

Background

Addressing climate change vulnerability due to increasing temperatures, shifting rainfall patterns and climate hazards – in particular droughts, floods and severe storms is constrained in many countries by a number of factors, including a decline in the observation network (e.g. automatic weather stations, hydrological gauges, satellite imagery, radars etc.), which limits observations and the ability to monitor and forecast the weather, slow onset disasters and long-term climate. Other limiting factors include the presentation and communication of climate information to those who can use early warnings to better manage climate-related risks.

In Uganda, over the past three decades, (hail, thunder, lightning and violent winds) – have undermined social and economic development in Uganda. Climate hazards have negatively affected the livelihoods of ~150 000 people and resulted in ~74 deaths per year. Notwithstanding these challenges, the current climate information (including monitoring) and early warning systems in Uganda are not functioning as optimally as they could for effectively supporting the adaptive capacity of local communities and key sectors. Without adaptation, the negative effects of climate change will undermine years of development assistance and asset accumulation in Uganda.

To respond to some of these challenges, the Government of Uganda in partnership with UNDP and the Global Environment Facility (GEF) through the Least Developed Countries Fund (LDCF) has initiated the “Strengthening climate information and early warning systems for climate resilient development and adaptation to climate change – Uganda” project. The project is being implemented by the Ministry of Water and Environment, and is expected to end by December 2017.

The main objectives of the SCIEWS project are to:

- i) establish a functional network of meteorological and hydrological monitoring stations and associated infrastructure to better understand climatic changes;
- ii) develop and disseminate tailored weather and climate information (including colour-coded alerts – advisories, watches and warnings – for flood, drought, severe weather and agricultural stresses, integrated cost-benefit analyses and sector-specific risk and vulnerability maps) to decision makers in government, private sector, civil society, development partners and local communities in the Teso and Mt Elgon sub-region; and
- iii) integrate weather and climate information into national policies, annual work plans and local development including the National Policy for Disaster Preparedness and Management, and district and sub-county development plans in priority districts in the Bukedi, Busoga, Elgon, Teso, Acholi, Karamoja and Lango sub-regions.

The project has two outcome areas:

- 1) Enhanced capacity of the Uganda National Meteorology Authority (UNAMA) and Directorate of Water Resource Management (DWRM) to monitor and forecast extreme weather, hydrology and climate change.
- 2) Efficient and effective use of hydro-meteorological and environmental information for making early warnings and long-term development plans.

A national expert is required to develop a Communications Strategy for the project partners, particularly in the Meteorology sector.

Rationale of the Consultancy

The complex nature of the climate and atmospheric systems sometimes make predictions of weather difficult leading to unreliable forecasts. Weather programs are broadcasted on television and via radios and yet the majority of people do not have access to televisions. However, UNAMA lacks a proper system of getting feedback on the information disseminated to the public, mainly

because there has been little interaction between the former Department of Meteorology and the users of their end products. The public has lost trust in some of the forecasts and yet there are rarely opportunities to explain to them the scientific nature of meteorological phenomena. As a result, the public has developed an attitude of complacency and often ignore or disregard early warning signals. The use of English as the official channel of communication in weather and climate information is another challenge especially for the rural communities, most of whom do not comprehend English. A little effort has been made to broadcast in Luganda, though this needs to be scaled up to other local languages. Related to the issue of language is the technicality of weather and climate language/jargon which is too scientific for the majority of consumers of the information. Politicians and sub-national leaders in the communities are not knowledgeable in weather and climate related issues.

A consultant is therefore being hired to systematically analyse the communications issues that are affecting the performance of the meteorology sector, so as to develop an appropriate strategy for improving the impact of early warning services and the visibility of UNAMA.

Scope of Work:

The project is currently being implemented in 28 Districts comprising: Bukedi, Busoga, Elgon, Teso, Acholi, Karamoja and Lango sub-regions. This consultancy is expected to be carried out within Kampala, Entebbe (or Mbale) and the beneficiary regions, within 50 working days/four months.

Overall Objective of the consultancy:

To develop a National weather and climate information and Early Warning Systems Communication and coordination strategy in line with the UNAMA Act, within three months.

Specific Objectives:

1. To clearly assess the information needs of the public and potential clients of meteorological services and products;
2. Design appropriate strategies for engagement with the public throughout the country to build the confidence in meteorological data;
3. Within three months of consultancy, to develop a comprehensive communications strategy based on UNAMA needs, goals and objectives;

Detailed Activities:

The National Consultant will undertake the following activities to achieve the above objectives:

- i. Carry out a desk review of relevant documents (Uganda Meteorology Act, World Meteorology Organization Guidelines; Climate Change Policy, SCIEWS project document, etc.);
- ii. Identify policies, laws, executive regulations and decrees relevant to developing climate observing networks and issuing warnings of severe weather;
- iii. Carry out a Communications Audit (communication materials and their effectiveness) and media analysis, by engaging with relevant Government Ministries, Departments and Agencies to determine the current state of the EWS, including equipment, telecommunications, databases, forecasting and monitoring products, advisories and communication of EWS messages;
- iv. Review and gather information on past, current and planned projects related to the EWS, including disaster management and risk reduction activities. Help identify both successful and unsuccessful communication interventions;

- v. Collect currently available climate information (maps of equipment locations, telecommunications infrastructure etc.) and examples of early warning messages e.g. hazard risk maps and agricultural advisories etc.
- vi. Engage with government Ministries, Departments and Agencies (MDAs) including Civil Society organizations, to determine the current state of the EWS in terms of equipment, telecommunications, databases, forecasting and monitoring products, advisories and communication of EWS messages;
- vii. Identify the information needs of key audiences and potential users of meteorological products, and design strategies for raising awareness among national authorities regarding the Meteorology Act, UNAMA services and products;
- viii. Establish communication strategies that will engage key stakeholders at the right time, in the right manner and with the right messages;
- ix. Design appropriate branding products for UNAMA, develop and deliver best-in-class communication materials through selected channels;
- x. Work with UNAMA communications team, to implement specific communication projects, events or programs within a given time frame.

Deliverables:

1. An Inception Report on information needs of UNAMA and methodology for the consultancy;
2. Interviews and consultations with relevant stakeholders and target groups including CAA, DWRM, UNAMA, UNDP, OPM;
3. Field visit to the country side including SCIEWS project sites;
4. Design and develop a Meteorology Communications Strategy;
5. A detailed Report including a summarized general communication plan, with communication process and recommended actions
6. Develop district specific brief for distribution in the target areas informing the public about the relevance of climate information
7. Develop visibility products for the project/UNAMA

Timetable for the Consultancy:

<i>Deliverables/ Outputs</i>	<i>Estimated Duration for completion</i>	<i>Target Due Dates</i>	<i>Review and Approvals Required(Indicate designation of person who will review output and confirm acceptance)</i>
1.Desk Review of relevant documents and interview with Implementing partners	5 days	15 th March	Executive Director UNAMA
2.Preparation and presentation of the concept document	5 days	30 th March	„ „ „
3. Field visit	10 days	20 th April	„ „ „ & PMU
4. Developing the Weather and Climate Communications and Coordination Strategy Document	20 days	30 th May	„ „ „
5.Final Report	10 days	30 th June	„ „ „

Consultancy Implementation Arrangements

The Consultant will be supervised by as well as report to the Executive Director of the Uganda National Meteorology Authority (UNAMA) and will be facilitated through the Project Management Unit for his/her day-to-day and field requirements including: transport and other related requirements, stationery and other logistic needs for official business purposes only within Kampala and Entebbe.

Duration of Assignment

The assignment will be for a period of 50 days.

TECHNICAL REQUIREMENTS FOR PERSONNEL

Required Experiences, Competencies and Skills

The selected consultant will have the following experiences, competencies and skills:

Functional competencies:

- Demonstrates integrity and ethical standards;
- Mature judgment and initiative;
- Ability to think out-of-the-box;
- Ability to present complex issues in simple and clear manner; Demonstrates integrity and ethical standards;
- Ability to work under pressure and deliver high quality results on time;
- Initiative and independence
- Good communication and organizational skills, with demonstrated evidence of capacity to produce and present good reports.
- Analytic capacity and demonstrated ability to process, analyses and synthesize complex, technical information from different disciplines;
- Ability to innovate, combining methodological approaches and data from various levels and disciplines including economics, finance, development and conservation.

Corporate competencies:

- Ability to draft concise and informative documentation in English for a range of uses from detailed progress reports to media releases including ability to analyse complex information and to draw out the key points and issues and to present these in a way that can be easily understood
- Strong knowledge / experience in results-based management and results-oriented approach to project implementation
- Strong inter-personal skills, communication, networking and team-building skills; competent in leading teams and creating team spirit, management of inter-group dynamics and conflicting interests of various actors, stimulating team members to produce quality outputs in a timely and transparent fashion

Education

- A Master's degree in Mass Communications, Journalism or related field;

Experience

- Knowledge of the global and national trends of climate change and adaptation, including early warning services and products in the country; Familiarity with weather and water resources management and operation related disasters in Uganda;
- At least five years of working experience in communications relevant to early warning or disaster preparedness projects ,with some exposure in the fields of hydro-meteorology;
- Ability to develop, promote, implement, monitor and evaluate Communications Policies and Strategies;
- Knowledge and application of ICT in communicating meteorological services and products;
- Working experience with UNDP or the UN system in general will be an added advantage;
- Proven experience in report writing and drafting Communications Strategy Documents;

- Excellent ability to communicate in English both written and spoken, and to work in a team.

Core skills:

- Knowledge and skills in communicating Early Warning products and services;
- Designing, and implementing communications strategies;
- Monitoring and conceptual skills;

Price Proposal and Schedule of Payments

Payment shall be by the ***lump sum*** modality in the following 3 instalments. These shall be all inclusive (of transport, field allowance, and cost of communication) and the contract price is fixed regardless of changes in the cost components:

1. Upon signature of contract by both parties and presentation of an approved inception report (1 week after signing of contract) - 20%;
2. Presentation of acceptable and approved Draft report, (1 month after signing of contract) - 30%;
3. Submission and acceptance of Final Report, (2 months after signing the contract) - 50%.

Evaluation Method and Criteria

Cumulative analysis

The award of the contract shall be made to the individual consultant 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 candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation

Technical Criteria – Maximum 70 points

Criteria

- Education (Advanced degree or Natural Resources Management) - 10
- Language skills - 5
- Knowledge of designing communications strategy document - 10
- Relevant experience in conducting similar assignments - 15
- Relevance of experience in report writing and drafting - 10
- Description of approach/methodology to assignment- 20

Application Procedure:

The candidate is required to submit an electronic application directly uploaded on the UNDP jobs website with all the requirements as listed here below. Annexes and further information may be downloaded on <http://procurement-notice.undp.org/>. (Reference # 20412)

Interested individual consultants must submit the following documents/information to demonstrate their qualifications in one single PDF document:

The application should include the following documents/information:

- Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP (see Annex II);
- Updated Personal CV highlighting past experience in similar assignments and with 3 professional references with contact details (email and telephone);
- Technical Proposal: suggested outline for technical proposal;

- The offerors' interpretation of the assignment;
- Approach and methodology for undertaking the assignment;
- Work-plan.

Financial proposal (in template provided in Annex II) stating an all-inclusive fixed lumpsum fee for this assignment in Ugandan Shillings, supported by a breakdown of costs. Such total lump sum price must include professional fee, and costs necessary to conduct the assignment such as communication costs, etc. The consultant will be paid against the completion of specific, measurable deliverables as identified in this TOR.

Annexes:

Annex I: Individual Contractor General Terms and Conditions;

Annex II: Template to Confirmation of Interest and Availability and Submit the Financial Proposal.

For clarifications, please send your email to justine.naiga-bagonza@undp.org, diana.nabbanja@undp.org and agnes.kintu@undp.org.