

TERMS OF REFERENCE FOR EDUCATION AND AWARENESS PROGRAM CONSULTANCY

● GENERAL INFORMATION

Services/Work Description:	Draft a communication and awareness strategic plan for the Ministry of Land Policy and Forest Management's Forest Department Nature Conservation Division Education unit
Project/Programme Title:	GCCA+ support for Climate Change Adaptation in Suriname – Phase 2 & Amazon Sustainable Landscapes Program (ASL2)
Procurement title:	Consultancy services for drafting a communication and awareness strategic plan for the Ministry of Land Policy and Forest Management's Forest Department Nature Conservation Division Education unit

● PROJECT DESCRIPTION

Introduction: In response to its climate change adaptation challenge, Suriname has entered in a partnership with the **Global Climate Change Alliance (GCCA+)**, which is an initiative of the **European Union (EU)** aimed at strengthening vulnerable countries their capacity to deal with aforementioned issue. The previous and initial GCCA+ funded project in Suriname was carried out from 2016-2019. The EU has now pledged to finance a second GCCA+ project in Suriname, as guided by the EU Action Document approved in October 2019. The 'GCCA+ support for Climate Change Adaptation in Suriname – Phase 2: Resilience building through integrated water resource management, sustainable use and coastal ecosystems management' receives implementation support and co-funding from the **United Nations Development Programme (UNDP)**.

The **GEF-funded Amazon Sustainable Landscapes Program 2 (ASL2)** is a regional initiative where Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, and Suriname have come together with the objective of protecting biodiversity of global importance and implementing policies to promote the sustainable use of land and the restoration of the Amazon's native vegetation cover. The ASL2 program comprises of national projects executed in these countries. The lead agency is the World Bank, with the United Nations Development Programme (UNDP) providing support in Suriname. In Suriname, the executing agencies are the **Ministry of Land Policy and Forest Management** (GBB, primary implementing partner) and the **Foundation for Forest Management and Production Control** (SBB, responsible party).

The strengthening of educational and awareness programmes on protected areas, biodiversity conservation, community engagement, climate change adaptation & resilience, are indispensable tools in reaching the objectives of the GCCA+ Phase 2 project and the ASL2 program. The work described in this TOR will contribute to this objective by providing implementation support through the collaborative development of a multi-year communication and awareness strategic plan with the education unit of the Ministry of Land

Policy and Forest Management's Forest Management (LBB) Nature Conservation Division (NCD) education unit. The strategic plan will outline the strategy for implementing the communication and awareness mandate of the unit, including a mission and vision statement with a 2030 horizon considering a formal review point every 2 years (the first of which in 2025). The strategic plan will build on available management plans and compiled to be aligned with the Suriname NBSAP/ GBF targets 2030, the Suriname NDC and the SDG 2030 targets.

Aim: The aim of this TOR is to detail the scope of work and PMU expectations enabling the Consultant to submit an offer to the UNDP in accordance with the stated specifics.

Locations/ Districts: All districts

Inquiries: Any inquiry should be addressed to the UNDP procurement office. E-mail: procurement.sr@undp.org

Duration: Time for completion of all work estimated at 90 calendar days. Actual workload estimated at 25 working days assuming an 8-hour workday schedule.

1 SCOPE OF WORK

Work should be executed according to a description of activities. Monitoring will be performed by the project management units within the UNDP Suriname Country Office in collaboration with NCD Management. The expected results, major tasks, required activities are provided below. All requirements need to be addressed or confirmed in the offer.

Expected results

- The Consultant is expected to deliver an **innovative** communication and awareness strategic plan for the NCD education unit within the context of **all mandates** assigned to the LBB/ NCD.
- The strategic plan should encompass a vision and mission statement, and an exhaustive action plan geared towards desired outcomes, with clearly defined targets and performance indicators. All of which should be developed in close collaboration with the Ministry.
- In addition, the communication and awareness strategic plan should:
 - Consider a 2030 horizon including a formal review point every two years, the first of which in 2025;
 - include strategic lines of intervention and key objectives **per all mandates**;
 - the action plan should describe specific outputs related to various activities, meaning specific products and or results should be described;
 - include periodic desired outcomes and targets for each calendar year;
 - the strategic plan must include a digital media strategy as a tool to communicate and disseminate information to various target groups.
 - the subsequent action plan should incorporate digital media in accordance with the abovementioned digital media strategy requirement;

- consider specific target groups and detail any deviations or additional actions to be taken to address requirements for these target groups;
- provide objectively verifiable and measurable performance indicators for monitoring of progress and successful achievement of targets for NCD education department management
- the communication and awareness strategic plan should contain a logical framework clarifying the link between various outputs, objectives, activities, performance indicators and targets;
- a baseline reference should be identified for each target;
- consider the available/ expected capacity of the education unit. Meaning the implementing NCD education unit should be able to manage and execute the activities set forth in the action plan;
- consider the available/ expected budgets. Meaning the communication and awareness strategic plan should identify required budgets and possible budget sources for execution of the program. This should include the identification of non-government financing and strategies to acquire such financing in support of the strategic plan;
- identify any expected or existing external and internal threats to the achievement of targets and desired outcomes and propose mitigation measures;
- incorporate communication and awareness activities identified in the MUMA management plans as much as possible;
- incorporate communication and awareness on Climate Change linked to Biodiversity Conservation in the strategic plan as this is a cross cutting issue; The strategic plan including the mission and vision statement may also be used as a basis for communication and awareness action plan for other mandates of LBB/ NCD such as non-coastal protected areas facilitating an integral approach by the Ministry.

Major tasks

The Consultant is:

- responsible for conducting a thorough assessment of the current technical and financial resources of the NCD education unit and implementation capacity.
- responsible for inquiring and gathering any information and documentation pertinent to the execution of the scope of work.

Required activities

- The Consultant will be required to conduct multiple visits to all NCD education offices in Suriname for in person meetings with management and local staff during work.

- The Consultant is expected to take balanced gender representation into account when setting up meeting with various offices. The gender distribution of each office should therefore be assessed beforehand.
- The Consultant will be required to conduct an assessment amongst the NCD education unit management, staff, the general public (men, women, children)*, heads of schools and teachers. This in order to acquire insights and ideas to be implemented in the communication and awareness strategic plan, subsequent strategic plan and action plan.
- The Consultant will also conduct a baseline assessment to determine current NCD digital media presence and possible improvements in this area.
- The Consultant will be required to report progress, via bi-weekly reports to the GCCA+ Phase 2 Project PMU, ASL2 PMU and the Head of education unit.
- Any developments in between bi-weekly reports which can have a significant impact on progress of work must be reported to the GCCA+ Phase 2 Project PMU and ASL2 PMU.
- The Consultant is expected to verify support for drafts of the education and awareness strategic plan by including the Head of Education Unit, GCCA+ Phase 2 Project PMU and ASL2 PMU.

* The latter group is to be assessed using a stratified sampling method targeting the populations of the Districts Nickerie and Coronie

4 INSTITUTIONAL ARRANGEMENT

- The Consultant is responsible, shall report and seek approval / acceptance of output from the GCCA+ Phase 2 and ASL2 PMU.
- Progress reports shall be provided biweekly.
- Delivery of targets is expected to be provided according to the schedule in section no. 5 Expected Outputs and Deliverables.
- The Consultant is expected to liaise/ interact/ collaborate/ meet with the GCCA+ Phase 2 Technical Officer and the Head of the NCD education unit, NCD education unit staff and assigned members of NCD management within the course of performing the work.
- Roles:
 - The GCCA+ Phase 2 Project Manager and ASL2 Project Manager will review submitted deliverables as well as provide final approvals.
 - The Head of NCD education represents the main beneficiary, the Nature Conservation Division (NCD) of the Ministry of the Ministry of Land Policy and Forest Management. The Head of NCD shall assist in reviewing submitted deliverables as well as review overall performance of the Consultant.
 - The GCCA+ Phase 2 and ASL2 Project Management Units will review submitted deliverables as well as review overall performance of the Consultant.
 - NCD staff will be resource persons to confer with and may be asked to participate in surveys as part of the NCD education unit assessment.

5 EXPECTED OUTPUTS, DELIVERABLES & SCHEDULE OF PAYMENTS

Deliverables/ Outputs	Target Due Dates	Payment Percentage
Work plan and schedule of activities	1 week from contract start date	20%
1 st Draft communication and awareness strategic plan & NCD education unit assessment report	4 weeks from contract start date	30%
2 nd Draft communication and awareness strategic plan	7 weeks from contract start date	30%
Final Draft* communication and awareness strategic plan	12 weeks from contract start date	20%

* The final communication and awareness plan must be delivered in English and Dutch.

6 DURATION OF WORK

- Expected duration of the assignment is 90 calendar days. The expected completion date is set for 90 calendar days after contract signing.
- Workload : the total workload of the assignment is expected to take 25 days of 8 hours.
- Target starting date: Upon signing contract.
- Estimated lead time for review of outputs is set for 10 working days. (See section 5 with regard to reviewing parties)
- Acceptance of outputs is acknowledged through written approval by the GCCA+ Phase 2 Project Manager and ASL2 Project Manager.

7 DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

Academic qualification: A bachelor's degree in education, communication or similar discipline is required. A master's degree in a relevant field is an asset.

Technical skills and knowledge: Demonstrated ability to provide services in support of strategic plan development, including but not limited to strategic and action plan development.

Work experience: At least five years' experience in writing programme or project strategies. Experience in designing communication and awareness programs for government and non-governmental organisations is highly desirable.

Competencies: Demonstrated ability to produce high quality logical frameworks, experience with development of creative education and awareness communication strategies and action plans.

Possess excellent research, logical, analytical and writing skills; Knowledge and understanding of the Suriname and its development context is an asset; Knowledge of child rights issues is desirable; Well organized and structured, good attention for detail; Professional work ethic, integrity, and initiative

Languages: Fluency in English and Dutch (Oral & Written) required. Fluency in Sranan Tongo is considered an asset

8 EVALUATION METHOD & CRITERIA

The contract will be awarded to the lowest price substantially compliant offer after evaluation of the administrative and technical requirements. The technical qualification (technical capacity and related qualifications and methodology) will be assessed based on criteria in table below. The financial proposal will be assessed after technical qualification has been conducted for offers with a technical score above 70%.

Technical Selection Criteria				
2.	Professional qualifications	Score	Weight	Max. Points (180)
2.1	Education			
	The service provider / company lead must have proven experience in handling similar assignments and a graduate degree or level in program development, policy development, communication, media studies, or related subject		Weak	10
			Satisfactory	20
			Good	40
			Excellent	60
2.2	Experience			
	The service provider/company must have a minimum of five (5) years of experience in program development/ policy development/ communication strategy		Weak	10
			Satisfactory	20
			Good	30
			Excellent	40
	Previous proven experience working with government institutions in development of programs / strategies / program action plans		Weak	10
			Satisfactory	20
			Good	30
			Excellent	40
1.3	Knowledge and Skills			
	Excellent Dutch and English writing and communication skills.		Weak	10
			Satisfactory	20
			Good	30
			Excellent	40
	2. Proposed Methodology, Approach and Implementation Plan	Score		Max. Points (240)
			Weak	25

2.1	The proposed approach and plan of action is clear and coherent with the TOR demonstrating fulfilment of the requirements and provides clear and encouraging signs that the consultant will provide an adapted work.		Satisfactory	45
			Good	70
			Excellent	80
2.2	The proposed approach and plan of action has sufficient details and is well balanced. The scope of each task is clearly defined addressing all aspects of the TOR and there is not uncertainty as to what will be provided.		Weak	25
			Satisfactory	45
			Good	70
			Excellent	80
2.3	Sequence of activities are logical, realistic and the execution of the methodology is coherent and constructive and, designed to add value to the project.		Weak	25
			Satisfactory	45
			Good	70
			Excellent	80
	Final Score			420

Note:

UNDP is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. Female candidates are strongly encouraged to apply. All applications will be treated with the strictest confidence. Incomplete proposals will not be considered.

9 CONDITIONS

- The candidate selected will be governed by and subject to UNDP's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNDP and the consultant.
- The consultant will be paid an **all-inclusive fee in SRD** including travel and accommodation as per the stipulated deliverable and payment schedule.
- Standard UNDP procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Additional details of UNDP rules, regulations and conditions will be attached to the contract.

10 HOW TO APPLY

- Interested candidates should provide a brief proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment.
- Curriculum Vitae
- Links to Work Samples produced within the last 5 years.
- References details
- Candidates should indicate their **all-inclusive fees** (including lump sum travel on mission to districts and other costs as applicable).