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TERMS OF REFERENCE

FOR INDIVIDUAL CONTRACT

POST TITLE: Communications, Outreach, & Knowledge Management Consultant

AGENCY/PROJECT NAME: Governance of Climate Change Finance team, UNDP Bangkok Regional Hub

COUNTRY OF ASSIGNMENT: Bangkok-Based, Thailand, with no travel required.

A. Project Title

Strengthening the Governance of Climate Change Finance to Benefit the Poor and Vulnerable and Strengthening the Governance of Climate Change Finance to Enhance Gender Equality

B. Project Description

UNDP's Bangkok Regional Hub (BRH) supports countries in the Asia-Pacific region on various development issues, including governance and environment. BRH operates under the UNDP Bureau for Policy and Programme Support (BPPS) which has the responsibility for developing all relevant policy and guidance to support the results of UNDP's Strategic Plan.

To respond to growing demands by countries and UNDP Country Offices, a multi-disciplinary 'governance of climate change finance' team was established in 2009 to deliver the abovementioned services through a coordinated regional approach. It is currently implementing two flagship regional projects—one funded by the UK Department for International Development (DFID) and one by the Swedish International Development Agency, plus providing *ad hoc* support to other UNDP programs. UNDP is supporting governments to better articulate their response to climate in Asia and the Pacific through advocacy at multi levels, technical assistance, and policy advisory services. Support includes strengthening coordination mechanisms between Ministries of Finance, Planning, Environment, and local governments through a 'whole of government' approach to deliver integrated and comprehensive policies, strengthening budgeting processes and frameworks, and strengthening budget accountability mechanisms, including monitoring and oversight roles of parliaments, civil society, and the media, to address the needs of the poor and vulnerable in these processes. Taken together, these activities are pivotal to enhancing partner countries' ability to mobilize, manage, and target resources earmarked toward a national climate change response.

Building on success of the 1st phase, the 2nd phase of the Swedish-funded programme, the Strengthening the Governance of Climate Change Finance to Enhance Gender Equality programme, expands its scope in various dimensions including substantively mainstreaming Gender Equality and Human rights into the Governance of Climate Change Finance in particular into national planning and

budgeting process in Asia-Pacific countries, increasing implementing countries from 4 to 6 countries, increasing project budget from US\$4.5 million to be approximately US\$ 10 million and increasing project duration from 3 years to 5 years.

The program has been up-scaling its communications and outreach activities since inception, which are intrinsically related to in-country programming in at least nine countries in South and Southeast Asia. The team carries out a wide range of knowledge management activities to achieve its programme objectives, including conducting undertaking Climate Change Financing Frameworks, Climate Public Expenditures and Institutional Review (CPEIR) analyses, developing methodological guidelines to improve the integration of climate change into budgeting and project financing strategies, commissioning policy briefs, organizing regional dialogues and south-south knowledge exchanges, and developing advocacy partnerships and networks with international, regional, and national CSOs. To this end, an updated communications strategy and strategic communications plan has been elaborated.

The key objectives of the assignment are to:

- Support programme staff in the implementation of the strategic communication plan as per key outputs and milestones, and rebranding as appropriate;
- Produce and support the dissemination of various communications products and activities, including, but not limited to, print publications, web stories, e-newsletters, press kits, social media posts, banners and flyers, project brochures, advocacy video clips and multi-media products, etc in regards to GCCF Work;
- Support messaging and communications strategies for increased gender and human rights focused programmes in Bangladesh, Cambodia, Indonesia, Thailand, the Pacific;
- Provide editing and technical copywriting support for key knowledge products and communications materials, with an eye toward ensuring not only quality products but also consistent application of UNDP and GCCF programme branding, key messages, and relevant corporate style guidelines;
- Identify and proactively initiate opportunities to promote programme knowledge outputs and stories through other channels, including social media, other UN platforms, media outreach, etc;
- Oversee the drafting of key programme reporting outputs including donor reporting documents.

C. Scope of Work

Based on the updated communication strategy, the consultant will work closely with all members of the Governance of Climate Change Finance team and in particular Regional Climate Policy Specialist to implement the strategy and its key recommendations. This assignment's key tasks and scope of work can be summarized as follows:

- a) Develop knowledge and outreach products both hard copies and online version as suggested in the strategy and agreed with the team and relevant UNDP country offices, including: programme brochures, press kit, programme country communication strategy, and e-newsletter;
- b) Managing the content of the website:

- Ensuring consistency of all the pages under the project's website, including double checking for the accuracy of links and images posted on the site.
- Ensuring up-to-date uploads of new publications and relevant knowledge products of the project;
- c) Providing editorial and proof-reading support to the project's upcoming publications and knowledge products;
- d) Acting as the focal point between the project and the website developer and design companies contracted by the project;
- e) Taking lead on social media communication to enhance the team's results outreach to both UNDP audiences and beyond;
- f) Support the team as a communication focal point across Swedish-funded programmes, DFID-funded programmes;
- g) Support the drafting of reporting documents including regional and country programme communication strategy;
- h) Support new messaging and a shift in branding following a refocus on gender and human rights.

D. Expected Outputs and Deliverables

Deliverables/ Outputs	Deliverables by	Review and Approvals Required
Deliverable # 1 <ul style="list-style-type: none"> • Work plan of this assignment • SIDA programme countries' communication strategy <ul style="list-style-type: none"> ○ Draft version of Cambodia communication strategy • Technical inputs and edits to strengthen knowledge products from both country and regional levels for policy makers and public audience. <ul style="list-style-type: none"> ○ Copy Edit of Climate Change Financing Framework for Khyber Pakhtunkhwa province, Pakistan ○ Parliamentary Engagement Handbook ○ Parliamentary Engagement Policy Brief Review ○ Draft Nepal Public Expenditure Tracking Introduction • Updated Website including but not limited to; <ul style="list-style-type: none"> ○ Updated country pages 	24 August 2017	Governance, Climate Change Finance and Development Effectiveness Advisor, Climate Policy Specialist

<ul style="list-style-type: none"> ○ Updated about us page by including SIDA II programme • Draft and final version of Pakistan CPEIR Policy Brief • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 		
<p>Deliverable #2</p> <ul style="list-style-type: none"> • Develop SIDA programme countries' communication strategy: <ul style="list-style-type: none"> ○ Final version of version of Cambodia communication strategy ○ Draft version of Bangladesh and Thailand communication strategy • Updated Website including but not limited to; <ul style="list-style-type: none"> ○ Develop Climate Change Citizen Budget Webstory ○ Draft PETs One pager and PETs News Story ○ Story Competition – Draft Webstory ○ Established and active News section at the homepage i.e. News Item on CPEIR Launch in China • Technical inputs and technical assistance with CCCB Launch in Nepal (TBC) • Draft Programme Media Handbook • Draft story boarding for video and list of tentative interviews. • Media Handbook Completion • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	24 September 2017	
<p>Deliverable #3</p> <ul style="list-style-type: none"> • Facebook Live Event Proposal • Develop SIDA programme countries' communication strategy: <ul style="list-style-type: none"> ○ Final version of Bangladesh and Thailand communication strategy ○ Draft version of Indonesia communication strategy • Updated Website including but not limited to; <ul style="list-style-type: none"> ○ Nepal dCPEIR and news story ○ Nepal Parliamentary Handbook training blog ○ CPEIR and CCFF Event - Webstory • Knowledge products on CPEIR and CCFF for overall programme outlining progress and success both at country and regional levels. 	24 October 2017	

Deliverable #4 <ul style="list-style-type: none"> • Update KRC backlog and ensure knowledge management products in line with UNDP standards • Develop SIDA programme countries' communication strategy: <ul style="list-style-type: none"> ○ Final version of Indonesia communication strategy ○ Draft version of Pacific communication strategy • Develop KP Climate Change Financing Framework webstory and Blog • Media launch for dCPEIR in Myagdi District • Draft e-newsletter for Q3 • Draft outline/structure of GCCF's E-newsletter for Q3 of 2017 and dissemination plan • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	24 November 2017	
Deliverable #5 <ul style="list-style-type: none"> • Final e-newsletter for Q3 • E-newsletter Dissemination report and feedback summary report • Develop SIDA programme countries' communication strategy: <ul style="list-style-type: none"> ○ Final version of Pacific communication strategy • Revisit regional strategy for SIDA Phase II • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	17 December 2018	
Deliverable #6 <ul style="list-style-type: none"> • Develop programme case study/success story: <ul style="list-style-type: none"> ○ Draft Indonesia case study ○ Draft Cambodia case study • Technical inputs and technical edits to GCCF publications • Draft communication report on the team's engagement with and outreach to global platforms under SIDA and DFID funding • Review and Update programme website– human rights Page • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	24 January 2018	
Deliverable #7 <ul style="list-style-type: none"> • Develop programme case study/success story: <ul style="list-style-type: none"> ○ Final Indonesia case study 	24 February 2018	

<ul style="list-style-type: none"> ○ Final Cambodia case study ○ Draft Thailand case study ● Press release for regional workshop ● Draft Year in Review of the programme – Webstory ● Quality assurance written inputs and publishing assistance for of Publication and knowledge products for GCCF team ● Review and Update programme website– Gender and Climate Change Page ● Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 		
Deliverable #8 <ul style="list-style-type: none"> ● Develop programme case study/success story: <ul style="list-style-type: none"> ○ Final Thailand case study ○ Draft Bangladesh case study ● Technical inputs and technical edits to strengthen knowledge products ● Final Year in Review – Webstory ● Review and Update programme website– country profile Page under DFID programme ● Summarize social media progress and develop communication targets – 2017 ● Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	24 March 2018	
Deliverable #9 <ul style="list-style-type: none"> ● E-newsletter Dissemination report and feedback summary report ● Develop programme case study/success story: <ul style="list-style-type: none"> ○ Final Bangladesh case study ○ Draft Pakistan case study ○ Draft Nepal case study ● Review and Update programme website– country profile page under SIDA II programme ● Draft e-newsletter for Q1 2018 ● Draft outline/structure of GCCF’s E-newsletter for Q1 of 2018 and dissemination plan ● Quality assurance written inputs and publishing assistance for of Publication and knowledge products for GCCF team ● Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 	24 April 2018	
Deliverable #10 <ul style="list-style-type: none"> ● Final e-newsletter for Q1 ● Quality assurance written inputs for of Publication and knowledge products for GCCF team 	24 May 2018	

<ul style="list-style-type: none"> • Develop programme case study/success story: <ul style="list-style-type: none"> ○ Final Pakistan case study ○ Final Nepal case study • Review and Update programme website – Publications Page • SIDA Focus – Blog written inputs and update • Regularly support the On-going programme Social Media Support including Twitter, Facebook, Youtube, etc. 		
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E. Institutional Arrangement

The assignment will be conducted in overall supervision and oversight by the UNDP's Governance, Climate Change Finance and Development Effectiveness Advisor with day-to-day supervision from the Climate Policy Specialist.

F. Duration of the Work

The period of the assignment is to be completed from 7 August 2017 to 15 June 2018, with maximum 192 working days.

G. Duty Station

The consultant will be based at the UNDP Bangkok Regional Hub Office, Thailand. No travel required.

H. Qualifications of the Successful Individual Contractor

Education:

- University Degree or equivalent in Communications, International Relations, Public Policy, Social Science or other related field.

Work Experience:

- Track record in implementing strategic outreach and communications activities for international organizations, NGOs, or political campaigns is required;
- 5-7 years of experience with content development and management of print and online communications for UN or other international organizations, including familiarity with social media and website management is required;
- 5-7 years of experience in production management and quality assurance of knowledge management and outreach products is required (both print and electronic outputs);
- Experience working with other UN agencies is desirable;
- At least 7 years of experience in relevant fields in international levels;
- Prior work experience in Asia-Pacific region is desirable;
- Excellent written and spoken English are required.

Language Requirement:

- Proficiency in English with advanced command of speaking and writing. Fluency in other languages spoken in the region is an asset.

Remarks:

- Qualified female candidates are strongly encouraged to apply;
- Candidates who have residence in Bangkok, Thailand is preferable.

I. Scope of Price Proposal and Schedule of Payments

Consultant must send a financial proposal based on **Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the IC's duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages.

At least seven working days of review time required prior to approval of payments.

Deliverable	(% of total contract amount)	Review and Approvals Required
Deliverable # 1	10%	Governance, Climate Change Finance and Development Effectiveness Advisor and Climate Policy Specialist
Deliverable # 2	10%	
Deliverable # 3	10%	
Deliverable # 4	10%	
Deliverable # 5	10%	
Deliverable # 6	10%	
Deliverable # 7	10%	
Deliverable # 8	10%	
Deliverable # 9	10%	
Deliverable # 10	10%	
	100%	

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using his/her own resources

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed according to UNDP travel rules and regulations.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent. The provided living allowance will not be exceeding UNDP DSA rates. Repatriation travel cost from home to duty station in Bangkok and return shall not be covered by UNDP.

J. Recommended Presentation of Offer

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document:

- Personal CV or P11, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- Letter of Confirmation of Interest and Availability and Financial Proposal that indicates the daily rate/fee of the candidate, in US dollars, using the template provided in Annex III.

Incomplete proposals may not be considered.

K. Criteria for Selection of the Best Offer

Individual consultants will be evaluated based on the following methodology;

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria (70%) and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 500 points)

- Criteria 1 Relevance of Education – Max 50 points;
- Criteria 2 Relevance of experience in area of specialization (e.g. content development and management of print and online communications, production management and quality assurance, etc.)– Max 100 points;
- Criteria 3 Availability - Max 100 points;
- Criteria 4 UN system experience – Max 75 points;
- Criteria 5 Language skill (speaking and writing)- Max 100 points;
- Criteria 6 Experience in international levels – Max 75 points.

Only candidates obtaining a minimum of 70% of the total technical points would be considered for the Financial Evaluation.

Shortlisted candidates shall be called for an interview which will be used to confirm and/or adjust the technical scores awarded based on documentation submitted.

L. Approval

This TOR is approved by:

Signature

Mr. Thomas Beloe

Governance, Climate Change Finance & Development Effectiveness Advisor

Date of Signing
