

# MY CHOICE FOR MY LIFE

## TERMS OF REFERENCE

### KNOWLEDGE MANAGEMENT

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#### Summary of Assignment

The main objective of the assignment is to produce two knowledge management documents about Plan International's *My Choice for My Life* Project. The consultant is expected to use project materials and results to develop knowledge management documents that can be shared with project stakeholders, the Canadian public, the international development community and be useful to staff at Plan International, giving visibility to the impact of the project, particularly to celebrate and highlight program pathways to successes as well as lessons learned and best practices.

#### 1. Background on the Project

The shared recognition that promoting gender equality and empowering women and girls is the most effective approach to eradicating poverty around the world, brought Global Affairs Canada (GAC) together with Plan International Ethiopia (PIE) and Plan International Canada to implement the project titled "*My Choice for My Life*". With an ultimate outcome of contributing to the reduction of child, early and forced marriage (CEFM) and poor sexual and reproductive health (SRH) outcomes for adolescent girls and boys in targeted regions of Amhara and Sidama in Ethiopia, the project aims to improve the lives of over 170,000 adolescents. The project is closely aligned with Canada's Feminist International Assistance Policy as demonstrated by its strong focus on the empowerment of women and girls, engaging men and boys, and the realization of girl's rights, especially related to adolescent sexual and reproductive health and rights (ASRHR). It takes a comprehensive, rights-based, and gender transformative approach to closing the gaps in ASRHR and child protection (CP) by addressing demand, supply, and accountability barriers. It is using tested modalities at the individual, household, community and institutional levels to increase girls' agency and decision-making, reduce the high prevalence of CEFM, and enhance demand for and utilization of SRH and protection services by adolescent girls and boys, with a specific focus on girls.

Given the breadth of the project learnings and the wealth of data produced, the services of a consultant are required to showcase project results, learnings and best practices both internally within Plan International, and with external stakeholders.

#### 2. Purpose of the Consultancy

In order to capture the success and challenges of the *My Choice for My Life* project, the consultant is expected to produce knowledge management products that can be used to showcase the impact of the project as well as overall implementation approaches, lessons learned and best practices by combining text, photos, tables, infographics and stories of change.

The main objectives of these documents are to showcase key programmatic approaches and results in addressing the root causes of gender inequality and harmful social and gender norms that perpetuate CEFM and poor SRH outcomes; to position PIE as a champion in quality and effective SRHR and CEFM programming; and provide other implementers with concrete strategies and approaches to implement gender transformative, adolescent SRHR/CEFM programs. It will focus on key successes of, and lessons learned from the programming, describing programmatic interventions, partnerships with local organizations, government entities and community stakeholders, and profile project participants using the Project's Gender Equality Strategy as a framework. Target audiences include Internal Plan International staff, other development practitioners, Global Affairs Canada and researchers and academics.

### 3. Key Activities and Deliverables

Key deliverables expected of the consultant may include but are not limited to:

- Review the background documents, materials, data, media content, etc. provided by Plan International Canada to obtain a better understanding of the goals and context, with a focus on ASHR and CEFM.
- Meet with relevant team members to discuss the potential approach using available content and develop a detailed work plan identifying timelines, activities and certain deliverables for the period of assignment in consultation with Plan International Canada and submit for approval.
- Synthesize project materials including data, stories of change, lessons learned, project reports and more into coherent, reader-friendly content in the form of two knowledge management pieces, approximately 30 pages each:
  1. Project implementation approaches, best practices and lessons learned document, using the framework of the Project's Gender Equality Strategy.
  2. Results report, showcasing the Project's successes in an easy-to-read format that can be shared with various stakeholders.
- Identify and reformulate or adapt stories of change using existing content to develop engaging and compelling stories.
- Write and create content with an emphasis on strong writing, contextualize and design visual content, including text, infographics, and graphs, as well as tailor and package lessons learned and best practices to be communicated to the target audience/stakeholder.
- Supplement the human stories with high quality photos or any relevant multimedia support as appropriate.
- Develop content for infographics or posters for sharing with various stakeholders.

To ensure the delivery of the above tasks, the Consultant will:

- Liaise and ensure constant communication/coordination with focal person at Plan International Canada, regarding all aspects of the assignment;
- Submit draft and final knowledge management documents for review, comments and approval to Plan International Canada as requested;
- Hold consultations with Plan International Canada and Plan International Ethiopia as requested;
- Be responsible to integrate inputs and comments from Plan International Canada and Plan International Ethiopia staff.

### 4. Expected Deliverables and Timeframe

Deliverable/Task	# of Days (estimated)	Tentative Deadline
Contract signed with Consultant	-	February 20 <sup>th</sup> , 2023
<ul style="list-style-type: none"> <li>• Meet with Plan staff to discuss deliverables and expectations</li> <li>• Review of project documents</li> </ul>	3	February 23 <sup>rd</sup> , 2023
Draft outline of Project Implementation approaches, best practices and lessons learned document & submit for Plan approval	2	February 26 <sup>th</sup> , 2023
Integrate feedback on document outlines	1	March 2 <sup>nd</sup> , 2023
Drafting of Project Implementation approaches, best practices & lessons learned document	5	March 8 <sup>th</sup> , 2023
Drafting of results report	4	March 13 <sup>th</sup> , 2023
Integrating feedback from Plan staff on both documents & Finalization	2	March 22 <sup>nd</sup> , 2023
<b>Total Days</b>	<b>17 days</b>	

## **5. Qualifications and skills of Consultant**

- Advanced university degree (Bachelors or Masters) in communications, public relations, linguistics, social sciences, journalism & media or other related discipline relevant to this assignment.
- At least 3 years of experience working to develop knowledge management and/or communications pieces in the context of International Development or similar field for INGOs.
- Excellent writing skills and ability to synthesize information and translate expert knowledge in language that can be understood by a variety of audiences, including non-expert audiences.
- Experience producing content that is related to human rights and/or gender equality or ability to integrate gender equality as a foundational theme across the content.
- Excellent interpersonal and communication skills and ability to establish and maintain strong working relationships with different teams.
- Fluency in English is mandatory.
- Familiarity with the issues related to ASRHR and CEFM would be an asset.
- Ability to produce high quality work under tight timeframes.

## **6. Application Packages and Procedures**

Qualified and interested parties are asked to submit the following to Plan International Canada, c/o [AFitzpatrick@plancanada.ca](mailto:AFitzpatrick@plancanada.ca). Please share this by end of business day (EST) **February 10<sup>th</sup>, 2023**.

1. Letter of interest (in the form of an email)
2. Curriculum Vitae
3. Proposed product and related financial bid
4. Sample project of at least 2 previously relevant publications
5. Names and contact information of three references who can be contacted regarding relevant experience

## **7. Supervision/Management of Assignment**

The consultant will report to the Plan International Canada Program Manager and will work closely with both the Program Manager and Technical Advisors at Plan International Canada. The consultant may be requested to attend calls with Plan International Ethiopia staff, facilitated by Plan International Canada staff.

## **8. Child and Youth Safeguarding**

Plan International is committed to actively safeguarding children and youth from harm and ensuring children's rights to protection are fully realized. Plan International takes seriously the commitment to promote child and youth safe practices and protect children and youth from harm, abuse, neglect and any form of exploitation as they come into contact with Plan supported interventions. In addition, Plan takes positive action to prevent child abusers from becoming involved with Plan in any way and take stringent measures against any Plan Staff and/or Associate who abuses a child. Decisions and actions in response to child and youth safeguarding concerns will be guided by the principle of 'best interests of the child'. All consultants are required to sign Plan International's Child and Youth Safeguarding Policy and adhere to Plan's Code of Conduct.