

## TERMS OF REFERENCE

### *Local Contractor for Census 2022 Communications*

*(MDV-ToR/2022/04 Dated: 27 Dec 2021)*

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Contracting Office:	UNFPA Maldives Country Office
Purpose of Contract:	<p>UNFPA as the population data agency has provided technical support in the collection, processing, analysis, dissemination and use of census data for development in many countries. In the 2020 census round, UNFPA's key areas of support include Geographic Information Systems and data processing experts, operations support, and training and developing technical and operation guidance tools.</p> <p>As Maldives Bureau of Statistics (MBS) embarks on the preparation for census 2022, timely information and awareness is crucial to ensure the participation of everyone in the population and housing census.</p> <p>The communications strategy for the Census 2022 focuses on creating wider public awareness on the importance of the census, as well as the activities and events, with targeted messages for the key demographics including children, youth, elderly populations, persons with disabilities, migrant workers, as well as women and men.</p> <p>Hence, UNFPA Maldives is seeking a local contractor to develop the communications plan and assets in line with the communications strategy and conduct the overall communication campaign regarding Census 2022.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p><b>Scope and diversity of assignment:</b></p> <p>The assignment will require the Contractor to work closely with the country team in achieving the following deliverables:</p> <p><b>Specific milestones:</b></p> <ul style="list-style-type: none"> <li>● Quarter 2 of Census Communications (January - April 2022)               <ul style="list-style-type: none"> <li>○ 1 (one) informational video (90 seconds) targeted to the general public addressing the key message that Demographic, Disability, Education, Migration, Employment, Nuptiality and Fertility information will be collected at Census 2022.                   <ul style="list-style-type: none"> <li>- 4 (four) 20 second clips developed from the above video To make the video more attractive 3D animations and text can be used along with videos.</li> </ul> </li> <li>○ 1 (one) informational video (60 seconds) targeted to entrepreneurs and companies regarding the economic census 2022                   <ul style="list-style-type: none"> <li>- 2 (two) 20-30 second clips trimmed from the above video for posting to social media.</li> </ul> </li> <li>○ 1 (one) informational video (30 seconds) targeted towards recruiting enumerators for Census 2022.</li> </ul> </li> <li>● Quarter 3 of Census Communications (May - August 2022)               <ul style="list-style-type: none"> <li>○ 1 (one) informational video (60 seconds) targeted to multiple groups on the population and housing census and the economic census 2022)                   <ul style="list-style-type: none"> <li>- 2 (two) 30 second clips trimmed from the above video</li> </ul> </li> </ul> </li> <li>● Quarter 4 of Census Communications (September - October 2022)               <ul style="list-style-type: none"> <li>○ 1 (one) informational video (60 seconds) targeting the general public with the Census 2022 reference time.                   <ul style="list-style-type: none"> <li>- 2 (two) 30 second clips trimmed from the above video</li> </ul> </li> </ul> </li> </ul>

	<p><b>Deliverables:</b></p> <ol style="list-style-type: none"> <li>1. Development of a communications plan in line with the Census 2022 Communications Strategy</li> <li>2. Regular posting to social media platforms (Facebook, instagram, twitter, tiktok and viber) in line with the developed communications plan.</li> <li>3. Development of 5 informational videos as detailed above.</li> <li>4. Trimmed versions of the videos prepared for posting to social media (detailed above)</li> <li>5. Development of radio commercial versions of the informational videos.</li> <li>6. Development of 30 infographic assets for sharing through social media platforms (including facebook, twitter and viber)</li> </ol> <p><b>Confidentiality:</b></p> <ol style="list-style-type: none"> <li>7. The Contractor will have access to confidential data. Sharing these data with the third party is strictly prohibited.</li> </ol>
Duration and working schedule:	January - October 2022. Working schedule to be finalized at the time of contracting.
Place where services are to be delivered:	Services to be provided home-based, in close coordination with the Maldives Bureau of Statistics (MBS).
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Milestones, outputs and deliverable target dates will be finalized upon recruitment.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The Contractor will be briefed and debriefed by UNFPA and the Maldives Bureau of Statistics and is expected to keep in close contact with both agencies via email, zoom meetings, viber and other communication.</p> <p>The Contractor will be responsible for the quality and timeliness of the outputs, but will receive support from Maldives Bureau of Statistics.</p>
Supervisory arrangements:	The contractor will be managed by UNFPA Country Office/ MBS; the output will be assessed by the Maldives Bureau of Statistics and UNFPA.
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<p>Primary expertise required:  Expertise in communications or related fields especially in social media marketing, graphics design and videography/editing.  Experience in the population and development field will be an added advantage.</p> <p>Work experience:  Prior experience in running national-level marketing campaigns will be an added advantage.</p>

<p>Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<p><b>Contractor:</b></p> <ul style="list-style-type: none"> <li>● Fulfil the stipulated in the contract and the ToR through review of documents, email communications, zoom/Skype calls and meetings</li> <li>● Maintain close contact by email with MBS and UNFPA</li> <li>● Communicate any complications regarding the assignment as soon as possible</li> <li>● Provide contact details that allow MBS and UNFPA to get in contact with the contractor’s staff/personnel assigned for the assignment at any time during the contract.</li> </ul> <p><b>Maldives Bureau of Statistics:</b></p> <ul style="list-style-type: none"> <li>● Assign a focal point to work with the contractor</li> <li>● Provide the Census 2022 Communications Strategy</li> <li>● Provide the relevant documents and information as required</li> <li>● Review and provide comments to the deliverables in a timely manner</li> </ul> <p><b>UNFPA Maldives:</b></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>● Make payments upon completion and acceptance of deliverables/milestones</li> </ul>
<p>Other relevant information or special conditions, if any:</p>	<p>The other conditions that may apply in the undertaking of the assignment include:</p> <p><b>Basis of payment:</b> Payments based on acceptance of the deliverables.</p> <p><b>Format of outputs:</b> Editable electronic form, final videos shared with alpha channel in quicktime MOV and MP4 formats.</p> <p><b>Language of reports/publications and other documentation and working language in country of assignment:</b> Dhivehi/English</p> <p><b>Ownership of output:</b> Maldives Bureau of Statistics</p>
<p>Signature of Requesting Officer in Contracting Office: _____ Date: _____</p>	