

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT FOR CENSUS WEB DESIGN FOR LAO PDR

Terms of reference	
Hiring office	UNFPA Country Office Lao PDR
Purpose of consultancy	<p>The UNFPA Country Office, in Lao PDR in partnership with the Lao Statistics Bureau (LSB) wishes to augment and improve public-facing digital communication channels for the 2025 Lao Population and Housing Census. Therefore, UNFPA Lao CO is seeking to hire a consultant to provide technical support for developing a National Census public information website as a satellite site to the LSB website to inform and engage the general public on the upcoming census.</p> <p>The main focus of the work is to develop a simple and easy-to-use, visually attractive website to inform/educate the public on the significance of the national census, and the census process, as well as provide an overview of the census data.</p> <p>To appeal to, and engage as diverse an audience as possible, the site will require multimedia integration, interactivity, and gamification – explaining key concepts related to the census process and its public value in simple, accessible formats.</p> <p>The work will be conducted under the overall coordination and oversight of the UNFPA Policy and Census Coordinator, and close consultation with the UNFPA Country Office Communication Unit and in close coordination and collaboration with the Census IT Unit of the Lao Statistics Bureau (LSB) as a key implementing partner. The consultancy work will be implemented in accordance with the UNFPA’s policies and procedures, as the hiring agency, and in collaboration with national counterparts as required.</p>
Background	<p>To ensure the successful information sharing, publicity and communication of the 5th Population and Housing Census (PHC) in 2025, the LSB recognizes the critical need for a dedicated census website/webpage. As the first digital census in the history of Laos, utilizing CAPI applications (CSPro software) for data collection and satellite imagery for GIS mapping, this marks a significant technological leap forward. With the project document finalized, the census questionnaire and CAPI applications developed, and extensive testing conducted, LSB is entering the final stages of preparation, including a final field test tentatively in May 2025.</p> <p>The census can only succeed with widespread societal support and active participation from various groups. The interaction between LSB, stakeholders, and the broader public is essential to ensure transparency, build trust, and encourage engagement. The UN Principles and Recommendations highlight the importance of targeted communication with three distinct groups: users of census data, participants in census operations, and the general public. In the case of Lao PDR, the international donor community is an additional crucial audience.</p> <p>A dedicated census website in English and Lao is vital to effectively reach and engage these diverse audiences. This platform will serve as the central hub for informing and educating the public about the significance of the national census, detailing the census process, and providing an accessible overview of the census documentation and data. To appeal to a wide audience, the website must be simple, easy-to-use, and visually attractive. It will feature multimedia integration, interactivity,</p>

	<p>and gamification to explain key concepts related to the census and its public value in a straightforward and engaging manner.</p> <p>By providing a comprehensive, interactive, and user-friendly platform, the dedicated census website will play a crucial role in ensuring that all groups are well-informed and actively engaged in the census process, thereby contributing to the overall success of the 2025 census.</p>						
<p>Scope of work</p>	<p>The recruited consultant provides technical support and develops a census microsite as well as the capacity building for government staff to manage and update the census website and census data dissemination platform. The detailed assignment including:</p> <ul style="list-style-type: none"> ● Produce and present a master document containing the proposed designs and wireframes of the satellite site to UNFPA and LSB counterparts for review and approval. ● Develop the satellite site in both English and Lao, ensuring alignment with the designs approved in the master document. Lao text will be provided in accordance with the technical specifications outlined by the consultant. ● Improve the design of the LSB website’s front page by incorporating the 5th Population and Housing Census elements and ensuring a seamless functional link to the newly developed satellite site. ● Develop and integrate value-added content, including quizzes/games and infographics, timer, to enhance public engagement on the website. ● Develop and incorporate a condensed, high-level census data dashboard into the satellite site, ensuring easy access and user-friendly data visualization. ● Create a comprehensive maintenance manual for the satellite site, detailing procedures for upkeep and regular content updates. ● Conduct a capacity-building training session for LSB staff on maintaining and updating the satellite site, including data integration. Perform final updates based on on-site interaction and feedback from staff.. 						
<p>Duration and working schedule, delivery and how work will be delivered</p>	<p>24 working days during the period (February 1 – June 30, 2025)</p> <p>The following table shows a tentative timeline for the deliverables of the TOR. The proposed timeline will be agreed and finalized in discussion with the consultant.</p> <table border="1" data-bbox="440 1312 1495 1822"> <thead> <tr> <th data-bbox="440 1312 1105 1409">Main deliverables</th> <th data-bbox="1105 1312 1300 1409"># of working days</th> <th data-bbox="1300 1312 1495 1409">Tentative dates</th> </tr> </thead> <tbody> <tr> <td data-bbox="440 1409 1105 1822"> <p>1. Master Document and Design Proposal</p> <ul style="list-style-type: none"> ● Develop and present a master document that includes proposed design of the front page of LSB website with functional link to the satellite site and proposed designs and wireframes for the satellite site. This will encompass all elements of the site’s layout, structure, navigation, and interface. ● The document must be submitted to UNFPA and LSB counterparts for review and approval, ensuring the designs are aligned with both functional and aesthetic </td> <td data-bbox="1105 1409 1300 1822"> <p>5 (Remote/ Onsite)</p> </td> <td data-bbox="1300 1409 1495 1822"> <p>Between February 3 to February 14, 2025</p> </td> </tr> </tbody> </table>	Main deliverables	# of working days	Tentative dates	<p>1. Master Document and Design Proposal</p> <ul style="list-style-type: none"> ● Develop and present a master document that includes proposed design of the front page of LSB website with functional link to the satellite site and proposed designs and wireframes for the satellite site. This will encompass all elements of the site’s layout, structure, navigation, and interface. ● The document must be submitted to UNFPA and LSB counterparts for review and approval, ensuring the designs are aligned with both functional and aesthetic 	<p>5 (Remote/ Onsite)</p>	<p>Between February 3 to February 14, 2025</p>
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	<p>requirements. Revisions will be applied as per UNFPA and LSB comments, to the proposed master document.</p> <p><i>Deliverable:</i></p> <p>1.1. Wireframes document created</p> <p>1.2. A finalized design proposal, including the structure, content and layout is in place and approved by UNFPA and LSB .</p>		
<p>2. Microsite Development:</p> <ul style="list-style-type: none"> ● Based on the approved master document, design and develop the census microsite in both English and Lao. ● Ensure that the site’s design and user interface align with the wireframes and structure specified in the approved master document. <p>The content in Lao language will be provided by the LSB, and the consultant will ensure proper integration, design adaption, and technical alignment with the website’s functionality.</p> <p><i>Deliverable:</i></p> <p>2.1. A fully functional and bilingual Trial version of the site developed on LSB infrastructure, ready for testing and launch. .</p>	6 (Remote)	Between February 17 to February 28, 2025	
<p>3. Interactive features and content integration:</p> <ul style="list-style-type: none"> ● Value-added content: Develop and Integrate engaging value added content: <ul style="list-style-type: none"> ○ At least two interactive quizzes/games: these will be designed by the consultant to enhance public engagement and encourage users to explore census-related data in a fun and informative manner. UNFPA and LSB will provide the necessary technical information to develop these features. ○ Timer: integrate a countdown to the census date that will run automatically in the main website page. ● Infographics: design and implement visually appealing, easy-to-understand infographics that simplify complex data for the general public. Ensure that these features are responsive and fully integrated into the site, enhancing its usability and engagement. ● Develop design of advance Release Calendar, Meta data and Questionnaire on the website. <p><i>Deliverable:</i></p> <p>3.1. At least Two interactive quizzes/games, infographics,</p>	4 (Remote)	Between March 3, to March 15, 2025	

	<p><i>timer are developed, embedded within the microsite and approved by UNFPA and LSB.</i></p>		
<p>4. Data integration</p> <ul style="list-style-type: none"> ● Develop and integrate a condensed, high level census data dashboard into the site, that provides users with easy access to key census statistics and insights. ● Ensure user-friendly data visualization and supports various filtering options, allowing users to interact with the data in a straightforward and intuitive manner. ● Ensure the data presentation aligns with the overall website design, and user experience goals. <p><i>Deliverable:</i> 4.1. An integrated and functional census data dashboard with clear, interactive data visualization is developed and approved by UNFPA and LSB for dissemination.</p>	3 (Remote)	Between March 17 to March 29, 2025	
<p>5. Maintenance and manual</p> <ul style="list-style-type: none"> ● Create a comprehensive maintenance manual for the satellite site, detailing the necessary steps for upkeep, troubleshooting, and regular updates. ● The manual should cover the following: <ul style="list-style-type: none"> ○ Procedures for content updates, including adding new census data, articles, and infographics. ○ Instructions for updating and maintaining the interactive quizzes/games and data dashboard. ○ Security protocols, backup procedures, and any technical specifications for site maintenance. <p><i>Deliverable:</i> 5.1. A thorough maintenance manual documenting all aspects of site upkeep and content management.</p>	2 (Remote)	Between April 2, May 15, 2025	
<p>6. Capacity building and staff training</p> <ul style="list-style-type: none"> ● Conduct a capacity-building training session for LSB staff, focusing on how to: <ul style="list-style-type: none"> ○ Independently manage and update content on the microsite. ○ Update and maintain the census data dashboard ○ Perform basic troubleshooting and ensure the site remains functional and up-to-date. 	4 (On-Site)	Between May 15 to May 30, 2025	

	<ul style="list-style-type: none"> • Incorporate practical, hands-on training, allowing LSB staff to interact directly with the site and learn by doing. • After the training, gather feedback from LSB staff and perform any necessary final updates or refinements based on their input. <p><i>Deliverable:</i> 6.1. A comprehensive training session with accompanying materials and post-training updates based on feedback.</p>		
	<p>7. Final Handover and Documentation</p> <ul style="list-style-type: none"> • Ensure all project files, including code, content, design assets, and training materials, are properly documented and handed over to UNFPA and LSB. • Provide any required technical support post-launch for a specified period, ensuring a smooth transition for LSB staff to independently manage and update the microsite. <p><i>Deliverable:</i> Complete project handover package, including all source files and documentation.</p>		May 30, 2025
<p>The deliverables will be submitted in English, in electronic format. The exact dates of delivery will be decided in discussion with the selected consultant, and LSB.</p> <p>A detailed working schedule will be discussed and set through consultation with the recruited consultant.</p> <p>The workshop materials and the presentation files should be submitted to UNFPA at least 7 days before the events to review and translate into Lao language if needed.</p> <p>Payment modality:</p> <ul style="list-style-type: none"> • First Installment: 40% of total contract amount upon completion of the deliverable 1, 2 and 3 by March 15, 2025 • Second Installment: 60% of total contract amount upon the completion of deliverable 4, 5 and 6, by June May 30, 2025. <p>In addition to the consultancy fee, any travel costs related to this consultancy including air tickets, Daily Subsistence Allowance (DSA), terminal, and visa fees will be reimbursed upon completion of the mission, submission of F10 claim form, and in line with UNFPA rules and regulations.</p>			

Monitoring and progress control	Milestones and timelines for the assignment will be agreed upon at the beginning of the contract. UNFPA will provide periodic follow-up and monitoring based on the working schedule to ensure timely delivery of the tasks as well as timely mitigation of any unexpected obstacles.
Technical Supervision	The selected consultant will work under the overall supervision of the UNFPA Policy and Census Coordinator, and in close collaboration with the P&D and Communication Units as well as the Lao Statistics Bureau (LSB). The consultant may collaborate with the UNFPA’s Regional Technical Advisers in the Asia and Pacific Office if needed.
Place of assignment	<p>The consultant is expected to perform this work on a hybrid modality including remote working and on-site mission. The consultant will travel to Lao PDR to facilitate the training and handover of the site.</p> <p>For remote working, the consultant is expected to engage with the UNFPA team via online meeting platforms and technical discussion.</p> <p>UNFPA will provide office equipment and environment for the consultant as per the UNFPA’s rules and regulations during the consultant’s mission to Lao PDR.</p>
Expertise, qualifications and competencies, including language requirements	<p>Qualifications and Experience</p> <p>Lao national and international web designers are welcomed to submit their interests but must process following qualifications</p> <ul style="list-style-type: none"> - Degree in Computer Science, Digital Multimedia Design, Data Visualization, Development or other relevant fields. - With a minimum of extensive work experience in Computer Science or Digital Multimedia design, the consultant is required to submit previous examples of visualization work done through software, ability to design training workshops and provide mentoring support to the government especially at the beginning of the launch of the dashboard. - Demonstrated experience in database development and management - Developing Dashboard of M&E framework of policy of programme - Especially knowledge of dashboards front end design (distribution and customization of elements) - Ability to work independently in a cross-cultural environment and demonstrated capacity to build strong relationships with local counterparts. - Advanced IT skills – ability to solve and trouble-shoot IT issues independently or with limited guidance and support; - High-level communication skills especially for transfer of knowledge. - Excellent English speaking and writing skills. <p>Core competencies</p> <ul style="list-style-type: none"> - Integrity/Commitment to UNFPA's Values and Guiding Principles; - Teamwork/Communication/Self-Management; - Knowledge Sharing and Continuous Learning.

	<p>Functional Competencies</p> <ul style="list-style-type: none"> - Conceptual innovation in the provision of technical expertise; - Job Knowledge/Technical expertise. 			
<p>Recommended Presentation of Proposal</p>	<p>N/A</p>			
<p>Other relevant information or special conditions, if any:</p>	<p>The consultant shall complete the following on-line training courses and submit the certificates to UNFPA before signing the ICC:</p> <ul style="list-style-type: none"> ● BSAFE, Link: https://training.dss.un.org/course/category/6 ● Fraud and Corruption Awareness and Prevention: https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html ● PSEA (Prevention of Sexual Exploitation and Abuse): https://extranet.unfpa.org/Apps/PSEA2017/story_html5.html?lms=1 <p>Annex:</p> <ul style="list-style-type: none"> ● Population and Housing census proposal 2025 ● Census Communications Strategy <p>The budget for this assignment will be charged under COA:</p> <table border="1" data-bbox="440 909 1516 982"> <tr> <td data-bbox="440 909 800 982">Project ID: LAO07DPD</td> <td data-bbox="800 909 1175 982">Activity ID: CENSINT3/ACT 3.3</td> <td data-bbox="1175 909 1516 982">Fund code: AUB38</td> </tr> </table>	Project ID: LAO07DPD	Activity ID: CENSINT3/ACT 3.3	Fund code: AUB38
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