TERMS OF REFERENCE

ICT Consultant for Celebrity and Business Partnership

‘United Voices for Children’ Project

February 2016

World Vision Germany
AgroInvest Foundation Serbia
ChildPact & its members in Albania (BKTF), Armenia (CPN), BiH (SVC), Georgia (GCCYW), Kosovo* (KOME), Moldova (APSCF), Serbia (MODS)

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Introduction
In October 2013, WV Germany and AgroInvest Foundation Serbia developed a project concept in response to the German Federal Ministry for Economic Cooperation and Development (BMZ) call under its Sozialstrukturträger pilot programme. Under this pilot programme, BMZ is seeking to strengthen civil society, which includes capacity building for civil society networks and coalitions with an emphasis on long-term operational and financial sustainability advocacy. BMZ accepted the application developed by WVG and AIF entitled ‘United Voices for Children’.

The project partners are 7 ChildPact members from the Western Balkans, Eastern Europe and South Caucasus: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, and Serbia. ChildPact with all its 10 members (the 7 mentioned above and Azerbaijan, Romania and Bulgaria) is a beneficiary.

The project aims to contribute to child well-being, protection and rights through strengthening civil society. There are three major expected results: 1. Increased visibility and operational & financial sustainability of the child protection networks; 2. Better policy monitoring by implementing a Child Protection Index; 3. Increased capacity to influence child protection reforms through policy recommendations and advocacy initiatives.

This TOR is referred to the project activity celebrity and business partnerships (celebiz) in the scope of which tailored strategies for business and celebrity engagement will be created and implemented. This activity is connected to result no. 1 (increased visibility), as it seeks to identify an ICT consultant to deliver specific expertise to ChildPact (20% of time) and ChildPact members (80% of time). ChildPact and its members can build together and mutually reinforce their visibility, as ChildPact can provide a platform for national networks to gain visibility at international level, while the national networks provide a platform for ChildPact to be known at national level, so that together these networks and their umbrella organization (ChildPact) reach new and sustainable levels of engagement at national, regional and international level.

I. Executive Summary

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>United Voices for Children</th>
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<tbody>
<tr>
<td>Activities that are object to this ToR:</td>
<td>Providing high level expertise in the ICT field to ChildPact and the national coalitions in regard to the celebiz program; Providing on-the-job mentorship and coordination efforts in the ICT field for the national coalitions, celebiz regional and national consultants in regard to the celebiz program.</td>
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<tr>
<td>Activities start and end dates:</td>
<td>February 2016 – April 2016</td>
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II. Rationale: Background Information

In September 2012, 8 national coalitions from 8 countries in the region signed a Memorandum of Understanding with each other to establish the regional coalition called ChildPact (See http://www.childpact.org/). ChildPact has since officially registered in Romania and expanded its membership to include 10 members. ChildPact is a network of networks. Through its members ChildPact represents approx. 600 NGOs, which work with more than 500,000 vulnerable children.
With a mission to represent the most vulnerable children in policy dialogue at national, regional and international levels, ChildPact offers a way for local and national level civil society to participate in policy and dialogue discussions that affect the region’s children but are often difficult spaces to enter, engage and influence as a singular NGO. ChildPact has four main objectives:

1. Monitor and influence child-related policies at regional and European levels by documenting child protection concerns and advocating for better policies to protect vulnerable children.
2. Strengthen the capacity of its members by actively supporting their expertise development, visibility and credibility at regional and European levels.
3. Advocate for regional cooperation at inter-governmental and civil society level, in order to identify best practices and solutions to common threats to children’s well-being.
4. Raise public awareness of child rights and protection issues at national, regional and European contexts.

III. Terms of reference

a) Introduction
In the last 20 years, governments in our region strived to reform their child welfare and protection systems, but reforms remain incomplete and children remain the most vulnerable members of our society. The transition to democratic governance did not create systemic reforms to end violence against children and this is a shameful failure. To address this failure, in every country child-focused NGOs have come together in child protection / child rights networks to advocate for better lives for children. Civil society networks are crucial for the global effort to end violence against children as they influence policy developments and implementation which lead to more effective programs. But civil society networks / coalitions and many of their members lack adequate visibility, funding and marketing capacity, which leads to gaps in efficiency and to unacceptable delays.

ChildPact believes that ending violence against children is not impossible, but it requires a radical shift in our approaches, along with levels of philanthropic engagement that have not yet been attempted. Philanthropic movements are embryonic in the ChildPact countries, but people who want to help do exist. Similarly, celebrities are occasionally involved with social causes, but many started to systematically and strategically use their influence to raise awareness about what society needs.

b) Purpose
Raise the impact of ChildPact and its members (national coalitions) by creating excellent visibility, communication and marketing materials channelled through the most adequate online and offline channels. Our consultant will be part of a team which includes: a regional celebrity and partnership consultant, national marketing and fundraising consultants (to be hired locally), the ChildPact Secretary General & her team.

c) Outcomes and Outputs
The following major activities are required to realize the ensuing outcomes and outputs:
1. Providing high level expertise in the ICT field to the national coalitions in regard to the celebiz program.
2. Providing on-the-job mentorship and coordination efforts in the ICT field for the national coalitions, celebiz regional and national consultants in regard to the celebiz program.
3. Manage ChildPact’s website, blog and social media channels in support of national coalitions marketing strategy and the celebiz program (20 % of time).

d) Authority and Responsibility
The consultant will hold the ultimate responsibility for the successful realization of the above-mentioned outputs and outcomes. The consultant is expected to:

1) Manage the logistics necessary to collect and review the necessary information, organise work sessions and coordinate the overall communication with the coalitions and celebiz consultants etc.
2) Develop the deliverables within the given time period in clear English. The project staff will offer feedback but will not edit the deliverables.

The project staff (ChildPact, AFS and World Vision) and partners will be responsible for the following tasks:

1) Provide a clear ToR
2) Introduce the Consultant(s) to relevant internal and external stakeholders
3) Provide information on existing documents upon request
4) Be available for guidance and clarifications, etc.
5) Review drafts of required deliverables and suggest necessary changes.
6) Approve final versions of deliverables and make payments accordingly.
7) Provide a template for the consultancy mission report

e) Consultancy Requirements
Consultants will be chosen with the following criteria in mind:

1) Previous experience in a similar role, with a strong preference to experience in connection with the work of ChildPact or/and its members
2) Knowledge of the ChildPact region (Western Balkans, South Caucasus, Eastern Europe), of child protection reforms and child rights networks in the region
3) Fluency in English (writing and speaking)
4) Excellent coordination, technical and communication skills
5) Comfortable interacting with a broad range of people and in different cultures
6) Flexibility with regards to research products: multiple drafts might be needed before final release

f) Time frame
The indicative time frame is provided in the table below. This time frame can be modified according to project needs.

<table>
<thead>
<tr>
<th>Activities</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
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</thead>
<tbody>
<tr>
<td>1 Providing high level expertise in the ICT field to the national coalitions</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>2 Providing on-the-job mentorship and coordination efforts in the ICT field</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>3 A set of recommendations</td>
<td></td>
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<td>x</td>
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<tr>
<td>4 Manage ChildPact’s website, blog and social media channels in support of national coalitions marketing strategy and the celebiz program (20% of time)</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>5 Consultancy mission report</td>
<td></td>
<td></td>
<td>x</td>
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g) Logistics
Consultants will work with their own equipment (ex. laptop, mobile phones, skype equipment, etc.).

h) Product Deliverables
The expected final products are the following:
1. A set of recommendations on how to make the best use of ICT in terms of celebiz engagement for each partner coalition and ChildPact itself;

2. Consultancy mission report.

i) Application and Budget
The budget is based on consultancy bids. To apply for this consultancy / partnership, please send the following documents to Iva Kljakic (iva_kljakic@wvi.org), before February 3, 2016:
- CV(s) of the consultant(s) proposed for the task, with a focus on similar assignments
- A letter of intent
- At least three samples of similar work (videos, animations, websites developed, blogs, etc.)
- A financial proposal which includes the daily fee.

j) Intellectual Property Rights
The final outputs are the joint property of World Vision Germany, AFS Serbia, ChildPact & its members.

k) Appendices
Project summary available here1.

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1 http://www.childpact.org/2015/03/19/three-things-child-protection-networks-need-new-childpact-project-to-address-them/