



## UNITED NATIONS DEVELOPMENT PROGRAMME TERMS OF REFERENCE / INDIVIDUAL CONTRACT

### I. Position Information

Position Title:	International Expert on Environmental Education and Public Awareness Raising.
Type:	Individual Contract
Project Title/Department:	UNDP-GEF “Sustainable natural resource use and forest management in key mountainous areas important for globally significant biodiversity” project
Duration of the service:	Total 66 working days from October 2018 to December 2021, which include 10 working days in 2018, 22 working days in 2019, 22 working days in 2020 and 12 working days in 2021.
Duty station:	Home-based with six missions (approximately 6 calendar days per mission): two in 2019, two in 2020 and two 2021 to Uzbekistan.
Reports to:	Project Manager

### II. Background information

Uzbekistan is globally and regionally important in terms of its biodiversity due to its location between the European, Middle Eastern, and Asian biogeographical regions. Its varying landscapes of high mountain ranges, wide steppes, deserts, riparian wetlands, and the Aral Sea has results in a wide diversity of habitats. UNDP, for many years, have supported the Government of Uzbekistan in tackling environmental challenges, including in the area of biodiversity.

UNDP/GEF and Republic of Uzbekistan project on “Sustainable natural resource use and forest management in key mountainous areas important for globally significant biodiversity” will further support the country in addressing biodiversity conservation challenges, specifically with focusing on mountain ecosystems such as the western-most outliers of the western Tian Shan (Chatkal, Pskem, Ugam and Kuramin ranges) and Pamir-Alai (Gissar, Turkestan and Zaravshan ranges), which are home to the endangered snow leopard, and provide important habitat for its key prey species.

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The project objective is ‘To enhance the conservation, and sustainable use, of natural resources in the biodiverse high altitude mountain ecosystems of Uzbekistan’, and the project is structured into four components, with each component comprising a complementary suite of two to three outputs:

- i) Component 1: Landscape level planning and management decision-making;
- ii) Component 2: Strengthening key biodiversity areas;
- iii) Component 3: Sustainable economic development incentives for communities;
- iv) Component 4: Promoting cooperation and collaboration.

Under component 2 “Strengthening key biodiversity areas”, it is planned to raise the awareness of rural communities in the landscape of snow leopards, about the value of alpine ecosystems, natural habitats, flora and fauna. This activity will primarily target the communities located in direct proximity with the pilot protected areas.

In this regard, UNDP is looking for a highly qualified international expert to support the (a) development of the environmental education and outreach programmes; (b) training of community members; (c) design of information and educational materials, and media for the information and awareness-raising ‘road shows’, and other information and media products; and (d) designing display materials and interactive exhibits for the visit centers of two protected areas.

The majority of activities of the international expert will be concentrated in Tashkent, Kashkadarya and Surkhandarya regions in four protected areas (hereafter as PAs) (Ugam-Chatkal State National Nature Park, Ugam-Chatkal State Biosphere Reserve, Chatkal State Biosphere Reserve and Gissar State Reserve) and adjacent territories.

It is expected that to implement the set tasks, an international expert will actively involve in its work advisory national organizations, including NGOs and national specialists.

All communication, education and awareness materials should be reviewed by a UNDP gender specialist.

### **III. Functions / Key Outputs Expected**

#### **1. Analysis of the situation and development of the environmental education and outreach programme for raising public awareness and environmental education.**

- (i) Identify a limited number of examples of best practices in the organization and conduct of work on raising public awareness and environmental education in the context of PAs around the globe, with particular focus on countries with similar legislation and/or similar environmental conditions and socio-economic development.
- (ii) Prepare a concept/roadmap on review of the national experience in working with the local population on environmental awareness raising as well as on conduct of an in-depth analysis of project stakeholders/partners, including, various organizations and agencies, and social groups, including SWOT analysis and identification of the main focus groups for the development of relevant "communication strategies".
- (iii) Prepare and finalize the draft survey questionnaire for baseline assessment of environmental awareness of target communities located adjacent to pilot PAs.
- (iv) Develop a concept of celebration/marketing of an 'International Snow Leopard Day' and 'International Biodiversity Day' for each year.
- (v) Review the national experience in working with the local population on environmental awareness raising.
- (vi) Provide technical support and assistance to conduct an in-depth analysis of project stakeholders/partners, including, various organizations and agencies, and social groups. This should include SWOT analysis and identification of the main focus groups for the development of relevant "communication strategies". The SWOT analysis and identification of the main focus groups for the development of "communication strategies" should cover, at a minimum, the following:
  - Age categories of local residents (preschool children, schoolchildren, students of colleges and lyceums, middle-aged and elderly people);
  - Summary of organizations and departments at the local level of khokimiyats (district administrations), rural gatherings of citizens, forest enterprises, law enforcement agencies, border guards;
  - Identification of NGOs and foundations;
  - Identification of relevant public and private sector target groups (e.g. teachers, etc.), permanent residents of the pilot territories, businessmen temporarily located in the area (such as shepherds, hunters), housewives;
  - Categories of tourists.
- (vii) Provide technical support and assistance to conduct a replicable baseline survey of environmental awareness among the communities to be targeted in areas neighbouring Pas, with the project support.
- (viii) Based on the analysis and taking into account national and international practices, prepare a "Strategy and action plan for raising public awareness" and environmental education for the medium-term (until the end of the contract) and long-term periods.

The activities provided for in the "environmental education and outreach programme" should have appropriate links with existing programmes and strategies in the field of biological diversity and environmental education (for example, the "National Strategy and Action Plan for the Conservation of Biological Diversity", relevant work plans of the State Committee of Uzbekistan for environmental protection and ecology, etc., relevant strategies and policies from the Ministry of Public Education) and national and cultural traditions of Uzbekistan.

#### **2. Preparation of environmental education programs.**

- (i) Based on international experience and own knowledge, provide appropriate assistance in the preparation of training programs (training courses) for each of the target groups in accordance with the developed "Strategies and Action Plan for Raising Awareness". Training programs should include advisory information support (lecture notes, presentations, visual aids, etc.), as well as handouts for training course

participants.

- (ii) Based on the developed educational programme, develop methodological recommendations and training programmes for local targeted community members, primarily those involved in teaching and training to ensure sustainability and opportunities for continuing awareness-raising activities after the project completion.
- (iii) Develop environmental education materials to supplement current teacher materials, focusing on biodiversity conservation, including snow leopard conservation, to integrate with teacher class room materials (e.g. a binder or “box” of curriculum materials for teachers).
- (iv) Carry out education and awareness events for target groups in at least 10 villages/communities of the project territory, with the support of the project.
- (v) Develop a common design for all project promotional products (print, audio, video, etc.).

### **3. Support local initiatives to raise awareness and environmental education.**

- (i) Support the creation of environmental clubs (in schools, lyceums, colleges) dealing with environmental issues/subjects.
- (ii) Determine the locations for establishment of info sign boards at various places in communities.

### **4. Support to the administration of PAs in the work on environmental education, awareness and work with local communities.**

- (i) Prepare, in close cooperation with the administration of protected areas, workplans for the PAs on environmental education awareness and work with local communities. These workplans should be included in the overall annual workplans of the PAs.
- (ii) Conduct a capacity needs assessment of PA staff regarding environmental education, awareness and work with local communities (if any), with the support of the project.
- (iii) Based on the capacity needs assessment, develop a capacity strengthening program for the PAs’ staff responsible for environmental education, awareness and work with local communities, with the support of the project.
- (iv) Provide technical support and advice in organizing and conducting trainings for at least four employees (one from each four PAs) on environmental education, public outreach and work with local communities, with the support of the project.
- (v) Identify printing materials for informing a wide range of stakeholders about PA activities (posters, rifles, banners), develop their design and content and submit to the project for publication.

### **5. Development of the content and concept of visit centers for Chatkal State Biosphere Reserve and Gissar State Reserve.**

- (i) Conduct an analysis of limited international and national experience in establishing visit centers for protected areas.
- (ii) Based on the analysis and identified target audience (focus groups), develop a general concept for the establishment of visit centers for two PAs (Chatkal State Biosphere Reserve and Gissar State Reserve).
- (iii) In close cooperation with the PA staff and the project, support the preparation of the necessary information materials (such as the history of the establishment of PA, the features of geology, ecological, flora and fauna, etc.).

## **Expected Outputs.**

### **1. Planning and establishment of an infrastructure.**

- a. "Environmental education and outreach programme", including baseline awareness data from survey, and relevant communications strategies for project partners as well as workplans prepared and approved by the project.
- b. General concept for the establishment of visit centers for two protected areas developed, and the necessary information materials (such as the history of the establishment of PA, the features of geology, ecological,

flora and fauna, etc.) prepared.

- c. Work Plans for awareness-raising and environmental education for four PAs prepared and included in the relevant Management Plans for these protected areas.
- d. Design of the promotional materials was developed and approved by the project.

## 2. Education (training) programmes and capacity building.

- a. Education programmes (lecture notes, presentations, visuals and handouts) for various focus groups (including local teachers (trainers), PA staff) prepared.
- b. At least 4 PA employees (1 employee from each PAs) are trained in the methods of work on environmental education and public ecological work.
- c. Preliminary versions of publications and promotional materials developed and submitted to the project for publication and distribution.
- d. Pre- and post-training assessment of targeted project stakeholders/communities conducted, and report prepared.
- e. Follow-up survey to assess changes in awareness and understanding levels conducted, and report prepared.
- f. The final report on the activities, which includes an analysis of the implementation of activities, any changes in awareness identified from baseline to follow-up surveys, lessons learned and best practices, as well as recommendations for further work on awareness and environmental education prepared and approved by the project.

## IV. Deliverables and timeframe

The following deliverables and indicative schedule are expected from the consultancy contract. The final schedule will be agreed upon in the beginning of consultancy assignment.

#	Deliverables	Timeframe
1.	Report on best practices in the organization and conduct of work on raising public awareness and environmental education in the context of PAs around the globe.	Two months from the beginning of the contract
2.	A concept/roadmap on review of the national experience in working with the local population on environmental awareness raising as well as on conduct of an in-depth analysis of project stakeholders/partners.	
3.	Final draft survey questionnaire for baseline assessment of environmental awareness of target communities located adjacent to pilot PAs.	
4.	"Environmental education and outreach programme", including baseline awareness survey results, relevant communications strategies for project partners as well as workplans prepared and approved by the project.	4 months from the beginning of the contract
5.	General concept for the establishment of visit centers for two PAs (Chatkal and Gissar State reserve) developed and the necessary information materials (such as the history of the establishment of PA, the features of geology, ecological, flora and fauna, etc.) prepared.	5 months from the beginning of the contract
6.	Work plans for awareness-raising and environmental education for the four PAs have been prepared and submitted to the PAs administration for inclusion in the relevant management plans for these protected areas.	10 months from the beginning of the contract
7.	Education programs (lecture notes, presentations, visual and handouts) for various focus groups (including local teachers (trainers), PA staff) prepared.	14 months from the beginning of the contract
8.	At least four PA employees (1 employee from each PA) are trained in the methods of work on environmental education and public ecological work.	20 months from the beginning of the contract
9.	The final report on the activities, which includes an analysis of the implementation of activities, summary of post-baseline awareness survey results, lessons learned and best practices, as well as recommendations for further work on awareness and environmental education prepared and approved by the project.	30 months from the beginning of the contract

## V. Payment Conditions

This is a lump sum contract that should include costs of consultancy and international travel costs (in-country air ticket costs will be covered by the project), accommodation and meal (DSA or per diems in Uzbekistan) and visa costs required to produce the above deliverables.

Payment will be released in 7 (seven) installments below upon timely submission of respective deliverables and their acceptance by the Supervisor and UNDP CO.

1<sup>st</sup> (15% of the total contract amount) to be made upon achievement of Deliverables 1, 2 and 3;

2<sup>nd</sup> (10 % of the total contract amount) to be made upon achievement of Deliverable 4;  
 3<sup>rd</sup> (10% of the total contract amount) to be made upon achievement of Deliverable 5;  
 4<sup>th</sup> (15 % of the total contract amount) to be made upon achievement of Deliverables 6;  
 5<sup>th</sup> (15% of the total contract amount) to be made upon achievement of Deliverable 7;  
 6<sup>th</sup> (15% of the total contract amount) to be made upon achievement of Deliverable 8;  
 7<sup>th</sup> (20 % of the total contract amount) to be made upon achievement of Deliverable 9.

#### **VI. Recruitment Qualifications**

Education:	Advanced degree (master's level, equivalent or higher) in the field of environment, natural resources management, journalism, management or related field.
Experience:	At least 10 years of on the ground experience in conducting activities in the field of awareness raising of a wide range of stakeholders, environmental education and training, and a work experience the CIS region, preferably in Central Asia is desirable.
Language Requirements:	Proficiency in English, excellent analytical and presentation skills; working knowledge of written and spoken Russian language will be an asset.
Others:	Good understanding of local policies and practices in protected areas management. Outstanding time-management, organizational and interpersonal skills.

UNDP is an equal opportunity employer. Qualified female candidates, people with disabilities, and minorities are highly encouraged to apply. UNDP Gender Balance in Management Policy promotes achievement of gender balance among its staff at all levels.

#### **VII. Signatures- Post Description Certification**

Incumbent		
Name	Signature	Date
Supervisor		
Abbos Akhadov Project Manager	Signature	Date