

Terms of reference



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GENERAL INFORMATION

Title: Content Writer for the Kigali Amendment

Type of Consultancy: Individual Consultancy

Project Name: Implementing Enabling Activities for the Ratification of the Kigali Amendment

Reports to: UNDP Capacity Associate

Duty Station: Jamaica

Expected Places of Travel (if applicable): Not Applicable

Duration of Assignment: 15 days

REQUIRED DOCUMENTATION FROM CONTRACTOR

X	Letter of presentation highlighting main qualifications and experience relevant to this TOR
X	Detailed CV and P11 form
X	Completed financial proposal
X	Sample of work previously completed
X	Technical Proposal

I. BACKGROUND

In 1993, the Government of Jamaica acceded to the Vienna Convention for the Protection of the Ozone Layer and its Montreal Protocol on Substances that deplete the Ozone Layer and has ratified all the previous Amendments to the Montreal Protocol. The country is currently taking significant steps towards the ratification of the Kigali Amendment to the Montreal Protocol on substances that deplete the ozone layer, 2016 (Kigali Amendment), which is a significant stride in the fight against climate change.

The Government of Jamaica has a well-established Legal and Institutional Framework to implement the Montreal Protocol commitments. Notwithstanding, the new Kigali Amendment will bring additional challenges to determine: (a) the national requirements and needs for the ratification of this Amendment, (b) the establishment of a sound foundation to undertake future work towards its implementation and (c) help to bolster the efforts of the Government of Jamaica in the fight against global warming.

To this end, the services of a Content Writer is required to prepare public awareness material to sensitize the key stakeholders of the Kigali Amendment and the Montreal Protocol.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

A key mandate of the project is to promote the Kigali Amendment among the key stakeholders. A Content Writer is being engaged to produce a pocketbook. Information from this pocketbook should also be used to develop a five minute video feature, develop a brochure and a fact sheet. Additionally, the Content Writer will also need to develop a process flow chart documenting the steps to apply for an import permit.

Specifically, the consultant will:

- Develop a pocketbook which provides information on the Montreal Protocol and the Kigali Amendment. The pocketbook should be written in clear concise language that is easy to understand using infographics, tables and charts where necessary. The pocketbook should provide information which answers the following questions:
 - What is the Montreal Protocol?
 - What is the Kigali Amendment?
 - How will the Kigali Amendment affect Jamaica's:
 1. Refrigeration and Air Conditioning (RAC) sector
 2. Importers of Hydro-chlorofluorocarbons (HCFCs) and Hydro-chlorocarbons (HFCs)
 3. Other relevant stakeholders
 - What is required for Jamaica to ratify the Kigali Amendment?
 - What are the next steps after Jamaica ratifies the Kigali Amendment?
- The booklet should also contain an info-graphic which outlines important Kigali Amendment timelines including specific dates for adoption, ratification etc.
- Using the information in the pocketbook, write a television script which will be used to develop a five (5) minute video feature that will use both stock footage and motion graphics. The script should include information on the Montreal Protocol and the Kigali Amendment. The target audience for the video will be Refrigeration and Air Condition (RAC) Technicians and importers of Hydro-chlorofluorocarbons (HCFCs) and Hydro-chlorocarbons (HFCs). The script should be written in clear concise language that is easy to understand, indicating areas that should be graphically represented.
- Using the information from the pocketbook, develop the following communication products:
 - Brochure which provides an overview of the Kigali Amendment and the Montreal Protocol
 - Fact sheet outlining the role of the key agencies in the Kigali Amendment and
 - A flow chart which demonstrates the steps to apply for an import permit

All deliverables should be developed in consultation with key stakeholders including but not limited to the Environment and Risk Management Branch of the Ministry of Economic Growth and Job Creation, the National Ozone Officer in the National Environment and Planning Agency, the Standards and Regulatory Branch of the Ministry of Health and the Jamaica Customs Agency. A graphic designer and

a Motion Graphics Designer will be engaged to do layout and graphic design for the aforementioned items. The Content Writer will be expected to work closely with both designers.

Expected Outputs and deliverables

Deliverables/ Outputs	Estimated number of working days	Proposed Completion deadline	Review and Approvals Required
Deliverable 1: Pocketbook giving an overview of the Montreal Protocol and the Kigali Amendment	6 days	5 November 2019	Programme Associate/Montreal Protocol focal point
Deliverable 2: Script to be used to develop five (5) minute video feature	4 days	11 November 2019	Programme Associate/Montreal Protocol focal point
Deliverable 3: Brochure giving an overview of the Montreal Protocol and the Kigali Amendment	2 days	13 November 2019	Programme Associate/Montreal Protocol focal point
Deliverable 4: Process Flow chart outline	2 days	15 November 2019	Programme Associate/Montreal Protocol focal point
Deliverable 5: Factsheet outlining the role of key agencies in the Kigali Amendment	1 day	18 November 2019	Programme Associate/Montreal Protocol focal point
Total	15days		

III. WORKING ARRANGEMENTS

Institutional Arrangement

- a) Consultant will report directly to the Programme Associate under the overall guidance of the Programme Specialist, working closely with the UNDP Jamaica Programme Team, the Montreal Protocol focal point and the National Ozone Officer.

Duration of the Work

- a) Consultant is expected to be engaged for 15 working days over a one-month period
- b) The anticipated start date for the consultancy is October 2019
- c) UNDP and relevant partners will review and provide comments on deliverables within 3-5 business days of receipt of the deliverable.

Duty Station

- a) Jamaica

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications and years of experience:

- BA in Communications, Journalism, International Relations, or related fields
- Minimum of five years of relevant experience in editing, writing, proofreading, including significant experience with print publications (Required)
- At least 3 years' experience developing television features or documentaries

III. Competencies and special skills requirement:

- Outstanding writing and editing skills in English; (Required)
- Experience editing climate change/environmental related material

Language skills:

- Fluent in English with excellent oral and written communication skills.

V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

Using this weighted scoring method, the award of the contract will 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.

** Technical Criteria weight; 70%*

** Financial Criteria weight; 30%*

Only candidates obtaining a minimum of 49 points would be considered for the Financial Evaluation

Criteria	Weight	Maximum Point
<u>Technical</u>	70	70
Criteria A: qualification requirements as per TOR:		
▪ BA in writing, communications, journalism, international relations, or related fields	10	10
▪ Minimum of five years of relevant experience in editing, writing, proofreading,	13	13

<p>including significant experience with print publications</p> <p>▪ At least 3 years' experience developing television features or documentaries</p>	12	12
<p>Adequacy of Competencies for the Assignment</p> <p>▪ Demonstrated writing and editing skills in English (as evidenced by sample work)</p> <p>▪ Demonstrated experience in editing climate related material (as evidenced by sample work)</p>	15 10	15 10
<p>Criteria B: Brief Description of Approach to Assignment (Technical Proposal)</p> <p>Technical Proposal should detail the consultant's approach to work based on the TOR. Points will be awarded based on:</p> <ul style="list-style-type: none"> • Clarity (2 points) • Specificity (2 points) • Language (2 points) • Feasibility (2 points) • Approach to work (2 points) 	10	10

Approval

Signature



Name

Denise Antonio, Resident Representative

Date

03/10/2019