

Call for Expression of Interest

Terms of Reference (ToR) for Youth4Water Plus

CEF/IND/2025/022

1 **Timeline**

Posted	Mar 12, 2025
Clarification Request Deadline	Mar 19, 2025
Application Deadline	Mar 28, 2025
Notification of Results	Apr 4, 2025
Start Date	May 15, 2025
End Date	Oct 14, 2027

2 **Locations**

- A India
 - a Odisha

3 **Sector(s) and area(s) of specialization**

- A Cross Sectoral Areas
 - a Gender equality and women empowerment
 - b Training, capacity building and capacity development
 - c Youth leadership and participation
- B WASH and Environment
 - a Basic sanitation
 - b WASH in emergencies
 - c Water

4 **Issuing Agency**

UNICEF

5 **Project Background**

Odisha, situated on India's eastern coast, is highly vulnerable to climate change and natural disasters due to its long coastline and diverse ecosystems. Frequent cyclones, coastal erosion, and flooding pose significant threats, making climate resilience and sustainable development urgent priorities. In response, UNICEF Odisha launched Youth4Water Plus, a youth-led campaign addressing WASH (Water, Sanitation, and Hygiene) and climate sustainability challenges. Since 2019, Youth4Water Plus has empowered thousands of young people, aligning with SDG 6 (Clean Water and Sanitation) and SDG 13 (Climate Action). The campaign has engaged over 500,000 youth through social media, trained 1,74,220 youth in WASH and climate resilience, and collaborated with 40 organizations to drive change. Notable initiatives include the Odisha Conference of Youth (OCOY), large-scale awareness campaigns, and representation at

global platforms like COP 28, COP 29, and the UN Water Conference 2023. UNICEF Odisha works closely with the state government to implement climate-resilient WASH solutions, provide policy support for Swachh Bharat Mission (SBM) and Jal Jeevan Mission (JJM), and ensure inclusive access to safe water and sanitation. The campaign prioritizes gender equity, empowering women and marginalized groups through skill-building, inclusive infrastructure, and leadership opportunities—paving the way for a sustainable, climate-resilient Odisha. The overarching goal of Youth4Water Plus is to empower youth to lead WASH and climate action through capacity-building, advocacy, community engagement, and innovation. The key objectives include:

- **Empowering Youth Leadership:** Train and equip youth with knowledge, leadership skills, and practical experience in WASH and climate resilience, fostering their role as community change agents.
- **Youth Advocacy & Innovation:** Strengthen youth-led campaigns, amplify voices through digital platforms and social media, and support youth-driven projects in water conservation, disaster risk resilience, energy conservation, responsible consumption, green skilling, health, nutrition, child protection and biodiversity conservation.
- **Collaborative Action:** Build strategic partnerships with government bodies, NGOs, academia, institutions, and private stakeholders to scale up youth-led solutions and drive systemic change.

6 **Expected Results**

The Youth4Water Plus campaign is dedicated to strengthening youth leadership and community action in the areas of Water, Sanitation, and Hygiene (WASH), climate resilience, and sustainable development. Over the next three years (2025-2027), the campaign will focus on key thematic areas with targeted interventions and measurable outcomes, ensuring sustained impact at both the grassroots and policy levels. A core objective of the campaign is empowering youth leadership by building the capacity of young people in WASH and climate change. This will involve the development of six specialized training modules that focus on achieving better health outcomes and environmental sustainability. These modules will be delivered through annual training workshops where thematic experts will engage with youth leaders to enhance their knowledge and leadership skills. The Odisha Conference of Youth (OCOY) will be an annual event (August 2025, 2026, and 2027) that serves as a platform for youth engagement. This three-day state-level conference will feature skill-building workshops, expert sessions, and youth recognition programs. Additionally, the Young Climate Leaders Action Project (YCLAP 2.0) will run continuously over the three years, providing mentorship for youth leaders, organizing three offline engagement events per year, and documenting case studies for digital knowledge-sharing. The campaign also focuses on youth advocacy and innovation through youth-led environmental campaigns. These biannual campaigns will include four capacity development programs designed to help young people create engaging reels, shorts, and vertical videos for social media. This approach ensures that the campaign's message reaches a broader audience through easily consumable and shareable content. In addition, five high-impact campaign videos will be produced to enhance social mobilization and civic engagement among adolescents and young people. To strengthen its digital presence, the Youth4Water Plus digital platform will be continuously updated and maintained, with annual domain and server renewals ensuring smooth operation. A celebrity-led podcast system will also be launched in 2025, featuring monthly episodes with insights from both youth voices and expert speakers. A key aspect of the campaign is collaborative action, with a strong focus on observing international environmental days. Each year, 10 events will be organized to promote thematic awareness sessions in collaboration with partner organizations for wider outreach. Creative engagement will also play a crucial role, with annual climate-themed painting exhibitions and upcycling workshops aimed at promoting sustainable livelihoods. The campaign will further collaborate with government programs by ensuring youth participation in 10 government-led awareness events annually. This will include engagement with Members of the Legislative Assembly (MLAs) through the Speaker's office, as well as the development of outreach materials to support awareness efforts. To maximize its reach, digital outreach and promotion will be a continuous effort. The campaign's social media team will drive engagement by producing four blogs and vlogs per month, alongside a steady stream of social media content created by young people. This will help amplify the voices of youth and ensure that climate action, WASH, and sustainability remain at the forefront of public discourse. By implementing these structured activities, the Youth4Water Plus campaign will empower young people to take meaningful action, advocate for sustainable change, and contribute to a healthier and more climate-resilient future.

7 **Indicative Budget**

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8 **Other Information**

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9 **Selection Criteria**

Name	Description	Weight
Sector expertise and experience	Demonstrated experience in implementing WASH and climate resilience programs, ensuring strong financial management and legal compliance.	20
Clarity of activities and expected results	Ability to design and implement high-impact WASH and climate programs with a focus on sustainability, innovation, and scalability.	20
Contribution of resource	Organization's ability to allocate financial, technical, and human resources to effectively implement the project and ensure its success.	10
Sustainability of intervention	Well-defined Monitoring, Evaluation, and Reporting (MER) framework to measure progress and ensure accountability.	15
Local experience and presence	Established presence and operational experience in the target geographic area, ensuring contextual understanding and community trust.	25
Experience working with UN	Prior collaboration with UN agencies, demonstrating knowledge of UN processes, compliance standards, and reporting requirements.	10

10 **Attachments**

Description	URL
Terms of Reference	Download the document here
Technical proposal outlining approach, methodology, budget, result matrix a	Download the document here

11 **Concept Note Template**

[Download the document here](#)

12 **For more information on this partnership opportunity, and to apply, please visit**

[UN Partner Portal](#)