

## **Terms of Reference**

### **J-CCCP Communication Campaign Development – Guyana**

<b>Project Title:</b>	Japan-Caribbean Climate Change Partnership
<b>Beneficiary countries:</b>	Belize, Dominica, Grenada, Guyana, Jamaica, Saint Lucia, Saint Vincent and the Grenadines and Suriname
<b>Contracting Authority:</b>	United Nations Development Programme (UNDP)
<b>Contract Type:</b>	Professional Services Contract (PSC)
<b>Duration of Assignment:</b>	30 working days
<b>Start Date:</b>	March 21, 2017

#### **1. BACKGROUND**

Caribbean countries share similar economic and sustainable development challenges, including a small population, remoteness, susceptibility to natural disasters, and most importantly, vulnerability to climate change. Given the current condition of the marine environment, most coastal areas have few defences against the raging surfs of hurricanes and tropical storms, and the likely consequences would be significant coastal damage including beach erosion and infrastructure damage. Negative impacts associated to climate change on land, water resources and biodiversity have also been predicted, and ultimately, tourism and agriculture will be negatively impacted by these changes. Meanwhile, Caribbean countries emit such relatively small amounts of greenhouse gas emissions, which mean that they will suffer disproportionately from the impacts of climate change.

The Government of Japan has been one of leading donors in the target of climate change. Japan has delivered development assistance total of \$17.6 billion to vulnerable countries from October 2009 to December 2012 for mitigation and adaptation. The Government of Japan intends to continue its assistance in this area to create enabling environment with a view to formulate a new framework applicable to all Parties by COP 21 in 2015. Especially, the Government of Japan sees it important to assist Small Islands Developing States (SIDS), and in this context, is interested in establishing a new regional assistance programme for Caribbean and/or CARICOM in the area of climate change under the framework of the Partnership for Peace, Development and Prosperity between Japan and the Member States of the Caribbean Community (CARICOM)<sup>1</sup>.

The Japan-Caribbean Climate Change Partnership aims to support countries in advancing the process of low-emission risk-resilient development by improving energy security and integrating medium to long-term planning for adaptation to climate change. In the pursuit of this objective, the initiative will support policy innovation through the development of a number of Nationally Appropriate Mitigation Actions (NAMAs) and National Adaptation Plans (NAPs) that will help guide Caribbean countries towards a green, low-emission and climate-resilient development pathway. The initiative will then also support the implementation of actual technology that is both low-emission and advances climate risk management, including demonstration in the target countries. The programme will strengthen institutional and technical capacities in selected countries for iterative development of comprehensive NAMAs and NAPs that are country-driven, and based on existing national/sub-national development priorities, strategies and processes. Each country will be able to tailor the specific assistance it will receive as informed by its priorities and needs.

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<sup>1</sup> [http://www.mofa.go.jp/region/latin/caricom/mc\\_1009/psp.html](http://www.mofa.go.jp/region/latin/caricom/mc_1009/psp.html)

## **2. OBJECTIVE OF THE ASSIGNMENT**

The contracted firm will provide support to the J-CCCP Project Management Unit and specifically the Communications Associate in the development of a country-specific communication campaign for Guyana. This objective supports output 3.2 of the J-CCCP work plan which notes that a communication campaign on the benefits of mitigation, adaptation and disaster risk management interventions for sustainable cities in towns and communities be developed.

## **3. SCOPE OF WORK**

Under the overall guidance and supervision of the J-CCCP Project Manager, the firm will work with the Communications Associate to develop a country-specific communication campaign.

The contracted firm will undertake the following tasks:

- Review country-specific knowledge, attitudes and perception or behavior (KAP/B) report and communication strategy
- Craft a country-specific campaign concept and 'look and feel'
- Recommend, develop and produce all campaign collateral in accordance with the KAP/B report and communication strategy/action plan
- Facilitate print co-ordination and media placement, where applicable

## **4. INSTITUTIONAL ARRANGEMENT**

The firm will report directly to the J-CCCP Project Manager with support from the Communications Associate and will provide briefs and updates to the Project Manager and the respective UNDP personnel on work progress, challenges encountered, risks foreseen, proposed or taken mitigation measures, and where UNDP support may be required. UNDP will review for certification of acceptance the outputs produced by the contracted firm.

UNDP staff will provide technical and administrative support to the contracted consultant.

## **5. REPORTING REQUIREMENTS**

All reports should be submitted in Microsoft Word and PDF formats. Copies of high resolution graphics should also be submitted to the J-CCCP Project Manager in png, jpg, or pdf formats. Firms should note that emails exceeding 10 megabytes will not be received and other mechanisms should therefore be utilized for large files.

The contracted firm will report monthly to the J-CCCP Project Manager to ensure a timely delivery of the expected outputs.

## **6. REMUNERATION**

## Payment

Payment will be remitted subject to the approval of final deliverables by the J-CCCP Project Manager and based on the contractor's price proposal. Expected days of work are as follows:

<b>Deliverable</b>	<b>No. of days</b>
Inception report/work-plan	3 days
Development of campaign concept & 'look and feel'	5 days
Development of campaign materials	15 days
Print co-ordination and media placement	5 days
Final report	2 days

The contractor's price proposal will include all expected costs of the assignment.

## 7. QUALIFICATIONS, EXPERIENCE AND KNOWLEDGE

The agency most suited to complete this assignment comprise a team who have:

- Experience in the design and provision of multi-media materials for a variety of clients but particularly development agencies, with prior work with UN agencies being an asset;
- A clear and mature style of design, demonstrating an understanding of the communication requirements of a UN agency;
- Experience of consistently high-quality graphic production from start to published/printed product with knowledge of printing processes and colour management;
- Successfully produced a diverse range of communications materials, from posters to full-length publications to TV/radio ads, including novel approaches for reaching indigenous populations;
- Experience in and aptitude for working across multiple countries and ensuring appropriate tailoring of messaging and products for different contexts desirable;
- A representative of the firm dedicated to UNDP's programmes and projects to serve as primary point of contact

**Language:** Fluency in written and oral English is required

## 8. SUBMISSIONS

Interested firms must submit the following to demonstrate their suitability:

- Portfolio with samples of previous work (particularly for development/UN agencies and within the scope of the items listed in the TOR)
- Curriculum vitae for technical personnel within the firm who will interface with UNDP staff (including graphic artist)

## 9. ADMINISTRATIVE INFORMATION

The candidate must submit their curriculum vitae and/or P11 form, including contact information for three references, and price proposal.