

Terms of Reference for hiring a Communications Specialist

A. Project Title

GEF ABS Project “Strengthening human resources, legal frameworks, and institutional capacities to implement the Nagoya Protocol”.

Integrated Flood Management to Enhance Climate Resilience of the Vaisigano River Catchment in Samoa (GCF Samoa)

Development Effectiveness Project

B. Project Description or Context and Background:

Samoa is a small Island Nation in the Southwest Pacific, consisting of two main Islands, Upolu and Savaii, and eight smaller islands. Its total land area is roughly 2,900km² and has a population of about 187,820 (SBS, 2011). 76% of the population resides in Upolu, and about 20% live in the urban area in the capital city, Apia. Samoa has a warm, humid and tropical climate with a wet (November-April) and dry season (May-October), with annual rainfall of about 3,000mm (varying from 2,500 – 6,000mm depending on location). In the wet season, Samoa is vulnerable to tropical cyclones and occasionally experiences long dry spells that coincide with the El Nino Southern Oscillation (ENSO). Recent tropical storms like Cyclone Evan have caused floods resulting in serious health impacts and significant damage to both public and private assets. The resulting damages have been estimated at US \$200 million. Urban infrastructure has suffered considerably and is expected to further degrade as extreme weather events are become more frequent.

The objective of the GCF Samoa project ‘Integrated Flood Management to Enhance Climate Resilience of the Vaisigano River Catchment in Samoa’ is to strengthen the adaptive capacity, and reduced exposure to extreme weather events, of vulnerable communities, infrastructure, and the built environment in the Vaisigano River Catchment area. This is the river that flows through the Apia Urban Area (AUA). The GCF project resources will be used to address a number of key technical issues including infrastructure; capacity and information based barriers to enhance the effectiveness of flood management systems. The primary direct beneficiaries include approximately 26,528 people in the Vaisigano river catchment area and 37,000 people indirect beneficiaries. The Division of XXXXX under the Ministry of Finance (MoF) is the ‘national focal point’ responsible for leading this project on behalf of the Government of Samoa.

The Nagoya Protocol on Access to Genetic Resources and the Fair and equitable sharing of Benefits arising from their utilization (ABS), an agreement under the Convention on Biological Diversity (CBD), was adopted on 29 October 2010 in Nagoya (Japan) and entered into force on 12 October 2014, it provides a transparent legal framework for the effective implementation of the 3rd objective of the CBD. The protocol applies to genetic resources that are covered by the CBD and to the benefits arising from their

utilization, it also covers traditional knowledge associated with genetic resources (TKAGR) held by local communities (LC). Parties to the Nagoya Protocol need to fulfil core obligations to take measures in relation to access to genetic resources, benefit-sharing and compliance.

A global GEF project “Strengthening Human Resources, Legal Frameworks, and Institutional Capacities to Implement the Nagoya Protocol” was formulated by UNDP with the participation of 24 countries from Eastern/Central Europe, Arab countries, Africa and the Asia-Pacific Regions. Samoa is one of the participating countries in this project. The project has the objective of assisting countries in the development and strengthening of the national access to genetic resources and benefits-sharing (ABS) frameworks, human resources and administrative capacities to implement the Nagoya Protocol. The project duration will be for three years starting from mid 2017 and three components will be implemented. The Division of Environment and Conservation (DEC) under the Ministry of Natural Resources and Environment (MNRE) is the ‘national focal point’ responsible for leading this project on behalf of the Government of Samoa.

The development effectiveness projects aims to build the adaptive capacity across all regions and show case lessons learnt and best practices including south south cooperation.

The objectives of this consultancy;

The Communication Specialist will implement the communication strategy as well as provides inputs to the design, management and implementation of the 2 project communications and publications strategies which are geared to influence the development agenda, promote public and media outreach and provide support to the national staff through capacity building activities in effective communication. The Communication Specialist works in close collaboration with the Environment and Climate Change Unit of the UNDP MCO Samoa, the Project Managers of the named projects, international and local media, subject matter experts, multi-lateral and bi-lateral donors and local communities and civil society ensuring successful Communication implementation.

C. Scope of Work:

The Communications Consultant will undertake the following tasks:

- Undertake the design, implementation and monitoring of internal and external strategies for communications and outreach;
- Development and Implementation of the Communications, Publications and Knowledge Products strategy and workplan for the GCF-funded project ‘Integrated Flood Management to Enhance Climate Resilience of the Vaisigano River Catchment in Samoa’ and ABS Samoa Projects as well as UNDP Multi Country Office Samoa;

- Maintenance of content on MNRE-DEC website, MOF-CRIDU Website and UNDP Multi Country Office website in English, as well as social media content (Facebook, Twitter and others)
 - Facilitation of knowledge building and knowledge sharing within and outside UNDP
 - Quarterly reporting on the impact of communications
1. Ensures **design, implementation and monitoring of internal and external strategies for communications and outreach** focusing on achievement of the following results:
 - Drafting/editing of projects communication and outreach strategies;
 - Integration of advocacy and communication strategies into project workplans
 - Production of content, including media releases, impact stories, high-quality photos, and video
 2. Ensures implementation of the communications, publications and knowledge projects focusing on the achievement of the following results:
 - Identification of storylines for publications and drafting of substantive articles, press releases and stories highlighting key issues, showcasing the impact of UNDP-supported projects, and contributing to advocacy;
 - Coordination and management of project publication activities such as content management, design etc; in line with UNDP's brand guidelines, the Government of Samoa's guidelines, and donor requirements;
 - In consultation with Project Managers, coordination with communications solutions agencies, film-makers and radio content productions, PR agencies, media agencies, design studios for creative outputs, scheduling of tasks, execution as per timelines and plans, review and progressing of product development up to completion stage;
 - Coordination with the Asia Pacific regional Communications team in Bangkok and MCO office for timely effective implementation of mass media plans, contribution to global online campaigns supported by UNDP, collation and documentation of feedback on impact-oriented success stories and follow-up with external agencies for corrective course of action, when necessary.
 3. Management of the **design and maintenance of the Project Websites, UNDP MCO website**; while contributing to social media, focusing on the achievement of the following results:
 - Preparation of rich content for the website (text and audio visual), ensuring consistency and accuracy of materials and messaging;
 4. **Supports business development** focusing on achievement of the following results:

Launches and campaigns

 - Implementation of public information campaigns on project activities

- Production and dissemination of advocacy materials for launching initiatives and publications such as impacts on the ground and Sustainable Development Goals
 - Packaging and submission of project initiatives;
- Outreach**
- Maintenance of increased coverage and understanding of UNDPs work in the country through media contacts and provision of newsworthy information.
 - Organisation of launches, press conferences, interviews etc.
 - Drafting/production of regular newsletter to project stakeholders (using mediums such as Exposure and the like);
 - Facilitate sharing of successes and lessons learnt to stakeholders and donor partners through the selected focal points.
 - Regular contribution to @UNDPSamoa's social media channels, ensuring a flow of content related to the ABS Project, GCF-funded project and others as required
5. Ensures **facilitation of knowledge building and management** focusing on the achievement of the following:
- Identification and synthesis of best practices and lessons learned directly linked to project goals and activities;
 - Provision of technical assistance and training to project staff on communications for development and on the ground communications activities.
 - Provide writing, editorial and design support for communications and public information needs of the projects and CO and outreach reports and documents.
 - Assist with communication capacity building workshops and south south cooperation with other countries of the MCO

• **Expected Outcomes and Deliverables:**

Final products	Days Required
Inception Report- workplan and budget for both projects	2
4 th Quarter Progress Report for both projects	28
1 st Quarter Progress Report for both projects	30
2 nd Quarter Progress Report for both projects	30
3 rd Quarter Progress Report for both projects	28
Final report to indicate recommendations + lessons learnt	2
Total	120

D. Institutional Arrangement:

The hired consultant will be based at UNDP MCO and will be responsible to the CEO, MNRE (through the ACEO DEC) as well as the CEO, MoF (through the Project Manager of GCF Samoa).

Reports and documentation will be shared with the Project counterparts mentioned in a timely manner, with copy to the UNDP MCO ARR and Programme Officer for the project.

E. Duration of the Work:

The estimated number of working days is 120 (10 days per month) and may be subject to change based on the development and progress of the project.

F. Duty Station:

UNDP MCO with 2 days at the Ministries (MoF and MNRE) relevant partners.

G. Competencies:

Corporate Competencies:

- Demonstrates commitment to the Gov. of Samoa as well as UN's mission, vision and values.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Focuses on result for the client and responds positively to feedback
- Consistently approaches work with energy and a positive, constructive attitude
- Remains calm, in control and good humoured even under pressure
- Demonstrates openness to change and ability to manage complexities
- Good inter-personal and teamwork skills, networking aptitude, ability to work in multicultural environment

Development and Operational Effectiveness

- Ability to implement communications and publications strategies
- Ability to advocate effectively
- Communicates sensitively and effectively across different stakeholders;
- Demonstrates strong IT skills

Qualifications of the Successful Contractor:

- Master's degree in Communications, Journalism, Media Relations or related field,
- At least 3 years of experience in at the national and international level in public relations, communications and advocacy
- Experiences in development of communication issues and demonstrated experience in communicating climate change and climate change adaptation work with multilateral and international organisations
- Computer proficiency and experience with media software, applications and communication tools and packages with experience in handling web-based management systems (CMS) and design software
- Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists ;)
- Excellent in oral and written communication skills in English language

Evaluation criteria: 70% Technical, 30% Financial combined weight

Technical Evaluation Criteria (based on the information provided in the CV and relevant documents must be submitted as evidence to support possession of the below required criteria.

- Master's degree in Communications, Journalism, Media Relations or related field, (15 points).
- At least 3 years of experience in at the national and international level in public relations, communications and advocacy (25 points).
- Experiences in development of communication issues and demonstrated experience in communicating climate change and climate change adaptation work with multilateral and international organisations. (20 points).

- Computer proficiency and experience with media software, applications and communication tools and packages with experience in handling web-based management systems (CMS) and design software. (20 points)
- Excellent organizational skills, interpersonal communication skill, self-motivated, proactive and reliable with good communication and ability to work in harmony with staff members and technical specialists; (5 points)
- Excellent in oral and written communication skills in English language. (15 points)
- Experience working in the Pacific with preferable work experience in Samoa.

H. Scope of Bid Price & Deliverables:

DELIVERABLES	DUE DATE %	AMOUNT IN USD TO BE PAID AFTER CERTIFICATION BY UNDP OF SATISFACTORY PERFORMANCE OF DELIVERABLES
Upon submission and approval of the following: <ul style="list-style-type: none"> - Inception Report outlining the consultants work plan each month pertaining to the named projects (GCF and ABS Samoa) & Development Effectiveness 	TBA	
At the end of each month upon submission and approval of UNDP and MoF of a monthly report including a signed timesheet indicating number of working days effectuated in the period and including the below quarterly submissions	Monthly	Based on number of days worked
Upon submission and approval of the following <ul style="list-style-type: none"> • At the end of each month upon submission and approval of UNDP and MoF of a monthly report including a signed timesheet indicating number of working days effectuated in the period 4th Quarterly Update Report 2018 on the GCF project communications activities and products 	17 th December 2018, 20%	

<ul style="list-style-type: none"> 4th Quarterly Update Report 2018 on the Global ABS Samoa project communication products and activities 			
<p>Upon submission and approval of the following</p> <ul style="list-style-type: none"> 1st Quarterly Update Report 2019 on the GCF project communications activities and products 1st Quarterly Update Report 2019 on the Global ABS Samoa project communication products and activities 	31 st March 2019, 20%		
<p>Upon submission and approval of the following</p> <ul style="list-style-type: none"> 2nd Quarterly Update Report 2019 on the GCF project communications activities and products 2nd Quarterly Update Report 2019 on the Global ABS Samoa project communication products and activities 	30 June 2019, 20%		
<p>Upon submission and approval of the following</p> <ul style="list-style-type: none"> 3rd Quarterly Update Report 2019 on the GCF project communications activities and products 3rd Quarterly Update Report 2019 on the Global ABS Samoa project communication products and activities 	30 th September 2019, 20%		
<p>Upon submission and approval of the following:</p>	15 October 2019, 10%		

• Final report to indicate recommendations + lessons learnt		
Total Working Days (120)	100%	

I. Recommended Presentation of Proposal:

Given below is the recommended format for submitting your proposal. The following headings with the required details are important. Please use the templates provided (Letter of Interest and Availability, Financial Proposal, Reference Check).

CV with a proposed methodology addressing the elements mentioned under deliverables must be submitted by **Monday 15th October 2018** electronically via email: procurement.ws@undp.org. Incomplete applications will not be considered and only candidates for whom there is further interest will be contacted.

Proposals must include:

1. Cover letter that includes
 - i. a concise explanation as to why the bidder is the most suitable candidate for the consultancy assignment;
 - ii. a concise description of the bidder's understanding of the consultancy assignment;
 - iii. a summary of the comments on the TOR; and,
 - iv. a brief description of the proposed methodology and approach in carrying out the required tasks, specifying the number of days it will take complete each task.
2. Updated CV that includes description of qualifications/competencies and relevant past experiences in similar projects
3. **Financial Proposal** specifying the daily rate and other expenses. **Refer to <https://icsc.un.org/map/> for the latest UN per diem rates for Samoa. Per diem rate cannot be more than the Samoa rate for the month.**
4. **Letter of interest and availability of the firm/consortium specifying the available date to start and other details**
5. **Reference Checks Templates to be completed by referees. Please include at least 3 completed and signed referee letters (using the attached template).** UNDP staff may contact referees to verify details of the reference provided if required.

The abovementioned documents, information and requirements are mandatory and as such are required to form a complete proposal. **A proposal will be rejected if it is not substantially responsive to the abovementioned requirements.**

All proposals should be sent to the procurement email: procurement.ws@undp.org with the subject clearly labelled as "consultancy name and the procurement number"



*Empowered lives.
Resilient nations.*