

## SERVICE REQUIREMENTS/TERMS OF REFERENCE (TOR)

“TO PROVIDE SERVICES AS EVENT ORGANIZER FOR THE PHOTO EXHIBITION AND PRODUCING COMMUNICATIONS PRODUCTS FOR THE WPD2024 CELEBRATION”

### Background Information

Thirty years ago, the International Conference on Population Development (ICPD) marked a pivotal moment, placing people at the heart of global development. This has spurred remarkable advancements in women's reproductive healthcare access, maternal mortality reduction, and gender equality. A silent yet indispensable driver of this progress is data, recognized in the ICPD Programme of Action. Since then, the UN Secretary General's call for a "data revolution" to achieve the Sustainable Development Goals, among other initiatives, has underscored this importance.

Technological advancements and refined data collection have empowered societies worldwide to precisely measure and achieve health-related goals and uphold rights and choices. However, this progress has also unveiled stark disparities. Research from UNFPA's State of World Population 2024 highlights the exclusion of marginalized communities from these advancements. Healthcare access inequality is widening both within and between nations, while maternal mortality prevention has stalled since 2016. In an increasingly uncertain world, reliable and inclusive data are more crucial than ever and must be harnessed to drive progress for all.

World Population Day 2024 presents an opportunity for countries, societies, and policymakers not only to celebrate strides in information gathering and analysis but also to critically evaluate their approaches. Are we asking the right questions? Is our data collection safe and inclusive? Who remains uncounted and unaccounted for?

These questions are particularly pertinent as half the world prepares for elections in 2024. Misinformation-fueled anxieties about demographic changes are shaping political platforms and influencing voters. Rather than succumbing to fear, we must delve deeper into data, utilizing enhanced collection and analysis to build more inclusive and resilient societies and systems.

People's lived experiences cannot be reduced to mere statistics or data points. We are an #8BillionStrong collective of aspirations and dreams. Only by recognizing and counting every individual, in all their diversity, can we truly fulfil the ICPD's vision: a peaceful and prosperous future where rights and choices are enjoyed by all.

On the thirtieth anniversary of the International Conference on Population and Development and UNFPA in Cambodia, UNFPA commissioned five think pieces to take stock of progress and provide future-focused blueprints on how the Programme of Action can be achieved in a world of radical transformation.

For World Population Day 2024, the global theme is “**Embracing the power of inclusive data towards a resilient and equitable future for all**”. In alignment with the Royal Government of Cambodia's pentagon strategy, the Ministry of Planning has adopted the local theme "**Inclusive data, resilient**

**populations building an equitable future for All.”** The celebration of World Population Day 2024 in Cambodia will take place on August 8th, 2024, at CKCC.

### **Objectives**

- **Celebrate Legacies:** Honor the 30-year legacy of MOP and UNFPA's contributions to Cambodia's development, capturing the emotional impact of their work through storytelling and testimonials.
- **Empower Generations:** Emphasize the importance of empowering women and men with lifelong choices regarding pregnancy, childbirth, education, and work, ensuring a fulfilling life for all.
- **Foster Collaboration:** Visually demonstrate the power of collective action by showcasing interactions and collaborations between various stakeholders, including the Royal Government of Cambodia (RGC), Implementing Partners (IPs), donors, Civil Society Organizations (CSOs), youth networks, and citizens.
- **Promote Rights-Based Approach:** Advocate for the adoption of national policies and systems that enhance the livelihoods of individuals throughout their lives, from birth to old age, ensuring a rights-based approach.
- **Harness Demographic Dividend:** Highlight the potential of a healthy and productive aging population, known as the silver dividend, to benefit Cambodian society.
- **Digital Social Media Campaign:** Integrate ICPD30 and the 2024 State of World Population Report core messaging strategy into a digital social media campaign for maximum reach and impact.

### **Key Event Activities**

- **Physical Event:**
  - **Opening Ceremony:** WPD 2024 Celebration on 08 August 2024 at CJCC/CKCC (TBC) with High Level Key Governments Official (DPM – TBC, Ministers, Policymakers, development partners, UN agencies, CSOs, youth leaders/activists/students, and media) – estimated around 300-500 people.
  - **Photo Exhibitions** – Display Stations
  - **National Data and Policy Dialogue** – One moderator and 5 key panelists
  - **Closing Ceremony:** Gathering, Networking and Partnership Opportunities
- **Communications and Knowledge Management Products**
  - Animation Video with voiceover – WPD 2024 PM Statement
  - The 30 years of ICPD30 Journey and Progress in Cambodia – Short Video (5 mins)
  - Photos Exhibition – Printed and Digital Displays
  - I-standee for event key messages/theme
  - Press Release or Op-Ed
  - 2024 SWOP Brochure in English and Khmer
- **Digital Campaign through social media platforms (specific key messages and postcards)**

## **Scope of Work and Deliverables**

Under the supervision of UNFPA, the professional media and advertising agency will be responsible and deliverable for the following:

- 1. Photo Exhibition – Digital Display Stations or Printed Display Stations (Proposed with two different formats – Printed or Digital by provided two different costing):** Creative concept, design and production of exhibition materials and installation and management of displays for whole day.
- 2. Communications and Knowledge Management Products:**
  - **Produce Animation Video:** WPD 2024 PM Statement with voiceover and sign language.
  - **Produce Short Video (5-7 mins):** 30 years of Progress – 30 years of Rights and Choices.
  - **Design and production:** I-standees for event key messages/theme.
- 3. Social Media Plan and Management:** Develop the Social Media Contents Plan to promote all events and key messages on social media including boosting contents to reach younger audiences aged 15-30 and up to 49. Social media performance indicators through UNFPA Facebook page with 300K people reach, increase 2-3k page like and follower, and 30-50k post engagements. Monitoring and reporting on campaign performance.

## **Qualifications and Requirements**

1. Experience working with UN agencies in Cambodia with existing Long-Term Agreement (LTA) preferable;
2. At least five-year experience in organizing events, exhibitions, event management, producing communication and knowledge management products such as (short video documentary, feature stories and other creative videos), and developing messages for social media platform and other media outlets with proven records of organizing fairs.
3. At least three-year experience in youth engagement, sexual, reproductive and maternal health messaging development.
4. Commitment to adhere to UN values regarding ethics, community engagement, diversity, inclusion, equality, and non-discrimination – any others.
5. Demonstrate sound existing platform and networks to ensure wider reach to young people and women across the country.
6. Demonstrate sound technical team and availability to meet the deadline.

The package cost is limited up to 15,000 USD, excluded VAT.