



Empowered lives.
Resilient nations.

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 in Thailand with no travel required

A. Project Title

Strengthening the Governance of Climate Change Finance to Enhance Gender Equality and
Strengthening the Governance of Climate Change Finance to benefit the poor and vulnerable in South Asia

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 Cooperation Agency (Sida), 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.

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 and undertaking Climate Change Financing Frameworks, Climate Public Expenditures and Institutional Review (CPEIR) analysis, 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.

Additionally, UNDP's Bangkok Regional Hub is the Secretariat for the Asia Pacific Development Effectiveness Facility (AP-DEF), a country-led regional platform, chaired by the Government of Bangladesh, which supports countries to implement their national agendas on development finance and cooperation. The Facility is a platform for regional dialogue, cooperation, and sharing of country knowledge and experiences. It is responding to the growing demand from countries in Asia Pacific to establish evidence and analysis, and introduce policy and institutional reforms for managing the increasing complexity of domestic and international sources of finance for development.

The key objectives of the assignment are to:

- Support programme staff in the implementation of the strategic communication plan as per key outputs 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 and AP-DEF work.
- Support messaging and communications strategies for increased gender equality and human rights focused programmes in Bangladesh, Cambodia, Indonesia, Thailand, and 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 the Governance, Climate Change Finance and Development Effectiveness Advisor 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 as suggested in the strategy and agreed with the team and relevant UNDP country offices, including: programme brochures, press kits, Op-Ed, and e-newsletters.
- 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.
 - Rewriting country page information where necessary.
 - Ensuring up-to-date uploads of new publications and relevant knowledge products of the project.
 - Ensuring upcoming programme and past events are up to date.
- 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 designer already contracted by the project.
- e) Leading on social media to enhance the team's results outreach to both UNDP audiences, donors, and beyond.
- f) Supporting the drafting of reporting documents.
- g) Supporting the updating and continued development of new messaging following the project's focus on gender equality and human rights.

D. Expected Outputs and Deliverables

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
1st Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • Launch of CCFF in Nepal (Tentative) • Blog and Web story – Gender Training • Pakistan - KP Parliament Budget Toolkit –Press Release • Follow up on press release and media reporting from Regional Dialogue • Assist completion of Development Finance Assessment website repository • Launch AP-DEF comms video • Assist DFID progress reporting as required (update on communication section and progress) 	30 April 2018	Governance, Climate Change Finance and Development Effectiveness Advisor

2nd Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • E-newsletter • E-newsletter Dissemination report and feedback summary report • Bangladesh Country Page – Rewrite text and redesign (to new template) • Assist completion of Development Finance Assessment brochure 	31 May 2018	
3rd Deliverable <ul style="list-style-type: none"> • Update KRC backlog and ensure KM in line with UNDP standards • On-going Social Media Support • Revisit regional strategy for Phase II (update messages and check progress) • Create and launch – Human rights page • Create Pacific Country Page based on Country Intervention Strategy • Assist Sida annual reporting as required (update on communication section and progress) • Assist completion of package of infographics 	30 June 2018	
4th Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • Meet with BioFin and NAP Readiness Project for review of possible communications assistance in Indonesia • Blog and web story Nepal - NAP-Ag trainings and capacity building activities for coding for local-level staff. • Rewrite Thailand Country text to match with template • Report on Budget Submissions in Cambodia (Tentative) • Deliver Financing SDGs Communications strategy 	31 July 2018	
5th Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • Rewrite Nepal Country Page • Nepal Citizen Climate Budget Update – Press release and Media engagement with Nepal Country Office • Gender Training Workshop #2 Blog • Review and Update programme website – Publications Page • Draft Financing SDGs brochure 	31 August 2018	
6th Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • E-newsletter • E-newsletter Dissemination report and feedback summary report • Web story and leaflet on Cambodia Budget Submissions case studies (Potential) • Gender Responsive Collaborative Research: Web Story- Pakistan • Event communications support for APDEF 	30 September 2018	

7th Deliverable <ul style="list-style-type: none"> • Rewrite and Update Gender Content on CFADE Website • Update KRC backlog and ensure KM in line with UNDP standards • Nepal - Brief on the role of fiscal transfers • Revisit regional strategy for Phase II (updated messages and check progress) • On-going Social Media Support • Gender Responsive Collaborative Research: Blog - Nepal (October) • Assist DFID progress reporting as required (update on communication section and progress) • Event communications support for APDEF 	31 October 2018	
8th Deliverable <ul style="list-style-type: none"> • Potential Op-Ed and Blog of Indonesia's CSO supported review of ministry on gender and poverty impacts on climate • On-going Social Media Support • Rewrite Pakistan Country Page • ToR Gender Videographer • Draft APDEF/Financing SDGs annual report 	30 November 2018	
9th Deliverable <ul style="list-style-type: none"> • Develop Pacific case study/success story • On-going Social Media Support • Concept for Gender video • Gender Responsive Collaborative Research: Web Story Bangladesh • Gender Impact Case Study #1 • Year-end Review – Web Story • Draft story line and the list of the interviewees • Final APDEF/Financing SDGs annual report 	31 December 2018	
10th Deliverable <ul style="list-style-type: none"> • E-newsletter • E-newsletter Dissemination report and feedback summary report • On-going Social Media Support • Potential Bangladesh Web story on climate budget tracking systems developed to monitor climate related expenditures 	31 January 2019	
11th Deliverable <ul style="list-style-type: none"> • Blog on early stages of Pacific Programme from Country Staff • Update KRC backlog and ensure KM in line with UNDP standards • On-going Social Media Support • Review and Update Countries Page • First version of gender video 	28 February 2019	

12th Deliverable <ul style="list-style-type: none"> • On-going Social Media Support • Gender Impact Case Study #2 • Delivery of gender Video • Assist DFID progress reporting as required (update on communication section and progress) 	31 March 2019	
--	------------------	--

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.

F. Duration of the Work

The period of the assignment is to be completed from 17 April 2018 to 16 April 2019, maximum of 261 working days.

G. Duty Station

The consultant will be based at the UNDP Bangkok Regional Hub Office with 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 fields.

Work Experience:

- Track record in implementing strategic outreach and communications activities for international organizations, NGOs, or political campaigns is required.
- Minimum 5 working year 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.
- Experience in production management and quality assurance of knowledge management and outreach products is required (both print and electronic outputs).
- At least 5 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

The method of payment is **output-based lump-sum scheme**. The payments shall be released upon submitting the required deliverables with satisfactory approval by or before the due dates agreed with the Governance of Climate Change Finance team. At least seven working days of review time are required prior to approval of payments.

Payment Schedule

Deliverables/ Outputs	Payment (% of total contract amount)
1 st Deliverable	8%
2 nd Deliverable	8%
3 rd Deliverable	8.%
4 th Deliverable	8.%
5 th Deliverable	8.%
6 th Deliverable	8.%
7 th Deliverable	8.%
8 th Deliverable	8.%
9 th Deliverable	8.%
10 th Deliverable	8.%
11 th Deliverable	10%
12 th Deliverable	10%

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 their 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.

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 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. The shortlisted candidates may be contacted and the successful candidate will be notified.

K. Criteria for Selection of the Best Offer

The criteria which shall serve as basis for evaluating offers as follows:

Technical Criteria for Evaluation (Maximum 70 points)

- Criteria 1: Relevance of Education – **Max 10 points**
- Criteria 2: Track record in implementing strategic outreach and communications activities for international organizations, NGOs or political campaigns – **Max 15 Points**
- Criteria 3: Minimum 5-year 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 – **Max 20 Points**
- Criteria 4: Experience in production management and quality assurance of knowledge management and outreach products (both print and electronic outputs) – **Max 15 points**
- Criteria 5: Excellent written and spoken English with Asia-Pacific work experience - **Max 10 points**

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.

There is a possibility for an interview. Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

L. Approval

This TOR is approved by:

Signature _____

Mr. Thomas Beloe
Governance, Climate Change Finance & Development Effectiveness Advisor

Date of Signing _____