United Nations Development Programme (UNDP)
Global Environment Facility (GEF)
Government of Lesotho

Consultancy

Terms of Reference for Communication Specialist

Country	Lesotho
Project Title:	Development of Cornerstone Public Policies and Institutional Capacities to accelerate Sustainable Energy for All (SE4All) Progress.
Type of Contract	Individual Contract – National
Start Date: (date when the selected candidate is expected to start)	February 2019
Duration of project	2016 - 2021
Duration of Contract	12 months Contract, (15 working weeks)
Reporting to:	Project Manager
Duty Station:	Maseru, Lesotho + Home Office

1.0 Background Information

The Government of Lesotho and UNDP Country Office are implementing a five years (2016 – 2021) GEF-financed project "**Development of Cornerstone Public Policies and Institutional Capacities to accelerate Sustainable Energy for All (SE4All) Progress**". The objective of the project is to catalyse investments in renewable energy-based mini-grids and Energy Trading Centres to reduce greenhouse gas (GHG) emissions and contribute to the achievement of Lesotho's Vision 2020 and SE4All goals. The project will create a favourable regulatory and market environment and build institutional, administrative and technical capacities to promote rural electrification through isolated renewable energy-based mini-grids and Energy Trading Centres. Through engagement of the private sector, the project will support the Government of Lesotho to use renewable energy-based technologies to generate electricity for rural households and income-generating activities. The project is expected to implement 10 mini-grids and 10 Energy Trading Centres providing modern energy services to 1,000 rural households in the 5 districts of Mohale's Hoek, Mokhotlong, Thaba-Tseka, Qacha's Nek and Quthing. Project outcomes are as follows:

1. Development of cornerstone SE4All Policies and Strategies to facilitate investment in renewable energy-based mini-grids.
2. Improved capacity of energy stakeholders and government officials for decentralized clean energy planning and decision-making on the basis of quality energy data.

3. Successful establishment of a village-based energy service delivery model for replication nationally
4. Outreach programme and dissemination of project experience/best practices/lessons learned for replication nationally and throughout the region.

The Government of Lesotho and UNDP Country Office require the services of a consultant to implement outreach and promotional activities for the SE4All Project, targeting project developers, the general public and beneficiary communities in the five selected districts.

2.0 Objective and Scope of Work

The consultant will support the project team to implement an outreach programme, support the team document project experiences/best practices for publication. The consultant will implement promotional activities targeting both domestic and international investors, the general public and communities in the five selected districts.

Specific tasks

- Facilitate community mobilization and liaison during implementation of mini-grids, Energy Centres and subsequent operation of these businesses;
- Conduct awareness raising and publicity campaigns for the project including the use of local media, to target rural communities and general public with specific messages and programmes. Such campaigns should support two key programme stages;
    - Market mobilisation prior to project implementation and operation which will inform and empower local markets and communities about the impending project implementation
    - On-going market support which will assess and promote alignment between project services and market needs and satisfaction.
- Support the project team to document project experiences/lessons to be shared nationwide and regionally (Africa). Such lessons will assist in informing the market in terms of public and private representatives as well as financial institutions and other stakeholders on the de-risking requirements and future investment opportunities in the off-grid sector.
- Publish materials (including videos and articles) on project activities, experiences, best practices and lessons learned. These materials will be suitable for dissemination via a range of platforms/media including supporting official project reporting requirements, project websites, project presentations
- Facilitate knowledge building, knowledge sharing, and produce regular articles for local media and online platforms. (UNDP and MEM websites).
- Contribute to regular reporting to UNDP, Ministry of Energy and Meteorology (MEM), Project Steering Committee (PSC) and Global Environment Facility (GEF).

3.0 Qualification and Experience

- First degree in Media studies, Communications, Public Relations or related areas; Masters' degree will be an added advantage.
- 7 years' experience in communication & media field, experience particularly in awareness raising and publicity campaigns, and documenting lessons for publication.
- Proven experience in media technologies, platforms and strategies.

- Experience in community mobilisation and liaison.
- Experience with international organisations
- Excellent written and spoken English and Sesotho.
- Good knowledge of MS Office and other relevant software such as Publisher.
- Strong organizational and detail-oriented skills
- Proven ability to deliver under tight deadlines
- Proven team player

4.0 Expected Outputs and Deliverables

The duration of the contract shall be 12 months, (15 working weeks) from the date of contract signing.

Key deliverables are as follows:

Table 1. Deliverables/Outputs

Deliverable/outputs	Estimated Duration to completion	Estimated completion date	Review and Approval Required
Inception Report	18 – 22 February 2019 (1 week)	22 February 2019	Project Manager, CTA & DOE
Awareness raising and publicity campaign; Publish project articles and video	23 February to 15 March 2019 (3 weeks) 19 August to 06 September 2019 (3 weeks)	15 March 2019 06 September 2019	Project Manager, CTA & DOE
Awareness raising and publicity campaign report; Published project articles and videos	18 - 20 March 2019 (3 days) 09 – 10 September 2019 (2 days)	20 March 2019 10 September 2019	Project Manager, CTA & DOE
Community mobilisation and liaison	15 April – 17 May 2019 (5 weeks)	17 May 2019	Project Manager, CTA & DOE
Community mobilisation and liaison report	20 -24 May 2019 (1 week)	24 May 2019	Project Manager, CTA & DOE
Documented project experiences and lessons	01 – 08 October 2019 (1 week)	08 October 2019	Project Manager, CTA & DOE
	15 weeks		

5.0 Duration of the Work and Duty Station

The assignment is expected to be carried out during 12 months' period (15 working weeks), beginning 1st March 2019 to 29th February 2020. The assignment will be carried out in Maseru

and in the five districts of Qacha's Nek, Quthing, Mohale's Hoek, Thaba Tseka and Mokhotlong.

6.0 Scope of Bid Price and Payment Schedule

- The proposed price must be a lump-sum which is an "all-inclusive package" including duty travels and daily subsistence allowances
- The contract price is fixed regardless of changes in the cost components, any changes will go through a variation negotiation.
- The Communication Specialist will be required to submit timesheet which shall form the basis for payment including expected deliverables.

Schedule of payment will be as Table 2 below:

Table 2. Payment Schedule

Deliverables/Outputs	Target Due Dates	% of lump sum to be paid
Inception Report	22 February 2019	10%
Community mobilisation and liaison report	24 May 2019	40%
Awareness raising and publicity campaign report; Published project articles and videos	06 September 2019	20%
Documented project experiences and lessons	08 October 2019	30%
Total		100%

7.0. Recommended Presentation of Offer

- P11 indicating all experience from similar projects, as well as the contact details (e-mail and telephone number) of at least three (3) professional references using the template provided by UNDP (Annex I)
- Letter of Confirmation of Interest and Availability using the template provided by UNDP (Annex II)
- **Methodology** – Brief description of why the individual considers him/herself as the most suitable for the assignment and a detailed methodology on how they will approach and complete the assignment.
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs using template provided by UNDP (Annex III)

8.0. Criteria for selection of the best Offer

Highest Combined Scoring method will be applied to assess both the technical and financial proposals. The weight of the technical criteria is 70%; the weight of the financial proposal is

30%. Only candidates with a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

Evaluation Criteria for International Consultant

Criteria	**Weight**
Technical	70%
Qualifications:	
• First degree in Media studies, Communications, Public Relations or related areas	15%
Methodology:	20%
Experience:	
• 7 years' experience in communication & media field, experience particularly in awareness raising and publicity campaigns, and documenting lessons for publication.	15%
• Experience in community mobilisation and liaison.	10%
• Proven experience in media technologies, platforms and strategies.	5%
• Experience with international organisations	5%
Financial	30%
Total = technical + financial (70% + 30%)	100%

Prepared by Project Manager:

Name: 'Mabo Molcoa Tau **Signature:** .....

Date: 30/01/2019

Approved by Director – Department of Energy

Name: T.H. BANG PHALE **Signature:** .....

Date: 30 JAN 2019

Authorised by UNDP Sustainable Development Specialist:

Name: LIMOMANE PESHOANE **Signature**.....

Date: 30/01/2019