



Title: TEVET awareness and advocacy initiatives
Domain: Technical, Entrepreneurial and Vocational Education and Training
Organizational Unit: Regional Office for Southern Africa
Duty Station: Lilongwe, Malawi
Type of contract: Consultancy
Duration of the contract: February 2019 – January 2020
Application Deadline (midnight, Lilongwe time): **January 14, 2019**
Application to be sent to: r.chadzunda@unesco.org

OVERVIEW OF THE FUNCTIONS OF THE CONSULTANCY

I. Background

The Skills and Technical Education Programme (STEP) is an initiative funded by the European Union which started its implementation phase in January 2017. The overall objective of the programme is to empower the technical, entrepreneurial and vocational education and training (TEVET) sector and its capacity to satisfy the economy's need for professionals through improvement of equitable and gender-balanced TEVET.

The specific objectives of STEP are to:

1. promote equitable and gender balanced access to TEVET;
2. improve the quality and relevance of TEVET;
3. strengthen the governance and management of TEVET regulatory bodies and training institutions.

Under objective 1, there are activities to promote the option of technical colleges to youth and to specifically support the enrollment of young women to technical colleges.

Our current understanding is that, female students are disadvantaged both in formal and non-formal TEVET as more girls drop out of primary and secondary school, with corresponding poor literacy and numeracy skills. The number of girls enrolling in technical and vocational courses at the Technical Colleges between 2013-2015 represents only 27%¹ of total enrolment. It is to be further noted that the majority of females are in Administrative Studies (Secretarial) and Tailoring and Design courses which is perpetuating gender stereotyping that has existed for more than a decade. This trend is largely attributed to a lack of awareness among girls regarding career options, limited boarding availability for girls at technical colleges, and a general perception that skills training would not be attractive to girls.

Similarly, vulnerable students, such as those living with disabilities, those based in remote areas, and those with minimal economic means, are marginalized in the training sector in Malawi and experience large challenges to access appropriate training opportunities.

¹ TEVET Authority enrollment database

The purpose of this proposed activity is to organize outreach events and opportunities to share information about technical training options with students, teachers and parents and to motivate and encourage young women to enter formal and informal technical and vocation training. The events and outreach campaign will be conducted from February 2019 until January 2020.

It is against this background that STEP is hereby inviting interested companies/organizations for the consultancy services listed below.

II. Duties and requirements:

Objectives

1. to organize events and opportunities to share information about technical training options with students, teachers and parents; and
2. to motivate and encourage young women to enter formal and informal TEVET training.

Suggested activities

- 1) Outreach to secondary schools and out-of-school youth groups (including but not limited to information sessions, interactive sessions, presentations). A minimum of 30 events over the course of the year in the central, north, and south regions of Malawi. Particular emphasis should be given to reach extremely rural communities.
- 2) Innovative and effective career counselling initiatives with particular emphasis on raising awareness of technical trades
- 3) Development and distribution of information and communication materials
- 4) Promotion of informal and formal training on mass media and social media

Expected deliverables:

- Workplan and communication plan
- Information and communication materials
- Outreach event agendas
- Photos and videos of all events, media coverage
- Final report

REQUIRED QUALIFICATIONS

EDUCATION

- Members of the proposed team must have a university degree in communication, event organizing, or education, media/journalism or related area.

WORK EXPERIENCE

- A minimum of 5-years-experience in communication, advocacy campaigns particularly in the area of gender equality, technical, entrepreneurial, vocational and educational training and inclusion

SKILLS/COMPETENCIES

- Demonstrable experience in use of social media and media in communication campaigns
- Ability to organize large, effective events
- Ability to reach out to youth, parents, and educators

- A comprehensive understanding of gender equality issues in Malawi, the Malawi education, training and business environment.

LANGUAGES

- Excellent knowledge of English and Chichewa

HOW TO APPLY

- UNESCO will make its decision based on the quality of the information contained in the proposal.
- UNESCO in its sole and absolute discretion reserves the right to:
 - Reject any submissions not complying with the specified information and format.
 - Not base the final decision solely on cost but rather on a balance of quality versus cost.
- Prior to the contract being signed with the organization, these terms of reference and the full scope of work to be executed shall be finally agreed upon in order to address any uncertainties and to ensure that further claims for work not specified do not arise.

Duration and Deadline

- The planned timeframe will be discussed and agreed upon with the organization prior to the review start.
- Applying companies/organizations should be on standby during the period subsequent to the closing date of submission of tenders, as UNESCO might contact them on a short notice to participate in a question and answering session referring to the proposal at the offices of UNESCO in Lilongwe. Applicants could also participate by Skype conference.

Costing and Proposals

- To apply, please send your technical and financial proposals and CVs of the team members), in English.
- The proposals must contain clear indications of:
 - Proposed outline of events, outreach opportunities and media events/coverage
 - Event schedule, time frame and implementation plan
 - Company/Organization's profile, track record and experiences
 - Company/Organizations should provide a list of previous or current clients they served with similar projects. UNESCO reserves the right to contact any clients referenced. If it is a team of Consultants, the proposal must include this information for each Consultant as well as for the team leader and CVs of all.
- The financial proposal must include a detailed lay-out of the costs including the total cost, with specific reference to detailed costs for all aspects of the consultancy including but not limited to fees, travel, event organization, communication and promotional materials. Note that UNESCO does not fund media.
- Any expenses not included in the proposal shall not be entertained, unless mutually agreed upon.
- The proposal should remain valid for a minimum period of ninety (90) days from the proposal submission closing date.

Application Submission

- Applications need to be received not later than **January 14th, 2019**.
- **Application can be submitted by email and/or hard copies by mail, courier or by hand**
- **By email: Chadzunda, Rhodia <r.chadzunda@unesco.org>**
- **By mail, courier or by hand:**
Second Floor - Room 160, Ministry of Labour, Youth, Sports and Manpower Development,
Capital Hill, Private Bag 344, Lilongwe 3. Tel 01773277, Mob. 0993232007, Web:
www.stepmw.com