



UNDP-JOINT MANAGEMENT AREA (JMA) DEMONSTRATION PROJECT

Terms of Reference for the appointment of the Communication Consultant to support the JMA Demonstration Project

SECTOR	: Climate and Disaster Resilience (UNDP)
LOCATION	: Republic of Mauritius
DUTY STATION	: Ministry of Defence and Rodrigues, Department for Continental Shelf, Maritime Zones Administration and Exploration (CSMZAE)
DURATION	: 90-person-days spread over 11 months until April 2020 (Mauritian National only)
STARTING DATE	: June 2019

A. PROJECT TITLE

Demonstrating Innovative Ocean Governance Mechanisms and Delivering Best Practices and Lessons for Extended Continental Shelf Management within the Western Indian Ocean Large Marine Ecosystems (UNDP Joint Management Area Demonstration Project)

B. PROJECT DESCRIPTION

The Mascarene plateau is made up of the Seychelles Plateau, the Ritchie Bank, the Saya de Malha Bank, the Nazareth Bank and the St Brandon shoals to the south up to Mauritius. The plateau has significant importance for the appropriate management and for a monitoring system to be in place as it has potential economic, environmental and social benefits.

In September 2007, the UNDP began implementation of the GEF-funded Agulhas and Somali Current Large Marine Ecosystems (LMEs) Project. The objective of this Project was to undertake an environmental baseline assessment of the Agulhas and Somali Current Large Marine Ecosystems, to fill information gaps needed to improve management decision-making and to ascertain the role of external forcing functions. The Project was designed to address the Agulhas and the Somali Current LMEs under one initial assessment process as well as the assessment of the Mascarene Plateau. It identified potential data/information gaps in the region and amplified the needs for further studies and research in the area.

Funded by GEF, the Joint Management Area (JMA) Demonstration Project will also identify and demonstrate new management approaches and techniques for database management for the Mascarene Plateau.

It will assist Seychelles and Mauritius in the development and demonstration of new management approaches for such extended continental shelf areas which can provide lessons and techniques which can be replicated both within the western Indian Ocean as well as other similar maritime zones globally.

This JMA Demonstration project is worth USD 2.2 Million in GEF grant and is being implemented over four years from 2018 to 2021.

The JMA Demonstration Project aims at achieving its objectives through the delivery of four components as follows:

1. Building technical and management capacity in support of Marine Spatial Planning (MSP) and effective management of the Joint Management Area.
2. Development of a data and information system along with a Programme of data capture and gap-filling as a foundation for an adaptive management strategy.
3. Adoption and implementation of a Marine Spatial Planning approach with the objective of improving and implementing effective decision-making for activities within the Joint Management Area.
4. Monitoring, and evaluating adaptive feedback and sustainability using UNDP and GEF tracking tool for both annual progress and terminal evaluation.

C. SCOPE OF WORK

Component one (1) of the JMA Demonstration Project emphasize the strengthening of technical and management capacities to support a Marine Special Planning and a JMA management process which will consequently ensure the efficient management of the Joint Management Area. In doing so, there are several key objectives that need to be met.

The main objective of this consultancy is to provide effective communications and awareness support to the Joint Management Area activities. This recruitment will serve several key objectives, namely:

1. To develop a communication strategy and associated work plan for the stand-alone UNDP-JMA Demonstration project and support the JMA Marine Spatial Planning framework;
2. To establish a successful process of communicating and maintaining regular contact and close collaboration with the media to disseminate the JMA activities;
3. To maintain effective working relationships with the United Nations, regional and international institutions, and other partners, teams and communication counterparts;
4. To support global and country level fund-raising activities through effective advocacy and communication strategy and activities;

5. To clearly assess the information needs of the public and potential stakeholders of the JMA;
6. To enable capacity building competencies in the field of communication and awareness;
7. To facilitate the exchange of competences using information technology;
8. To outline important tools for the employment of an effective communication plan; and
9. To provide resource mobilization support.

Duties and Responsibilities

The Consultant will:

1. Develop a communication strategy for the stand-alone UNDP-JMA Demonstration project and associated workplan to ensure visibility and branding;
2. Develop guidelines for an appropriate website design for JMA Demonstration Project in line with Joint Commission objectives;
3. Advise (s) on appropriate publication materials for the Stand-alone UNDP-JMA Project;
4. Assist the MSP Specialist with the identification of stakeholders and the development of a Stakeholder Engagement Plan for the project;
5. Develop appropriate graphics such as roller banner for the UNDP-JMA Demonstration project activities and events;
6. Preparation of website pages and correlates with information needs for the Marine Spatial Planning (MSP) and JMA needs;
7. Provide other communication and awareness services related to the JMA Demonstration Project activities;
8. Capacity building activities related to JMA communication strategy;
9. Collaborate with the MSP, IT and MCS Specialists and provide inputs for the JMA-MSP, Data management, and MCS process;
10. Collaborate with other, local and international institutions/individuals on the JMA, such as UN WCMC, IOC-UNESCO, IOC, amongst others; and
11. Be present at all UNDP-JMA activities for effective documentation and reports.

The consultant will be expected to collaborate with UNDP-JMA Consultants, national, regional and international institution/individuals involved in the JMA activities. The consultant will also be required to lead and participate in workshops and seminars with key stakeholders on the communication aspects during the consultancy.

D. EXPECTED DELIVERABLES/OUTPUTS

Table 1: List of deliverables of the Communication Consultant.

S/N	Outputs/Deliverables	Fee (%)	Time Schedule	Means of verification
1	Submission of a draft assignment work-plan	5	Jun-19	Approved draft work-plan
	Submission of a final assignment work-plan	5	Jun-19	Approved final work-plan
2	Development of a draft communication strategy for the Stand-alone UNDP-JMA project	7.5	Jul-19	Submission of approved draft communication strategy
	Final Communication Strategy for the Stand-alone UNDP-JMA Project	7.5	Sep-19	Submission of the final Communication Strategy
3	Drafting of website pages structure and architecture and guidelines to incorporate into the JMA website	10	Aug-19	Submission of draft guidelines for website pages.
4	Development of all JMA Information banners for the duration of the project	5	Mar-20	Approved information for banner(s)
5	Stakeholder engagement contribution to MSP plan	5	Sep-19	Approved stakeholder engagement document
6	Development of website pages for incorporation into the JMA website	10	Oct-19	Approved website pages
7	Development of a draft Project Policy Brief with appropriate graphics and professional presentations	5	Nov-19	Approved draft project policy brief
	Development of a final Project Policy Brief with appropriate graphics and professional presentations	5	Nov-19	Approved final project policy brief
8	Development of a draft JMA Newsletter	7.5	Jan-20	Approved draft Newsletter
	Development of a final JMA Newsletter	7.5	Feb-20	Approved final newsletter

9	Policy brief on UNDP-JMA under the guidance of the Joint Commission.	10	Feb-20	Approved Policy brief
10	Workshop in communication and awareness related to JMA activities	10	Mar-20	Approved Workshop delivery
	Total	100		

All deliverables shall be submitted in appropriate format, in MS Word, website formatPDF, as appropriate as per requirement of the Client to the address of the International Project Manager, Mr. Allen Vosrie Cedras, allen.cedras@undp.org and with copy to the National Project Director, Dr. M. Rezah Badal, mrbadal@govmu.org as well as the UNDP Head of Environment Unit, Mr. Satyajeet Ramchurn, satyajeet.ramchurn@undp.org.

The Project Manager will be responsible for further distribution. The deliverables should be of high quality in form and substance and with the appropriate professional presentation. The Communication Consultant will also need to attend and report on all UNDP-JMA Project activities such as workshops and seminars. The Communication Consultant should fully comply with the requirements of UNDP in terms of content and presentation and respect UNDP GEF visibility guidelines, since unsatisfactory performance may result in termination of the contract.

E. INSTITUTIONAL ARRANGEMENT

The Communication Consultant will provide service to the Joint Commission through the Department for Continental Shelf, Marine Zones Administration and Exploration in the Ministry of Defence and Rodrigues, and report to the National Project Director (NPD), Project Manager, and the UNDP Head of the Environment Unit.

All deliverables shall be approved by the NPD, UNDP and the Project Steering Committee.

F. DURATION OF WORK

The Communication Consultant's work schedule shall be for 90-person-days until April 2020.

G. DUTY STATION

The Communication Consultant will be home-based in their local premises and when required at the PMU Office, Department for Continental Shelf, Maritime Zones Administration and Exploration, 3rd Floor, Belmont House, Intendance Street, Port Louis and at the UNDP Office 5th Floor, Anglo-Mauritius House, Intendance Street, Port Louis. If there is a requirement to travel to Seychelles to complete the assignment, all such travel must be approved in advance by the Project Manager and the cost associated with travel will be covered by the project.

H. QUALIFICATION OF SUCCESSFUL INDIVIDUAL CONTRACTOR

Education:

- Minimum Bachelor's Degree in communication, media studies, or any related fields. Preference will be given to holders of a Master's Degree in the relevant field.

Experience:

- At least 10 years of proven professional experience in communication or related field;
- Experience in the drafting of communication strategies;
- Experience in capacity building related to communication and website designs;
- Demonstrable experience in implementing equivalent GEF or other multilateral donor-funded projects;
- Working experience in SIDS particularly in Seychelles and Mauritius.

Skills:

- Good interpersonal and communication skill with the ability to effectively interact with government, private sectors and others in a multi-disciplinary and multi-cultural environment;
- Good working knowledge of international best practice in conservation, sustainable use, and management of marine and coastal biodiversity is desirable;
- Demonstrated ability to take initiative and work independently while also having the skills to work effectively within teams;
- Strong drafting, presentation and reporting skills, excellent written communication skills;
- A good personality with strong leadership skills;
- Be an effective negotiator with excellent oral and presentation skills;
- Fluency in both written and spoken English is required; knowledge of French is an asset;
- Strong computer skills.

I.SCOPE OF PRICE AND SCHEDULE PAYMENT

The financial offer should be quoted as a lump sum amount, all-inclusive (professional fee, insurance, etc.).

The contract price is fixed regardless of changes in the cost components. In the case of unforeseeable travel (additional mission for example), payment of travel costs including tickets, accommodation, and terminal expenses should be agreed upon prior to travel between UNDP and Individual Consultant and will be reimbursed.

Payments will be effected based on deliverables as per Table 1 above.

The Communication Consultant should fully comply with the requirements of UNDP in terms of content and presentation and respect UNDP GEF visibility guidelines, since unsatisfactory performance may result in termination of the contract.

J. RECOMMENDED PRESENTATION OFFER

The following documents are requested:

- a) Duly completed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **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;
- c) **Technical offer: Brief description** of why the individual considers him/herself as the most suitable for the assignment (including his/her experience using GEF Protected Areas Scorecards and Tracking Tools), and a **methodology** on how they will approach and complete the assignment;
- d) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per the template provided by UNDP.

K. CRITERIA FOR SELECTION OF THE BEST OFFER

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

The Evaluation Criteria for the Shortlisting of applicants is as per Table 2.

Table 2: The evaluation criteria for the shortlisting of applicants.

Criteria	Max. Point
Education	10
Relevant professional experience in communication and information technology	10
Relevant experience in drafting communication strategies	10
Relevant experience in website design	10
Experience in capacity building activities related to communication and awareness.	5
Demonstrable experience in implementing equivalent GEF or other multilateral donor-funded projects	5
Working experience in SIDS particularly in Mauritius and Seychelles	5
Language (English mandatory/French is a plus)	5
Computer skills	20
Suitability of technical approach	20

Candidates scoring a minimum of 70% of the maximum marks on the above criteria will be short-listed and called for a competency-based interview.

The financial offers will be evaluated giving the lowest price proposal 30 marks and marking the other more expensive proposals reverse proportionally to the cheapest offer.

The final scoring of short-listed candidates will consider the interview score and the financial score.

The method of calculation of the final score is shown in Table 3 below.

Table 3: Calculation of Scores for Selection of the Communication Consultant.

Criteria	Weight (%)	Max. Score
• Interview	70	70
• Financial	30	30

The candidate ranking highest shall be selected.

L. APPROVAL

This ToR is approved by:

Signature:



Name and Designation:

Mr. Satyajeet Ramchurn, Head of Environment Unit

Date:

6/5/2019
