


**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT**  
**Consultancy for developing graphics and media products for**  
**dissemination of population data, UNFPA Maldives**

(Ref: MDV-ToR/2018/01 dated 1/3/2018)

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Maldives Country Office
Purpose of consultancy:	<p><b>Background</b></p> <p>UNFPA together with the National Bureau of Statistics have developed the Population Projections and the Youth Analysis based on Census 2014. Population Projection shows the future trends of the population growth of the Maldives, giving emphasis to the specific age groups such as child population, youth population and working and dependency population and foreigners. Therefore, population projections are needed and are made not only at the national level but also, at the sub-national levels (20 Atolls). The projections are assumptions-based and only indicate what is likely to happen in future. However, these results are expected to provide a useful contribution to the planning and policy-making process as they give some indication of where future pressures are likely to arise and the requirements necessary to facilitate services and facilities for the public and private sectors. This also contribute to national and international effort to collect more accurate demographic data.</p> <p>Drawing largely from the 2014 National Census on Population and Housing, the Thematic Analysis on Youth aims to highlight the characteristics of youth in the country. The report sheds light on demographic, health, wellbeing, education, work and employment aspects of young people. The analysis also provides useful information that will allow to plan for future investments to develop the necessary human capital for the 21<sup>st</sup> century. Improving human capital requires sound investments in socioeconomic and good governance policies.</p> <p>Maldives continued high social spending (including for youth, health, and education) yet, the report highlights the need to assess the quality of current investments to address the gaps to take the best out of the population dividend period.</p> <p><b>Purpose</b></p> <p>Produce an animated video and related communication material depicting the results of the Youth analysis and Population Projections. The analysis to be used as an advocacy tool targeted to policy makers and other planners highlighting the changes that has come in the Maldives population, and the socio-economic changes that takes place with regard to different age groups specifically youth population. The assignment will be to present a set of statistical numbers and graphs in a visually attractive manner through both mass media and social media for the policy makers and the general public.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<ul style="list-style-type: none"> <li>• 1 animated video reflecting the findings of "Population Projection of Maldives (2014 - 2054)" and "Youth Analysis" with the duration of max. 3 min in HD format 1080/50 in specific deliverables:               <ul style="list-style-type: none"> <li>- 2x Apple Pro Res 422 QuickTime or 422 GQ versions delivered on a hard drive or if possible a USB flash drive (depending on the size), one with subtitles in English and the other in Dhivehi.</li> <li>- In addition, a H264 compressed version of the video of both versions listed above shall be delivered on the same hard drive or USB flash drive if possible.</li> <li>- The audio must be delivered on 4 tracks. Track 1 and 2 full stereo mix. Tracks 3 and 4 music and effects un-dipped.</li> <li>- Submit 3 copies of the video at full resolution. One with subtitles, the second one clean and the third copy to running time code on screen time.</li> </ul> </li> <li>• 2 Radio Spot;</li> <li>• Layout and design of the Population Projections Report (approximately 168 pages – 68 pages texts and graphs with 100 pages of tables);</li> <li>• 2 informative / educational leaflets;</li> <li>• 12 info graphics for social media for Facebook and Twitter Covers;</li> <li>• Interactive Quiz</li> </ul> <p>(Note: All content will be made available by NBS with the assistance from UNFPA)</p>
Duration and working schedule:	1 month
Place where services are to be delivered:	United Nations Population Fund, 3 <sup>rd</sup> Floor, Shinetree Building, Maafannu Boduthakurufaanu Magu, Male' 20184

<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>The consultancy will be undertaken homebased one month from the award date of the contract. The work should be delivered electronically.</p>
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>The Consultant will be briefed and debriefed by NBS and UNFPA, and is expected to keep in close contact via email, Skype, etc.</p>
<p>Supervisory arrangements:</p>	<p>The consultancy will be managed by UNFPA Country Office.</p>
<p>Expected travel:</p>	<p>None</p>
<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p>Primary expertise required: Communications, editing, graphics design</p> <p>Functional Competencies</p> <ul style="list-style-type: none"> <li>• Completion of secondary level education and/or basic university degree in desktop and graphics design, video editing and animation, communication, journalism, health promotion, public relations and/or related discipline would be desirable.</li> <li>• 3 years' experience preferably in communication, prints and broadcast media with a focus on development, health or gender equality promotion.</li> <li>• Proficiency in desktop publishing (Graphic designing – Illustrator/Photoshop).</li> <li>• Ability to edit and present documents in a manner that is correct, effective and easy to read without compromising the information of the author.</li> <li>• Familiarity of UNFPA's areas of work and knowledge of UN terms, language and writing standards is highly desirable.</li> <li>• Excellent proficiency in English including excellent writing and editing skills.</li> <li>• Strong research and excellent writing skills in English</li> <li>• Excellent organizational skills</li> <li>• Experience in producing corporate products</li> <li>• Demonstrated ability to meet deadlines and work under pressure</li> </ul> <p>Behavioural Competencies</p> <ul style="list-style-type: none"> <li>• Ability to be flexible and respond to changes as part of the review and feedback process;</li> <li>• Strong interpersonal skills, able to communicate and work with diverse people</li> <li>• Participate effectively in team-based, information-sharing environment, collaborating and cooperating effectively with others;</li> <li>• Focus and result oriented.</li> </ul>
<p>Inputs / services to be provided by NBS and UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<p>Consultant:</p> <ul style="list-style-type: none"> <li>• Fulfil the stipulated in the contract and the ToR through review of documents, email communications, Skype calls and meetings</li> <li>• Maintain close contact by email with UNFPA</li> <li>• Communicate any complications regarding the assignment as soon as possible</li> <li>• Identify relevant photos from UNFPA photo library and take new photos if necessary as per the UNFPA ethical guidelines</li> </ul> <p>NBS:</p> <ul style="list-style-type: none"> <li>• Briefing and debriefing</li> <li>• Providing the contents for the graphics/media products.</li> <li>• Commenting and Reviewing final product on a timely manner.</li> </ul> <p>UNFPA Maldives:</p> <ul style="list-style-type: none"> <li>• Monitor and facilitate the progress of the assignment</li> <li>• Review and provide comments to the deliverables in a timely manner</li> <li>• Facilitate necessary contacts</li> <li>• Provide UNFPA Corporate style guide</li> <li>• Provide stories and details of the completed work and plan for the future</li> </ul>

Other relevant information or special conditions, if any:	The other conditions that may apply in the undertaking of the assignment include:  Basis of payment: Payments based on acceptance of all the deliverables.  Format of outputs: Editable electronic form  Language of reports/publications and other documentation and working language in country of assignment: English  Ownership of output: NBS/UNFPA
Signature of Requesting Officer in Hiring Office: Ritsu Nacken, Country Director, UNFPA Maldives  Date: 01/03/2018	