

Terms of Reference

1. *Purpose of the APW

The objective of this assignment is to support the Enhanced Well-being Unit/Health Promotion Department in setting up city-to-city engagement platforms and supporting capacity building activities for stakeholders involved in the Urban Governance for Health and Well-being initiative and beyond.

2. *Background

As part of the Healthy Cities initiative, the WHO Department of Health Promotion/ Enhanced Well-being Unit with the support of SDC initiated country work on urban governance for health and well-being. The project is being implemented in five cities. The normative products include:

1. A research and evaluation protocol to guide M&E and operational research in order to inform the urban governance policy framework.
2. A leadership programme to enhance capacities and competencies for cross sector collaboration, equity and support civic engagement in policy design and implementation.
3. High level advocacy platforms.

As part of the initiative, several activities are being implemented to facilitate exchange between cities and the broader network (e.g. urbanlead, City Hall Online, Healthy Cities Networks engagement platform).

3. *Planned timelines (subject to confirmation)

Start date: 26/10/2021

End date: 15/12/2021

Total duration: approximately 30 days

4. *Requirements - Work to be performed

In close consultation with the Unit Head for Enhanced Wellbeing Unit at WHO-HQ, the incumbent will be contracted to support the initiative by setting up city-to-city engagement platforms and capacity building activities for stakeholders involved in the Urban Governance for Health and Well-being initiative and beyond.

Objective 1: Set up an online engagement platform for a community of practice on urban governance for health and well-being as well and Healthy Cities initiatives (November 2021 – December 2021 (2 months).

This includes:

- Building upon the pilot phase, setting up a virtual engagement platform to facilitate engagement of the urbanlead community and Healthy Cities initiatives
- Daily moderation and content management of the communication and exchange of information support
- Facilitating onboarding of new platform members (through onboarding workshops/videos).
- Capacity building among secretariat and group moderators

Output 1.1: A well-functioning engagement platform for urbanlead community and members engaged in Healthy Cities initiatives

Objective 2: Provide logistical and communications support to the organization of the Training of trainers (ToT) session (three days / 2 hours each day in November 2021 *dates tbc*) and Urbanlead leadership programme Module 2 (two days in November 2021 *dates tbc*):

¹ This template is only to be used for APWs granted to Companies, and not for APWs granted to Individuals.

- Provide technical and IT support to for the plenary and break-out room. The platform should accommodate for systems of interpretation compliant with WHO configuration e.g. Zoom platform
- Contribute to the development of the run-of-show and tools to engage participants e.g. poll content, daily evaluation, daily Journal, etc.)
- Develop the graphic design (e.g. presentation templates, virtual zoom backdrops building upon module 1, 2 flyers, invitations etc.)
- Interactive 'river' diagram for participants.
- Participation/live back-room support/event facilitation
- Post-event presentation/video packaging

Output 2.1: A successful conduct of ToT and Module 2 of Urbanlead including the above-mentioned products

Objective 3: Logistical and communications support to the organization of three (90 minutes) webinars/online dialogues called the 'City Hall Online' series (between November - December 2021 *dates tbc*)

- Support to platform, break-out room and interpretation set-up/configuration by WHO (e.g. using Zoom platform), and speakers' coordination
- Inputs to agenda/run-of-show development and related content (e.g. announcement drafts, poll content, evaluation etc.)
- Graphic design (e.g. presentation templates, video backdrops, marketing materials etc.).
- Live back-room support/event facilitation
- Post-event presentation/video packaging

Output 3.1: A successful conduct of the Online City Hall series for 2021

5. *Requirements - Planning

Deliverables	Deadline
A successful conduct of ToT and Module 2 of Urbanlead including the above-mentioned products	30 November 2021
A successful conduct of the Online City Hall series for 2021	30 November 2021
A well-functioning engagement platform for urbanlead community and members engaged in Healthy Cities initiatives	15 December 2021

6. Inputs

n/a

7. *Activity Coordination & Reporting

Technical Officer:	Name, Title, Department, Unit	Email:
For the purpose of:		

8. *Characteristics of the Provider

- Proven working experience and expertise in a full range communication support, including management of online engagement platforms, event facilitation, graphic design, and the ability to develop creative content;
- Experience in delivering messages to target audience using innovative approaches;
- Resources and time to produce the deliverables within the set timeline;
- Expert knowledge of English and knowledge of other UN languages highly desirable;

- Extensive experience producing resources for regional and global WHO offices.

9. *Place of assignment

The contractual partner will work remotely in close consultation with the WEL Unit/HPR.

6. Proposal submission:

The proposal (max 10 pages) should include:

- A technical proposal outlining the methodology that will be used, including timelines
- A financial proposal
- A description of the team that will carry out the work

Submission deadline: Please submit your proposal no later than Monday 25 October 2021 (by 23:59 CEST) to healthpromotion@who.int and copy anwary@who.int.

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