

Terms of Reference

Position: Communications Expert (2 positions for two portfolios: Biodiversity Portfolio and Climate Change and Renewable Energy Portfolio)

Contract type: Individual Contract

Place of work: Nur-Sultan, UNDP office

Contract duration: June 2020- May 2021, no more than 252 working days

BACKGROUND INFORMATION:

Biodiversity portfolio:

UNDP in Kazakhstan is implemented a number of projects within the biodiversity portfolio, aimed at conservation and sustainable management of globally important ecosystems and mobilization of financial resources for the conservation initiatives.

Conservation and Sustainable Management of Key Globally Important Ecosystems for Multiple Benefits:

The project is aimed at comprehensively addressing the issues of conservation and sustainable use of forest ecosystems in Kazakhstan by improving management approaches both within the protected areas system and in adjacent landscapes with a view to the sustainable use of high conservation value forests. The project involves three main components:

Component 1: Increasing the representativeness of globally important forest ecosystem biodiversity in the network of protected areas and improving the management of protected areas, including high conservation value forests (HCVF).

Component 2: Promoting the integration of forest protected areas in the landscape context by creating conditions for the effective regulation and management of globally important ecosystems.

Component 3: International cooperation and knowledge management

Institutionally, the project will work with 11 new protected areas, 12 existing protected areas, 10 state forestry institutions, administrations of 12 rural districts, 4 villages and 6 districts of the Almaty region as part of the landscape planning component. The project will work both at the national and local levels, where many pilot and demonstration activities are planned.

Assistance to the Republic of Kazakhstan in fulfilling international obligations to reduce greenhouse gas emissions by reducing the carbon footprint of electricity suppliers for the leading technology company Bitfury:

The project is aimed to provide assistance to the Republic of Kazakhstan in fulfilling international obligations to reduce greenhouse gas emissions by reducing the carbon footprint of electricity suppliers for the leading technology company Bitfury.

The main objectives of the Project will be achieved through the following activities (1) reducing the “carbon footprint” produced by electricity suppliers of the Bitfury company in the Republic of Kazakhstan by 110% with a total consumption of 82 MW (2) supporting Kazakhstan’s national initiative to create mechanisms to offset greenhouse gas emissions within the framework of fulfilling the obligations under the Paris Agreement (3) contributing to the achievement of the UN Sustainable Development Goal, which involves the restoration of 350 million ha of forests of the world by 2030 to fight climate change (4), sustainable management of forest biological diversity.

Biodiversity Finance Initiative – BIOFIN:

The global collaborative partnership directed by the UNDP, the Biodiversity Finance Initiative BIOFIN aims to assist countries in mobilizing financial resources from both the public and the private sector for biodiversity conservation.

From 2013 to 2018, as part of the first phase of the BIOFIN project in Kazakhstan, an extensive institutional, political and financial analysis of trends in biodiversity conservation was carried out. According to experts, the annual shortage of biodiversity funding is about 55% of the country's existing biodiversity funding. To cover the existing financial deficit, experts of the BIOFIN project in Kazakhstan developed a Resource Mobilization Plan for the conservation of biodiversity, including the most promising financial mechanisms.

The second phase of BIOFIN envisages the implementation of 6 financial solutions - (1) subsidization of game breeding, (2) creating tax incentives for ecotourism development, (3) enhanced government financing of protected areas, (4) introduction of biodiversity offsets, (5) Promote carbon offset financing for biodiversity projects in the revised Emission Trading System and (6) attracting foreign investment for the implementation of projects on the absorption of greenhouse gases (GHGs) by forest ecosystems (hereinafter - Financial Solutions) through the creation of a legal, methodological and, if possible, practical basis for the application of these mechanisms at the country level.

Climate Change and Renewable Energy Portfolio:

Under the given portfolio the following projects will be covered:

“Energy Efficient Standards, Certification, and Labelling for Appliances and Equipment in Kazakhstan” (EESL)

Electricity consumption in Kazakhstan has been rising steadily since the late 1990s. This consumption leads directly to high emissions of CO₂ from the country’s predominantly coal-fired generation sector, with annual totals approaching 70 million tonnes in 2014. There is significant technical potential to reduce emissions by increasing the efficiency of common electricity-intensive appliances and equipment – most notably, refrigerators, distribution transformers, and motors – but to date, this challenge has gone unaddressed because of the absence of regulations and the weakness of market signals about energy-related performance and value.

The project addresses the development challenge through integrated activities directed at these barriers. The core focus will be the implementation of minimum energy performance standards (MEPS), which have a growing track record of achieving large-scale savings throughout the world. The project will also support the introduction of voluntary high-efficiency performance standards (HEPS) in conjunction with product labelling and government procurement rules. Enforcement of both MEPS and HEPS will be carried out by accredited certification laboratories, which the project will support with methodological guidance and needed equipment. The project will also conduct supporting market research, informational outreach and technical support to residential and industrial consumers.

There are four components to achieve this objective. These are:

- Project Component 1: Development and adoption of EESL;
- Project Component 2: Monitoring, verification, and enforcement of EESL;
- Project Component 3: Boosting demand for EE appliances and equipment;
- Project Component 4: Ensuring supply of products compliant with EESL;

“Derisking renewable energy investment” (DREI)

The objective of the project is to promote private sector investment in renewable energy in Kazakhstan in order to achieve Kazakhstan’s 2030 and 2050 targets for renewable energy. The project targets both large-scale and small-scale renewable energy. The goal of this project is to achieve energy market transformation in Kazakhstan by significantly scaling-up the deployment of renewable energy in electricity generation, from a 0.77% share of renewable energy to a 10% share by 2030, which makes for 10-fold increase in renewable energy-based energy generation to be facilitated by the project. In large-scale renewable energy, the project will promote Kazakhstan as a prime destination for international investment.

Technologies will include wind energy and solar photovoltaic (PV). In small-scale renewable energy, the project will promote investment in “RES for urban life”, on-grid small-scale renewable energy applications, targeting urban households and businesses; and “RES for rural life”, both on-grid and off-grid small-scale renewable energy applications, targeting farms and rural SMEs. Technologies may include solar PV (roof-top), solar water heating and small-scale wind.

The project will promote the latest business and finance models for small-scale RES developers (for example, third-party ownership models). The design and implementation of this project make use of the DREI methodology developed by UNDP, which is a model for quantitative and qualitative comparison of the cost-effectiveness of different public instruments in promoting renewable energy investment.

The project is structured under three components:

Component 1 – Large-Scale Renewable Energy: Policy and Financial Derisking Measures

Component 2 – Renewable Energy for Life: Policy Derisking

Component 3 – Renewable Energy for Life: Financial Derisking and Incentives

with cross-cutting activities related to knowledge management and monitoring and evaluation included within these components.

"Assistance in enhancement Kazakhstan Nationally Determined Contributions" (NDC)

The Project is going to address implementation of state-of-art MRV framework and adaptation measures to NDCs. A roadmap for fulfilling commitments, where main directions of national activities on adaptation and vulnerability assessment are specified, is planned to be developed to become a technical guideline for the Government of Kazakhstan on achieving nationally determined contribution and on adaptation actions.

To continue UNDP's policy, dedicated to nations' awareness of vulnerability, adaptation and mitigation and climate-related problems and to maximize attention on climate change related issues, set of sessions, workshops and seminars on climate change related topics will be organized as part of international events (AEF, Energy Saving Forum, etc.) held in Kazakhstan and in the regions.

The Project consists of three major components:

Component 1. Introduction and implementation of state-of-art MRV framework

Component 2. Addition of adaptation measures to NDCs

Component 3. Climate change awareness

SCOPE OF WORK:

Under the guidance and supervision of the UNDP-GEF EESL, DREI and NDC projects' Managers and Biodiversity portfolio manager and with the matrix supervision by the UNDP Communications and Advocacy Officer the Experts will be responsible for enhancing visibility and implementing communication activities of each of the portfolios.

S/he will develop communications and advocacy initiatives, build and maintain media relations on the national, regional and rayon levels, manage press coverage and oversee the production of the information materials, knowledge products within the given project portfolios.

The Communications Expert will also closely work with the UNDP Communications and Advocacy Officer on a wide range of communications activities to ensure communication strategies, media relations, digital presence and organizational outreach are well aligned with corporate communications policies and initiatives.

The key functions include:

- Develop PR strategy and communications plan for the projects, aimed at raising visibility and awareness of the outcomes and activities among key audiences;

- Plan PR and advocacy initiatives around thematic campaigns, projects events, key thematic International Days (a) International Forest Day, International Day of Biodiversity, etc. b)International Day of Energy Efficiency, World Energy Day, National Climate Forum, AEF, Energy Saving Forum, etc.), also jointly with key projects' stakeholders and partners;
- Develop new communications partnerships and media alliances on the national, regional and local levels to enhance the visibility of the projects activities;
- Capitalize on the media interest around the projects related topics and conduct media events;
- Identify innovative opportunities and new communications tools and platforms to display the key work of the projects;
- Draft features, human stories, news items, press releases, thematic blogs, posts from the fields on the projects related activities for the corporate UNDP website and social media platforms, targeting general publics, key donors, and stakeholders;
- Draft talking points, speeches for the Project team and UNDP senior management on the projects related issues;
- Provide expert assistance for preparing Kazakhstan delegation to various international meetings;
- Conceptualize and manage the production of the projects related multimedia assets, including video stories, PSAs, infographics, photo essays, etc. around key topics, successes and impactful results of the projects;
- Ensure regularly update of the projects photobank with high-quality, human-centered visuals from project cites, communication activities, major events, etc;
- Draft and design publications, brochures, fact sheets, information leaflets in line with the corporate brand manuals and communications toolkit;
- Liaise with the press offices of the national partners, stakeholders for joint communications and visibility efforts;
- Build network of opinion leaders, social media influencers, NGOs, etc. promoting the given project portfolio issues;
- Contribute to UNDP corporate communication and advocacy events, campaigns, as a part of UNDP communications group.

EXPECTED OUTPUTS AND DELIVERABLES

| # | Deliverables/ Outputs ¹ | Timeframe | Review and Approvals Required |
|---|--|---|--|
| 1 | PR strategy and Communications plan for the projects is developed and approved | Within 4 weeks after the contract is signed | Manager, Communications and Advocacy Officer |
| 2 | A number of PR and advocacy events are implemented around key | On a regular basis | Manager, Communications and Advocacy Officer |

¹ The timeframe for the deliverables will be based on the project annual communications plan.

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| | campaigns, events and International Dates. | | |
| | New partnerships and media alliances are established for the enhanced visibility of the projects; | On a regular basis | Manager, Communications and Advocacy Officer |
| 4 | At least 5 feature/human stories are written for the corporate website; | On a regular basis | Manager, Communications and Advocacy Officer |
| 5 | Press materials, news items, media in-depths interviews are drafted on a regular basis around key events, themes within the projects; | On a regular basis | Manager, Communications and Advocacy Officer |
| 6 | The digital content for UNDP corporate social media accounts is provided on a regular basis around key undertakings, successes and events of the projects; | On a regular basis | Manager, Communications and Advocacy Officer |
| 7 | Multimedia assets are produced for each projects on a regular basis; | On a regular basis | Manager, Communications and Advocacy Officer |
| 8 | The photobank of the projects is regularly updated with high quality visuals from the project cites, events, communication undertakings; | On a regular basis | Manager, Communications and Advocacy Officer |
| 9 | Information materials, publications, factsheets, etc. are designed and produced on a regular basis | On a regular basis | Manager, Communications and Advocacy Officer |
| 10 | Participation and support to UNDP corporate communications and advocacy initiatives is ensured. | On a regular basis | Manager, Communications and Advocacy Officer |

DURATION OF THE WORK

The Individual Contract (IC) is awarded for a period of 12 months (June 2020 – May 2021) to perform all expected deliverables. The total number of working days will not be more than 252 working days. Performance under IC begins as IC awarded and completes not later than 12 months. Once received the monthly report from the Expert, the Approving Manager provides the comments\recommendations and confirmation of works acceptance within 5 working days.

QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR:

Competencies:

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|----------------------|--|
| Innovation | Ability to make new and useful ideas work |
| Leadership | Ability to persuade others to follow |
| Communication | Ability to listen, adapt, persuade and transform |
| Delivery | Ability to get things done while exercising good judgement |

REQUIRED SKILLS AND EXPERIENCE

- University Degree/Bachelor (Master's or Advanced Degrees will be an asset) in social sciences, journalism, marketing, mass communications;
- A minimum of 5 years' experience (post-Masters) in communications, public relations at the national level;
- Advanced skills in content management, storytelling, social media management for the development projects;
- Professional experience in implementing online and offline campaigns, developing multimedia products;
- Experience in the usage of the office software packages, knowledge of specific software for digital content production is an asset;
- Strong analytical, writing and presentation skills;
- Knowledge of climate change, energy efficiency, energy saving and renewable energy, biodiversity conservation will be an asset;
- Previous work with UN agencies is an asset;
- Excellent English and Russian skills, knowledge of Kazakh will be an asset.

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

The financial proposal in **KZT** shall specify an all-inclusive Daily fee. Payments are based upon delivery of the services specified in the TOR on a monthly basis.

Payments for professional services are done monthly based on the all-inclusive daily rate and the actual number of days worked during the calendar month, upon certification of satisfactory performance by the UNDP Approving Manager.

In case of unforeseeable travel requested by UNDP, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between UNDP and Individual Consultant, prior to travel and will be reimbursed. In general, UNDP should 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.

RECOMMENDED PRESENTATION OF OFFER

The following documents only in **PDF** should be attached to the application (proposal) and sent by e-mail to the following address: procurement.kz@undp.org indicating **Ref.2020-044** in the e-mail subject no later than **16.00 (Nur-Sultan time zone) 18 May, 2020**:

- Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP; Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided.
- Personal detailed CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least two (2) professional references;
- One-page outline of the communications plan for the projects, specifying audiences, channels, instruments and tactics;
- Other documents certifying the work experience, expertise, education and skills (qualification improvement certificates\diplomas, awards, etc.).

Due to the technical features of e-mail, the size of the file/s should not exceed 19 Mb per e-message.

Please make sure you have provided all requested materials. ONLY fully submitted applications would be considered!!!

The type of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in TOR, can be accessed at <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

Due to large number of applications we receive, we are able to inform only the successful candidates about the outcome or status of the selection process.

EVALUATION OF APPLICANTS

Individual contractor will be evaluated based on a Combined Scoring Method taking into consideration the combination of the applicant's qualifications and financial proposal.

The award of the contract should be made to the individual contractor whose offer has been evaluated and determined as:

- 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,
- Technical criteria weight (70%);
- Financial Criteria weight (30%).
- Only the highest ranked candidates who received a score of at least 350 points (70%) upon the result of the technical evaluation will be admitted to the financial assessment.

| Min Technical Criteria | Weight, % | Min pass points | Max. points |
|------------------------|-----------|-----------------|-------------|
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| University Degree/Bachelor in social sciences, journalism, marketing, mass communications | 15% | 36.7 | 52.5 |
| At least 5 (five) years of professional work experience in communications, public relations at the national level; | 20% | 49 | 70 |
| Advanced skills in content management, storytelling, social media management for the development projects | 15% | 36.7 | 52.5 |
| Knowledge of online and offline campaigns, multimedia products development and implementation | 10% | 24.5 | 35 |
| Knowledge of thematic areas of the portfolio of projects | 10% | 24.5 | 35 |
| Interview (language and experience proof) | 30% | | 105 |

- Financial Criteria - 30% of total evaluation.

| JOB DESCRIPTION AUTHORISATION | |
|---|-------------------|
| <u>Arman Kashkinbekov</u> Arman Kashkinbekov Head of Sustainable Development unit | Date: 04-May-2020 |
| <u>Talgat Kerteshev</u> Talgat Kerteshev Project Manager | Date: 04-May-2020 |
| <u>Syrym Nurgaliyev</u> Syrym Nurgaliyev Project manager | Date: 04-май-2020 |
| <u>Gulmira Sergazina</u> Gulmira Sergazina Project manager | Date: 04-May-2020 |

Sabina Mendypbayeva