

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 13 May 2019

Country: Bangkok, Thailand

Description of the assignment: Communications, Outreach, & Knowledge Management Consultant

Duty Station: Bangkok-based with possible mission travel to the countries in Asia and the Pacific

Project name:

Strengthening the Governance of Climate Change Finance to Enhance Gender Equality,
Strengthening the Governance of Climate Change Finance to benefit the poor and vulnerable in
South Asia and Asia Pacific Development Effectiveness Facility (AP-DEF)

Period of assignment/services (if applicable): 18 June 2019 to 17 June 2020 with maximum total of
261 working days.

Proposal should be submitted no later than **26 May 2019**

Please click on the link below to apply: https://jobs.undp.org/cj_view_job.cfm?cur_job_id=85186

1. BACKGROUND

UNDP's Bangkok Regional Hub (BRH) supports countries in the Asia-Pacific region on various development issues, including governance and environment. BRH operates under the UNDP Bureau for Policy and Programme Support (BPPS) which has the responsibility for developing all relevant policy and guidance to support the results of UNDP's Strategic Plan.

To respond to growing demands by countries and UNDP Country Offices, a multi-disciplinary 'governance of climate change finance' team was established in 2009 to deliver the abovementioned services through a coordinated regional approach. It is currently implementing two flagship regional projects—one funded by the UK Department for International Development (DFID) and one by the Swedish International Development Cooperation Agency (Sida), plus providing *ad hoc* support to other UNDP programs. UNDP is supporting governments to better articulate their response to climate in Asia and the Pacific through advocacy at multi levels, technical assistance, and policy advisory services. Support includes strengthening coordination mechanisms

between Ministries of Finance, Planning, Environment, and local governments through a 'whole of government' approach to deliver integrated and comprehensive policies, strengthening budgeting processes and frameworks, and strengthening budget accountability mechanisms, including monitoring and oversight roles of parliaments, civil society, and the media, to address the needs of the poor and vulnerable in these processes. Taken together, these activities are pivotal to enhancing partner countries' ability to mobilize, manage, and target resources earmarked toward a national climate change response.

The programme has been up-scaling its scope to increasingly support countries in Asia-Pacific to more effectively and equitably manage climate finance for the 2030 Agenda. From April 2019, the programme is working with key partners to establish a Climate Finance Network (CFN) as a knowledge management and technical support facility to identify and support climate finance innovations in the region and facilitate, accelerate and scale up these innovations.

Through the DFID supported Climate Finance Network (CFN), which is an extension of the Governance of Climate Change Finance programme supported by DFID, and continuation of the government of Sweden supported Strengthening the Governance of Climate Change Finance to Enhance Gender Equality (GCCF) programme, UNDP will be working with governments in South and South East Asia to develop and roll out methodologies in relation to climate change responsive budgeting.

Based on experiences from the earlier DFID supported Climate Proofing Growth and Development (CPGD) programme, we learned that many countries have developed innovative solutions to strengthen their approaches to climate change financing and the potential for taking these innovations to scale is significant. By strengthening access to knowledge on these innovations across countries and by supporting these innovative reforms through a combination of south-south cooperation and targeted technical assistance the repository of innovations can continue to grow and their implementation be accelerated. Sharing of knowledge and innovations across countries will be key but so too will be joining up efforts of disparate stakeholders in forging new innovative approaches to climate financing.

Through the CFN, UNDP will work with other partners to share cutting-edge knowledge across six key thematic areas from on-going reforms that are taking place at the country level. This will follow a strategy targeting systemic changes that strengthen governance for greater alignment of public and private financing to the 2030 Agenda. The CFN given its objective of knowledge sharing amongst countries will need to have an effective communication strand. Apart from producing knowledge products the CFN will also have a platform for sharing knowledge which could be a dedicated website or/ and dissemination and sharing of best practices and experiences through the websites of partners.

Additionally, to support government and the private sector in scaling-up approaches to finance the SDGs, UNDP BRH is offering an integrated and systematic package of support to assist countries in more comprehensively engaging with private and public partners and maximize the use of sources

of development finance. As part of a broader process on strengthening our services. BRH works across country offices to map SDG Financing initiatives, map capacities and expertise, develop knowledge products demonstrating UNDP's leveraging potential based on a portfolio review and further strengthening CO integrated financing support.

Through the Asia-Pacific Development Effectiveness Facility (AP-DEF), a country-led regional platform, chaired by the Government of Bangladesh, which supports countries to implement their national agendas on development finance and cooperation, BRH will continue to respond to the growing demand from countries in Asia Pacific to establish evidence and analysis, and introduce policy and institutional reforms for managing the increasing complexity of domestic and international sources of finance for the SDGs.

2. OBJECTIVE, SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The key objectives of the assignment are to:

- Support programme staff in the development and implementation of strategic communication plans.
- Produce and support the dissemination of various communications products and activities, including, but not limited to: print publications, web stories, press kits, social media posts, banners and flyers, project brochures, advocacy video clips and multimedia products, in regard to GCCF, Financing SDG and AP-DEF work.
- Support messaging and communications strategies for increased gender equality and human rights focused programmes in Asia and the Pacific.
- Support Country Offices with advisory and technical support to efforts in scaling up communications materials on Financing SDGs
- Support BRH communications team on the financing SDGs workstream by providing key messages and CO stories
- Coordinate outputs and provide feedback to vendors such as graphic designers, editors, web developers, etc.
- Provide editing and technical copywriting support for key knowledge products and communications materials, with an eye toward ensuring not only quality products but also consistent application of UNDP and GCCF programme branding, key messages, and relevant corporate style guidelines.
- Support the CFN and the climate change finance team for SIDA programme in effective communication of key reforms and highlight any events around these reforms.
- Communication plan for the CFN to ensure effective transfer and exchange of knowledge amongst the countries. This will involve but not limited to a CFN communication strategy, website, content sharing mechanism etc.

- Identify and proactively initiate opportunities to promote programme knowledge outputs and stories through other channels, including social media, other UN platforms, media outreach, etc.
- Support the communication of mini dialogues around the workstream for the CFN to ensure that the knowledge, strategic and policy choices for the workstream and best practices get reflected to the target countries.
- Oversee the drafting of key programme reporting outputs including donor reporting documents.

Scope of work:

Based on the updated communication strategy, the consultant will work closely with all members of the Governance of Climate Change Finance team and in particular the Governance, Climate Change Finance and Development Effectiveness Advisor to implement the strategy and its key recommendations. This assignment's key tasks and scope of work can be summarized as follows:

- a) Develop knowledge and outreach products as suggested in the strategy and agreed with the team and relevant UNDP country offices, including: programme brochures, press kits, Op-Ed, and e-newsletters.
- b) Communication plan for the CFN to ensure effective transfer and exchange of knowledge amongst the countries. This will involve but not limited to a CFN communication strategy, website, content sharing mechanism etc.
- c) Based on the CFN communication strategy the communication expert will manage the content of the website or ensuring reflection of contents in the partners websites:
 - Ensuring consistency of all the pages under the project's website, including double checking for the accuracy of links and images posted on the site.
 - Ensuring up-to-date uploads of new publications and relevant knowledge products of the project.
 - Ensuring upcoming programme and past events are up to date.
- d) Providing editorial and proof-reading support to the project's upcoming publications and knowledge products.
- e) Acting as the focal point between the project and the website developer and designer already contracted by the project.
- f) Leading on social media to enhance the team's results outreach to both UNDP audiences, donors, and beyond.
- g) Supporting the drafting of reporting documents.
- h) Supporting the updating and continued development of new messaging following the project's focus on gender equality and human rights.
- i) Support the CFN team in refining and editing of the CFN knowledge products.
- j) Support the CFN target country offices for ensuring that the key reforms and milestones get adequately reflected internally and externally.

Based on the to be developed communication strategy, the consultant will work closely with all members of the SDG Finance team to implement the strategy and its key recommendations. This assignment's key tasks and scope of work can be summarized as follows:

- a) Support the development of knowledge products, including publication, launch and dissemination.
- b) Develop an SDG Financing regional webpage:
 - Curate relevant content
 - Ensure uploads of new publications and relevant knowledge products
- c) Develop a regional communication strategy for SDG Financing
- d) Support the launch and content curation and moderation of a regional SDG Financing Community of Practice
- e) Support the reimagining and rebranding process of AP-DEF
- f) Develop a set of communication products on SDG Financing to support Country Office's efforts and implementation activities
- g) Collaborate with a wider UNDP BRH SDG financing communication task team
- h) Provide support to any other tasks as requested

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The consultant should possess the following expertise and qualifications:

Education:

- University Degree or equivalent in Communications, International Relations, Public Policy, Social Science or other related fields.

Work Experience:

- Track record in implementing strategic outreach and communications activities for international organizations, UN Agencies, NGOs, or political campaigns is required.
- Minimum 5 working year experience with content development and management of print and online communications for UN or other international organizations, including familiarity with social media and website management is required.
- Experience in production management and quality assurance of knowledge management and outreach products is required (both print and electronic outputs).
- At least 5 years of experience in relevant fields in international levels.
- Prior work experience in Asia -Pacific region is desirable.
- Excellent written and spoken English are required.

Language Requirement:

- Proficiency in English with advanced command of speaking and writing. Fluency in other languages spoken in the region is an asset.

Remarks:

- Qualified female candidates are strongly encouraged to apply.
- Candidates who have residence in Bangkok, Thailand is preferable.

4. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Duration of Assignment:

The period of the assignment is to be completed from **18 June 2019 to 17 June 2020**, maximum of 261 working days.

Duty station:

The consultant will be based in Bangkok, Thailand on full time basis at the UNDP Bangkok Regional Hub Office with possible mission travel to the countries in Asia and the Pacific.

The consultancy will be managed by the UNDP Bangkok Regional Hub. The Consultant's presence is required at UNDP Bangkok Regional Hub premises to work very closely with UNDP's Governance, Climate Change Finance and Development Effectiveness Advisor.

5. FINAL PRODUCTS

Expected Outputs and Deliverables

The consultant is expected to work towards the following work plan,

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
<p>1st Deliverable</p> <ul style="list-style-type: none"> • Workplan of this assignment • On-going Social Media Support <ul style="list-style-type: none"> ○ Migration of programmatic content from www.climatefinance-developmenteffectiveness.org/ to a corporate microsite/RBAP corporate site ○ Support the development of publications programme (Nepal and Pakistan collaborative research) • Assist completion of Development Finance Assessment website repository • Develop an SDG Financing regional communication 	<p>30 June 2019</p>	<p>Governance, Climate Change Finance and Development Effectiveness Advisor</p>

<p>strategy.</p> <ul style="list-style-type: none"> • Assist DFID progress reporting as required (update on communication section and progress) • Communication Plan for the CFN 		
<p>2nd Deliverable</p> <ul style="list-style-type: none"> • On-going Social Media Support • Complete the migration of GCCF's site content • Research CFN platform solutions. • Assist completion of Development Finance Assessment brochure • Report on the launch of CBT and Climate Change Screening and highlighting it through social media- externally and internally • Revisit the SIDA and DFID Country Pages to update the programme pages because of the expansion in scope for SIDA countries and redefined scope for DFID countries 	31 July 2019	
<p>3rd Deliverable</p> <ul style="list-style-type: none"> • Update KRC backlog and ensure KM in line with UNDP standards • Develop a SDG Financing website development plan, including content proposal and roll out plan • On-going Social Media Support • Revisit regional strategy for Phase II (update messages and check progress) • Develop a video series plan on SDG Financing's seven key strategic areas • Support implementation of a CFN platform development plan as agreed in the communication plan, including User Experience and User Interface (UX/UI), community engagement, content development workflows, testing, launching, etc. 	31 August 2019	
<p>4th Deliverable</p> <ul style="list-style-type: none"> • On-going Social Media Support • Assist completion of package of infographics • Report on support to the development of ToRs for the knowledge management products for the CFN • Report on Budget Submissions in Cambodia (Tentative) • Terms of Reference for the video on climate finance reforms and investments around the region for 6 work streams • Rewrite and Update Gender Content on CFADE Website 	30 September 2019	
<p>5th Deliverable</p> <ul style="list-style-type: none"> • On-going Social Media Support • Review and Update programme website – Publications Page • Draft Financing SDGs brochure • Develop a communication plan for SDG Finance Community of Practice, including launch, dissemination 	31 October 2019	

<p>and content curation.</p> <ul style="list-style-type: none"> • Develop an AP-DEF rebranding communication plan • Web story and leaflet on Cambodia Budget Submissions case studies (Potential) 		
<p>6th Deliverable</p> <ul style="list-style-type: none"> • On-going Social Media Support • Gender Responsive Collaborative Research: Web Story- Pakistan • Event communications support for APDEF • Launch SDG Finance Community of Practice • Report on support to the development of CFN Knowledge products • Inputs on the communication component for the wider CFN programme from 2020-23 • Assist DFID progress reporting as required (update on communication section and progress) 	30 November 2019	
<p>7th Deliverable</p> <ul style="list-style-type: none"> • Update KRC backlog and ensure KM in line with UNDP standards • Nepal - Brief on the role of fiscal transfers • Revisit regional strategy for Phase II (updated messages and check progress) • On-going Social Media Support • Event communications support for APDEF • Assist Sida annual reporting as required (update on communication section and progress) • Report on support provided to the development of video on climate finance reforms 	31 December 2019	
<p>8th Deliverable</p> <ul style="list-style-type: none"> • Potential Op-Ed and Blog of Indonesia's CSO supported review of ministry on gender and poverty impacts on climate • On-going Social Media Support • Revisit the SIDA and DFID Country Pages to update on the activities and achievements of CFN and SIDA programme • Draft and final version of Videographer ToR • Draft APDEF/Financing SDGs annual report • Report on support to the development of 3 knowledge products 	31 January 2020	
<p>9th Deliverable</p> <ul style="list-style-type: none"> • Develop Pacific case study/success story • On-going Social Media Support • Concept for Gender video • Gender Responsive Collaborative Research: Web Story Bangladesh • Gender Impact Case Study #1 	28 February 2020	

<ul style="list-style-type: none"> Year-end Review – Web Story 		
10th Deliverable <ul style="list-style-type: none"> Report on finalized video for climate change finance reforms Report on communication of mini dialogues around the workstream for the CFN Draft story line and the list of the interviewees Final APDEF/Financing SDGs annual report Draft and final version of E-newsletter On-going Social Media Support 	31 March 2020	
11th Deliverable <ul style="list-style-type: none"> Potential Bangladesh Web story on climate budget tracking systems developed to monitor climate related expenditures E-newsletter Dissemination report and feedback summary report Blog on early stages of Pacific Programme from Country Staff Update KRC backlog and ensure KM in line with UNDP standards On-going Social Media Support First version of gender video 	30 April 2020	
12th Deliverable <ul style="list-style-type: none"> On-going Social Media Support Review and Update Countries Page Gender Responsive Collaborative Research: Blog - Nepal Event communications support for APDEF Final version of gender Video Assist DFID progress reporting as required (update on communication section and progress) 	31 May 2020	

6. PROVISION OF MONITORING AND PROGRESS CONTROLS

Institutional Arrangement

The assignment will be conducted in overall supervision and oversight by the UNDP's Governance, Climate Change Finance and Development Effectiveness Advisor.

7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please **group them into one (1) single PDF document** as the application only allows to upload maximum one document

- **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;
- **Letter of Confirmation of Interest and Availability and Financial Proposal** that indicates the daily rate/fee of the candidate, in US dollars, using the template provided in Annex III.
- **Written works/ sample of works / portfolio** as related to the ToR for technical evaluation namely:
 - 1) print and online communications for UN or other international organizations, including familiarity with social media and website management
 - 2) management and outreach products i.e. outreach / communication campaign (both print and electronic outputs)
 - 3) samples of written work to evaluate criteria 5 while interview can evaluate “excellent spoken English”.

Incomplete proposals may not be considered. The shortlisted candidates may be contacted and the successful candidate will be notified.

8. FINANCIAL PROPOSAL

Consultant must send a financial proposal based on **Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration.

The method of payment is **output-based lump-sum scheme**. The payments shall be released upon submitting the required deliverables with satisfactory approval by or before the due dates agreed with the SDG Finance team and as per below percentages. At least seven working days of review time are required prior to approval of payments.

Payment Schedule

Deliverables/ Outputs	Payment (% of total contract amount)
1 st Deliverable	8%
2 nd Deliverable	8%
3 rd Deliverable	8%

4 th Deliverable	8%
5 th Deliverable	8%
6 th Deliverable	8%
7 th Deliverable	8%
8 th Deliverable	8%
9 th Deliverable	8%
10 th Deliverable	8%
11 th Deliverable	10%
12 th Deliverable	10%

UNDP will organize travels and disburse living allowance for the consultant using UNDP rules and regulations. All the cost incurred from the mission will be reimbursed at actual with prior approval according to UNDP rules and regulations. The provided living allowance will not be exceeding UNDP DSA rates. Repatriation travel cost from home to duty station in Bangkok and return shall not be covered by UNDP.

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to the missions.

9. EVALUATION

Criteria for Selection of the Best Offer

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable, and b) having the highest score out of set of weighted technical criteria (70%) and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 70 points)

- **Criteria 1: Relevance of Education – Max 10 points**

- **Criteria 2:** Track record in implementing strategic outreach and communications activities for international organizations, UN agencies, NGOs or political campaigns – **Max 15 Points**
- **Criteria 3:** Minimum 5-year experience with content development and management of print and online communications for UN or other international organizations, including familiarity with social media and website management – **Max 20 Points**
- **Criteria 4:** Experience in production management and quality assurance of knowledge management and outreach products (both print and electronic outputs) – **Max 15 points**
- **Criteria 5:** Excellent written and spoken English with Asia-Pacific work experience - **Max 10 points**

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Shortlisted candidates shall be called for an interview which will be used to confirm and/or adjust the technical scores awarded based on documentation submitted.

ANNEXES

[Annex I - TOR Comm Outreach KM Consultant](#)

[Annex II- General Condition of Contract](#)

[Annex III - Letter of Confirmation of Interest and Availability and Financial Proposal](#)

[Annex IV - Procurement Notice Comm Outreach KM Consultant](#)

**All documents can be downloaded at : http://procurement-notices.undp.org/view_notice.cfm?notice_id=55627