



TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT (IC)

GENERAL INFORMATION

Services/Work Description:	Communication
Project/Program Title:	Communication consultant: UNDP Ethiopia Climate Resilient Green Growth portfolio
Post Title:	National Consultant for Communication
Consultant Level:	Level C (Senior Specialist)
Duty Station:	Addis Ababa
Expected Places of Travel:	All Regions (Project Sites)
Duration:	Six months Contract
Expected Start Date:	Immediately after concluding the contract

I. BACKGROUND / PROJECT DESCRIPTION

Ethiopia has placed its green growth at the center of its development agenda couched within the national Climate Resilient Green Economy strategy (CRGE).

The United Nations Development Programme (UNDP) has prioritized support for this national agenda, from supporting the development of the CRGE strategy to supporting sector policies and implementation of strategic interventions on the ground.

Climate Change, environment and related interventions make up a large section of UNDP's work in Ethiopia and range over a wide area of interventions across 18 projects including a focus on forest sector development, Protected Area Management, biodiversity conservation, renewable energy, disaster risk management, resilience, livelihoods, climate information, early warning and sustainable urban development including waste management.

II. OBJECTIVES & SCOPE OF THE WORK

a. Objective

The ultimate objective of this assignment is to provide several high-quality communication products that capture UNDP's focus, strategic approach, and results achieved in various climate change adaptation mitigation and environment related projects.

b. Scope of work

This assignment will involve assessment of UNDP's interventions within its Climate Resilient Green Growth portfolio and then facilitation proper documentation, communication and sharing of lessons learnt, best practices, successes and failures. The consultant should support the team in doing analytical work and identify key issues for policy briefs. The consultant should identify key and priority issues in each project, prepare clear work plan and based on which gather data, do analysis, document, and then share to stakeholders on the outputs and successes of various projects within in the unit. The consultant also

need to follow up on media and various publications related to the unit's work and update team members periodically.

III. METHODOLOGY & APPROACH

The communication consultant will review all related project documents, including monitoring and evaluation reports for the 18 climate related projects to identify areas of progress and results for the interventions.

In performing the above, the incumbent will apply the following methods and approaches:

- In close consultation with programme staff and M&E, analyze and document progress in climate change adaptation and Mitigation;
- Conduct on sight interviews (including video and photos) with project/programme beneficiaries;
- Organize consultative meetings with Implementing partners and program staff to identify key issues for further communication

IV. EXPECTED OUTPUTS AND DELIVERABLES

The climate communication consultant shall submit the following deliverables.

- Draft and submit policy briefs for each of the CRGG projects/programmes currently implemented by the UNDP Ethiopia office;
- Draft and submit success stories (with high-resolution on-site photos, direct quotes etc.) on the CRGG unit projects/programmes;
- Draft op-eds for publishing on media around key advocacy areas of UNDP's engagement in environment and climate related work;
- Draft blogs for UNDP country office and corporate sites that advocates UNDP Ethiopia's strategic approach, highlights results;
- Produce short videos for web upload on the above projects/programmes that highlights intervention and results;
- Draft and submit key message text, photo, fast facts, brochures, storytelling and video content for upload on UNDP Ethiopia's social media platforms.
- Activity engage and update the units work on social media such as Twitter, in consultation with communication unit.

V. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The selected communication consultant shall have direct reporting line to the Programme Specialist (GEF) with close collaboration with the communication unit for quality control and clearance of all produced media products.

VI. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

UNDP will provide her/him with all office space and laptop. to discharge her/his duties. **The consultant shall be responsible for all travel costs within Addis Ababa and to the regions.**

VII. DURATION OF THE WORK

The assignment will be implemented over a period of six months, five days a week, and four weeks a month. The date for the start of this assignment is immediately after concluding Contract Agreement.

VIII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

a. Academic Qualifications:

Education:

- Master's degree in journalism, communication, environment or climate related fields.

b. Experience:

- Experience in documenting Project best practices, storytelling and brochure development and production of communication products;
- Minimum of 10 years of similar work experience in documenting project best practices and communication, environment/climate change related work;
- Demonstrated understanding of the Ethiopian climate, environment and related areas;
- Experience in similar international organizations is an advantage.

c. Competencies:

- Solid analytical, advocacy and communication skills;
- Excellent writing skills in English languages;
- Excellent interpersonal, communication, team work and negotiating skills.

d. Corporate:

- Excellent communication and networking skills with the ability to work in a team;
- Strong interpersonal and negotiating skills;
- Ability to work in a multicultural environment;
- Sound judgement and discretion.

e. Language and other skills:

- Excellent knowledge of English, including the ability to set out a coherent argument in presentations and group interactions;
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

f. Compliance of the UN Core Values:

- Demonstrates integrity by modelling the UN's values and ethical standards
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favouritism;
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

The Consultant is required to have the following professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

IX. CRITERIA FOR SELECTING THE BEST OFFER

Qualified Individual Consultants (ICs) are expected to submit **Technical** and **Financial Proposals**. Only applicants who fulfil the qualifications will be shortlisted and contacted. Consultants will be evaluated based on **cumulative analysis** as per the following scenario:

- Responsive/compliant/acceptable; and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:
 - a. Technical Criteria weight is **70%**;
 - b. Financial Criteria weight is **30%**;

Evaluation Criteria:

Criteria	Weight	Max. Point
Technical Competence (based on CV, Proposal and Interview (as required))	70%	100
Criteria a: Educational and Experience relevance: close fit to post: <ul style="list-style-type: none"> ▪ Master’s degree in public policy, environment, Climate change, development studies, international development or any other related field of study; ▪ Minimum of 10 years of relevant work experience documenting project/programme best practices; ▪ Proven track record in analysis and provision of high-level policy papers; ▪ Demonstrated understanding of the Ethiopian political, economic, social and environment landscape; ▪ Experience in public sector and/or international organizations is an advantage. 		40
Criteria b: Understanding of the ToR and Individual competencies (experience in similar assignments): <ul style="list-style-type: none"> ▪ Solid analytical, advocacy and presentation skills; ▪ Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal; ▪ Excellent interpersonal, communication and negotiating skills; ▪ Fluency in English languages, both written and spoken. 		60
Financial (Lower Offer/Offer*100)	30%	100
Total Score	Technical Score * 70% + Financial Score * 30%	

X. PAYMENT MILESTONES AND AUTHORITY

The successful consultant shall receive his/her payments upon certification of the completed tasks satisfactorily, and approval by UNDP and partner Government Offices on monthly bases.

Deliverables	Approval & Certification should be obtained	Percentage of full payment
1 st Payment upon submission and endorsement of: <ul style="list-style-type: none"> ▪ Detailed inception report 	UNDP	20 %
2 nd Payment up on the submission and acceptance of: <ul style="list-style-type: none"> ▪ Policy briefs for each of Best practices documents in the climate related projects/programmes currently implemented by the UNDP Ethiopia office; ▪ Success stories (with high-resolution on-site photos, direct quotes etc.) of the above projects s ▪ Short videos (5-10 mins) for web upload on all climate related projects/programmes that highlights intervention and results ▪ Key message text, photo, and video content for upload on UNDP Ethiopia’s social media platforms 	UNDP	40 %

Deliverables	Approval & Certification should be obtained	Percentage of full payment
<ul style="list-style-type: none"> ▪ Draft op-eds for publishing on media around key advocacy areas of UNDP’s engagement in environment and climate related work ▪ Draft blogs for UNDP country office and corporate sites that advocates UNDP Ethiopia’s strategic approach, highlights results, and partnerships 		
3 rd payment upon the submission and acceptance of: <ul style="list-style-type: none"> ▪ All final products mentioned above 	UNDP	40 %

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The Consultant shall not, either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the assignment service without prior written consent. Proprietary interests on all materials and documents prepared by the consultant under this assignment shall become and remain properties of UNDP Ethiopia.