. The volume of consultancy has been estimated at up to 48 full working days.</p> <p><i>Note: The mentioned number of working days has been estimated as being sufficient/ feasible for the envisaged volume of work to be completed successfully and cannot be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by UNFPA would be the only criteria for the Contractor's work being considered completed and eligible for payment/s.</i></p>		

Place where services are to be delivered:	The work will be performed home-based and/or in the UNFPA Office at National Bureau of Statistics premises.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All the deliverables should be consulted with the UNFPA Project Officer and UNFPA Communication Analyst. The consultant will be assisted by the UNFPA Project officer on administrative data and statistical population register.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The format of the reporting will be agreed with UNFPA.
Supervisory arrangements:	The consultant will work in close cooperation with Project Officer on administrative data and statistical population register under the overall supervision of UNFPA Programme Analyst on Population and Development. Consultant will also coordinate communication activities with the UNFPA Communication Analyst.
Expected travel:	No travel is expected.
Required expertise, qualifications and competencies, including language requirements:	<p>The UNFPA Moldova Country Office is looking for a National Consultant who has the following competencies and qualifications:</p> <ul style="list-style-type: none"> ● University degree in communication, journalism, social policies, sociology or any other relevant area; ● At least 5 years of experience in project communication, especially in the social field, involving Government, NGOs or development partners. ● Previous experience in working with the National Bureau of Statistics, Ministry of Health, Labour and Social Protection or State Chancellery will be a distinct advance. ● Fluency in Romanian and good knowledge of English is required. Knowledge of Russian is an asset
Inputs/services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	UNFPA will provide the Individual consultant with the necessary information and materials for the fulfilment of tasks.
Other relevant information or special conditions, if any:	<p>Basis of payment: Payment will be done monthly, upon positive evaluation and approval by UNFPA Project Officer of the monthly activity reports. Monthly report will include the number of working days dedicated to achievement of specified deliverables in the ToR or any other deliverable that was requested by supervisor, Communication Analyst or UNFPA management.</p> <p>The ownership of the outputs under this consultancy will remain with the UNFPA Moldova Country Office.</p> <p>Premises for signing the Contract with IC:</p>

	<p>Before signing the Contract with UNFPA, the Individual Consultant is required to pass the following mandatory courses and submit the graduation Certificates to UNFPA:</p> <ul style="list-style-type: none">▪ Protection from Sexual Exploitation and Sexual Abuse https://extranet.unfpa.org/Apps/PSEA2017/▪ Fraud and Corruption Awareness and Prevention https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html
--	--