

TERMS OF REFERENCE FOR INDIVIDUAL CENSUS COMMUNICATION AND PARTNERSHIP CONSULTANT

Terms of reference	
Hiring office	UNFPA Country Office Lao PDR
Purpose of consultancy	<p>The UNFPA Country Office in Lao PDR is seeking to hire a census communication consultant to provide technical support to the Lao Statistics Bureau (LSB) in the rollout of the 2025 population and housing census communication strategy/plan including the technical and programmatic support to:</p> <ul style="list-style-type: none"> ● Implement the Census Communication Strategy to create engagement and visibility; ● Contribute to the internal and external branding of the census; ● Contribute to creation and design on the census materials; ● Organize census media and advertising activities as needed; ● Improve partnerships for the census; ● Plan and implement advocacy and resource mobilization efforts/events to close the funding gap of the census; ● UNFPA Communication/Partnership Unit to improve and scale up communication initiatives in various areas as needed; <p>The consultant will work under the overall supervision of the UNFPA Policy and Census Coordinator, and collaborate closely with UNFPA Communication and Partnership Team, UNFPA Population and Development Team, Lao Statistics Bureau and other external consultants involved in the preparation of the census, ensuring consistency between the census instruments including the census communication strategy/plan and related activities.</p> <p>The work will be conducted in accordance with the UNFPA’s policies and procedures, as the hiring agency, and in close collaboration with the Lao Statistics Bureau (LSB).</p>
Background	<p>The Lao Statistics Bureau is in the final year of preparation for the 5th Population and Housing Census (PHC) scheduled in 2025. The 5th Population and Housing Census of Lao PDR is the first digital census in the history of census taking in Laos using CAPI applications (CSPro software) for data collection and satellite imagery for GIS mapping.</p> <p>The census project document was finalized, and the draft of the census questionnaire and CAPI applications was developed in 2023, and tested several times during the past few months. In line with the census timeline, LSB conducted the pilot census in May-June 2024. All the census instruments and procedures including the draft census communication plan/activities have to be ready and tested during the pilot census, and have to be finalized after the pilot and be ready for the actual census in 2025.</p> <p>The census can only be accomplished successfully if all groups in society give their support. The interaction between the LSB, the stakeholders and the wider public is important to gauge the opinion of society on the census. The UN Principles and Recommendations discern three distinct target groups for the publicity and communication campaign:</p> <ol style="list-style-type: none"> 1. Users of census data



	<p>2. Persons and institutions participating in the census operations.</p> <p>3. General Public</p> <p>In the case of the Lao PDR, the international donor community can be added as a fourth group. A different communication approach and tools have to be adopted for each of these groups. The general public will have to be aware and informed to cooperate with the census and provide accurate information. This will need an extensive publicity and awareness raising campaign in which the purpose of the census is explained. It is essential that the publicity campaign is nationwide and reaches all groups in the lowest administrative areas including the villages, using the capacity of Districts and Villages Offices for awareness raising, educating, encouraging and acknowledging the citizens' collaboration with the census enumerators.</p> <p>Given the importance of this process and taking into account limited technical capacities in LSB, specially in the implementation and finalization of the communication plan, there is an urgent need for external technical expertise to assist the entire process and ensure timely and quality rollout of this important plan with a focus on preparation for the pilot census.</p> <p>The UNFPA CO, therefore, plans to recruit an international consultant to provide technical support to LSB in development of the census communication and publicity tools in line with the existing plan to ensure the relevance to the context and target audiences, and eventually timely and effective preparation for the census in 2025.</p>
<p>Scope of work</p>	<p>In line with the Project Document of 5th PHC, and the Census Communication Strategy/Plan, the consultant will provide overall technical support and guidance to LSB for further preparation of the census communication tools, implementation of communication activities. In collaboration with UNFPA technical staff and LSB the consultant will provide technical guidance and support to:</p> <ul style="list-style-type: none"> → Develop comprehensive communication tools, activities, materials and events in line with the communication plan to ensure various target groups are informed about the census. → Improve effective communication and partnership approaches to target stakeholders such as policymakers, government officials, students, journalists, youth, women, the private sectors, NGOs, and development partners to engage them in the census activities. → Strategy, vision, and implementation of activities aiming to promote engagement, understanding, and utilization of population-related data, leveraging data visualization, graphic design, multimedia, and public speaking skills to enhance public outreach on population dynamics and the demographic dividend. → Collaborate closely with country office staff, the UN system, government entities, development partners, and civil society organizations to ensure visibility and publicity campaigns for the Population and Housing Census. → Collaborate and provide technical guidance to the UNFPA Communication Unit to scale up and improve the communication and partnership initiatives as needed.



The census Communication Activities will be implemented based on the Census Communication Plan and should include the following elements: media products, graphic products, social media promotion and public events i.e. gamification for youth, and online/offline platforms for data dissemination and publicity.

To evaluate the impact of the communication activities, the plan should also include the monitoring and evaluation methodology mentioning the key performance indicators, including indicators for key targeted audiences and communication channels. In addition, each component of the plan should have an estimated budget, including detailed calculations for each media product and activity based on the census overall budgeting tool.

To ensure consistency and synergy between various census operation activities, the consultant should work in close collaboration and coordination with other technical consultants including the consultant on Census Operations, GIS mapping, Quality Assurance/Control, Data Processing as well as the consultant on Genderizing the Census.

UNFPA Policy and Census Coordinator will facilitate and coordinate the discussion and exchange between the external consultants to ensure synergy between various census activities and consistency in census operation and preparation.

Main Expected Outputs:

1. PHC Monthly Communication Action Plan is developed and implemented:

- **Increase public awareness and understanding of the PHC.** This is achieved through identifying the right communication channels and messages for different audiences, developing engaging materials (reports, representations, social media content), and utilizing effective dissemination strategies (online platforms, media outreach).

2. Partnership:

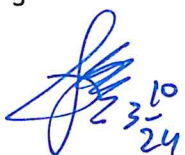
- **Strengthened collaboration between UNFPA, the NSOs, the government, and other stakeholders.** Effective engagement through high-level dialogue, stakeholder briefings, media relations management, and programme coordination will foster a collaborative environment for successful PHC implementation.

3. Advocacy and Resources Mobilization:

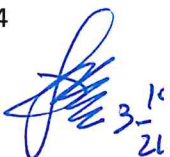
- **Increased support for the PHC from various partners.** Active stakeholder engagement can lead to resources mobilization and contributions to the census programme.

Expected Results:

- Census monthly communication work plan finalized.
- Census communication tools are developed, designed and disseminated.
- Communication campaigns are strategized for both online and offline.
- Census partnerships event organized and implemented.
- Draft outline of online platform/webpage for data dissemination and publicity available, including improved LSB webpage for the census.



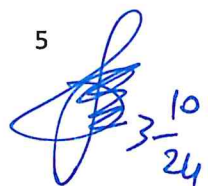
<p>Duration and working schedule, delivery and how work will be delivered</p>	<p>52 working days during the period 21 October - 31 December 2024</p> <p>The deliverables will be submitted in English, in electronic format. Detailed working schedule will be discussed and set through consultation with LSB and the recruited consultant.</p> <p>Payment modality:</p> <p>The payments will be made on a monthly basis upon the submission of the Certificate of Payment (COP) by the end of each month. The payment encompasses both the consultancy fee and Daily Subsistence Allowance (DSA) applicable in Vientiane, calculated according to the number of working days and the duration of stay in Vientiane (including weekends). Should the consultant undertake official missions to provinces other than Vientiane, the DSA rate will be determined by the respective province's rate.</p> <p>In addition to the payment modality outlined, the consultancy package will also cover one roundtrip ticket and terminal expenses. This provision ensures that travel logistics are facilitated, further enhancing the consultant's ability to effectively fulfill their duties.</p>
<p>Monitoring and progress control</p>	<p>Milestones and timelines for the assignment will be agreed upon at the beginning of the contract.</p> <p>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.</p>
<p>Technical Supervision</p>	<p>The selected consultant will work under the overall supervision of the UNFPA Policy and Census Coordinator, and work closely with the Population and Development Team, and Communication Team in the UNFPA Country Office in Laos as well as the UNFPA Regional Advisors in Bangkok. S/he will engage with the LSB team and development partners as needed.</p>
<p>Place of assignment</p>	<p>The international consultant is expected to perform this work on-site in Vientiane Capital, Lao PDR and will be based in the UNFPA Country Office in Vientiane, Lao PDR.</p>
<p>Expertise, qualifications and competencies, including language requirements</p>	<p>Qualifications and Experience</p> <ul style="list-style-type: none"> • Advanced university degree in Public Communications or related fields. • At least 5 years' experience in supporting, advising or working on communication and partnership planning including the work with NSOs in planning, design and implementation of population and housing census communication/advocacy/publicity aspects. • Ability to design capacity development programs, training and provide mentoring support; • Skills in communication production: writing, graphic design, etc • Ability to work independently in a cross-cultural environment, and demonstrated capacity to build strong relationships with local counterparts and donor agencies; • Knowledge and experience with the modern census technologies and approaches/methodologies is an asset. • 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;



	<ul style="list-style-type: none"> • Developing People/Fostering Innovation and Empowerment/Performance Management; • Teamwork/Communication/Self-Management; • Strategic Thinking/Results Orientation and Commitment to Excellence/Decision Making; • 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 should review the following documents:</p> <ul style="list-style-type: none"> • Census project document including budget • Draft Census Communication Plan • Pilot census guideline • Census questionnaire <p>consultant shall complete the following on-line training courses and submit the certificates to UNFPA before signing the ICC:</p> <ol style="list-style-type: none"> 1. BSAFE, Link: https://training.dss.un.org/course/category/6 2. Fraud and Corruption Awareness and Prevention: https://extranet.unfpa.org/Apps/Antifraud/English/story_html5.html 3. PSEA (Prevention of Sexual Exploitation and Abuse): https://extranet.unfpa.org/Apps/PSEA2017/story_html5.html?lms=1 <p>The budget for this assignment will be charged under COA:</p> <table border="1" data-bbox="443 1267 1517 1339"> <tr> <td data-bbox="443 1267 791 1339">Project ID: LAO07DPD</td> <td data-bbox="791 1267 1158 1339">Activity ID: CENSUS DATA</td> <td data-bbox="1158 1267 1517 1339">Fund code: AUB38</td> </tr> </table>	Project ID: LAO07DPD	Activity ID: CENSUS DATA	Fund code: AUB38
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Signature of Requesting Officer in Hiring Office:

Through:	Through:	Approved by:
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<p>Kambiz Kabiri Policy and Census Coordinator</p> <p>DocuSigned by: <i>Kambiz Kabiri</i> 195DBD93942241B...</p> <p>Date:/...../2024 03-Oct-2024</p>	<p>Vilaykham Lasasimma Operations Manager</p> <p><i>[Signature]</i> 3/10/24</p> <p>Date: 03/10/2024</p>	<p>Dr. Bakhtiyor Kadyrov Representative</p> <p><i>B. Dohirov</i></p> <p>Date: 03/10/2024</p>
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