**INDIVIDUAL CONSULTANT PROCUREMENT NOTICE**

**(*International or National Competition)***

 Date: October 22, 2019

**REF NO.:** BBRSO78379

**Job Title:** Communications Strategy Specialist GCF Dominica

**Country: Dominica**

UNDP Barbados and the OECS – **The** **Commonwealth of** **Dominica**

**Description of the assignment:** To develop a Communications Strategy for the Green Climate Fund (GCF) Readiness Programme, the Commonwealth of Dominica

**Project name:** GCF Readiness and Preparatory Support in the Commonwealth of Dominica

**Period of assignment/services (if applicable):** Four months (working 50 Days)

1. **ADMINISTRATION**

To apply, interested persons should upload the **combined\*** *Technical Proposal/Methodology* (if applicable), *CV* and *Offeror’s Letter* to “UNDP Jobs” by navigating to the link below and clicking “APPLY NOW”, no later than the date indicated on the “UNDP Jobs” website. **Applications submitted via email will not be accepted\*\***: -

UNDP Job Site – <https://jobs.undp.org/cj_view_job.cfm?cur_job_id=88489> (cut and paste into browser address bar if the link does not work)

***\* PLEASE NOTE: The system allows the upload of one (1) document ONLY – if you are required to submit a Technical Proposal/Methodology, this document along with your CV/P11 and Offeror’s Letter, MUST be combined and uploaded as one.***

**NOTE:** The *Financial Proposal* **should not** be uploaded to “UNDP Jobs”\*\*.

**<IMPORTANT>**

**\*\***Please email the **password-protected** *Financial Proposal* to **procurement.bb@undp.org**. The subject line of your email must contain the following: “***BBRSO 78379 Financial Proposal – Your Name*”**

***If* the password for your Financial Proposal is required, it will be requested by the Procurement Unit**.

Any request for clarification must be sent in writing to procurement.bb@undp.org within three (3) days of the publication of this notice, ensuring that the reference number above is included in the subject line. The UNDP Barbados & the OECS Procurement Unit will post the responses\*\*\* two (2) days later, including an explanation of the query without identifying the source of inquiry, to: -

<http://procurement-notices.undp.org/view_notice.cfm?notice_id=60915> (cut and paste into browser address bar if the link does not work)

**A detailed Procurement Notice, TOR, and all annexes can be found by clicking the above link**.

\*\*\**UNDP shall endeavour to provide such responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary*

1. **BACKGROUND**

The Government of the Commonwealth of Dominica has indicated its desire for Dominica to become the first climate resilient country in the world. To achieve this, a range of programmes and projects will be implemented, funded from a variety of local, regional and international sources. One such source is the Green Climate Fund (GCF), access to which could unlock highly concessional finance to help catalyze the climate resilient transition. However, the current Focal Point for the GCF in the Ministry of Planning and Economic Development faces severe capacity constraints. Procedures for the efficient functioning of the National Designated Authority (NDA) have not been fully established and the framework for comprehensive, national stakeholder engagement on GCF matters does not exist. Although significant progress was made on designing a robust national Low-Carbon Climate-Resilient Development Strategy (LCCRDS) i.e. Nationally-Determined Contribution (NDC) and preliminary project ideas, some of these still need to be translated into bankable projects and programmes, concepts and proposals. UNDP serves as Dominica’s delivery partner for readiness support to assist in building the capacity of the NDA and relevant government ministries, establishing an effective coordination mechanism by strengthening the existing high-level National Climate Change Committee (NCCC) and engaging all stakeholders, including government, the private sector, civil society and academia in consultations, with effective mainstreaming of gender considerations and inclusion of marginalized groups in climate change decision-making. Under the Readiness Programme, the main outcomes to be achieved are as follows:

* Develop the capacity of the NDA to perform its roles and responsibilities for GCF related-matters.
* Identify projects and work with proposed Accredited Entities on climate finance project concept notes for both the public and private sector consistent with the Fund’s Investment Framework, and other partners.
* Obtain direct access accreditation for a national entity to facilitate direct access to GCF funds
* Review and revise the Low Carbon Climate Resilient Development Strategy (LCCDRS)
* Develop an action plan for the implementation of the LCCRDS
* Develop a strategic framework for GCF engagement across Government, the private sector, NGOs/CBOs

Engagement of the private sector is essential for achieving the outcomes of the program.

An effective communications strategy will focus on an effective introduction and explanation, creating a heightened awareness of GCF activities in The Commonwealth of Dominica. It will foster individual, Non-Governmental Organisation (NGO), Civil Society Organisation (CSO) and private sector engagement in effort at climate resilience adaptation. The Communications Strategy will ensure the participation of schools and learning intuitions in promotional activities and GCF program delivery, The Strategy will result in the capture of opportunities by the private sector in climate services, realize business investment opportunities into channel actors to participate in viable , NGO and CSO into local community based adaptation interventions and execute specific outreach to ensure representative participation by gender, youth elderly and disadvantage.

1. **DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:

 (i) Explaining why they are the most suitable for the work

 (ii) Provide a brief methodology on how they will approach and conduct the work

2. Personal CV including past experience in similar projects and at least 3 references

3. Financial proposal

1. **FINANCIAL PROPOSAL**
* **Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

1. **TRAVEL**

*All envisaged travel costs must be included in the financial proposal*. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the *Inidividual Consultant* wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

1. **EVALUATION**

Individual consultants will be evaluated based on the following methodologies:

* *Cumulative analysis*

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

1. responsive/compliant/acceptable, and
2. 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*** | ***Max. Point*** |
| *Technical* | **70** | **70** |
| A minimum of a Bachelor’s (BSc.) degree in communications, journalism, public relations or marketing. | 15 | 15 |
| * At least 5 years’ experience working in the Communications or Public relations arena.
 | 20 | 20 |
| * Demonstrated experience in a leading role conceptualizing and implementing a public awareness and education campaign
 | 15 | 15 |
| * Proven working experience with government agencies in a similar capacity will be an advantage
 | 10 | 10 |
| * Practical experience working in Small Island Developing States
 | 10 | 10 |
| *Financial* | **30** | **30** |

1. **ANNEXES**

ANNEX I – TERMS OF REFERENCES (TOR) – separate TOR only provided for complex procurement; otherwise, see above

ANNEX II – GENERAL TERMS AND CONDITIONS

ANNEX III – OFFEROR’S LETTER

ANNEX IV – FINANCIAL PROPOSAL TEMPLATE

ANNEX V – SAMPLE INDIVIDUAL CONTRACT

1. **SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

The Communications Consultant will provide services to support the National Project Coordinator and the UNDP Project Manager to achieve the project outputs with respect to building public awareness and education. The Communications Consultant will have the following responsibilities:

* Design and administer a series of focus groups to ascertain the knowledge, attitudes, perceptions and behaviour of the main stakeholders associated with the project to establish a baseline from which to subsequently develop a communications strategy with relevant indicators. It is expected that the Consultant will start to engage the relevant stakeholders very shortly after being contracted.
* Create awareness of the Project, its benefits and the responsibilities and opportunities available to stakeholders through various and diverse methodologies and media.
* Design and develop a branding and marketing strategy for the GCF Readiness project and activities
* Develop communication strategy, which would include the following:
	+ Development, editing and publishing of content of strategic informational materials for advocacy and training or capacity building purposes
	+ Development of advocacy strategies and materials to facilitate liaising with the media to communicate key messages on the GCF programme activities;
	+ Identify and develop suitable online and social media platforms for the dissemination of information and interaction with the public; and
	+ Develop a regular radio program with GCF programme actors and stakeholders,
* Undertake a 4 weeks public awareness campaign targeting at the NDA and local communities over a combination of media
1. **DELIVERABLES**

Expected deliverables and deadlines

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Deliverable | Due Date (*after contract signature*) | % Payment |
|  |  | No. of Days/Weeks/Months |  |
| 1 | Inception Report and Workplan | 1 week after contract signature  | 15% |
| 2 | Stakeholder Focus groups and report completed |  2 weeks after contract signature | 25% |
| 3 | Draft Communications/branding and marketing strategy completed | 4 weeks after contract signature  | 30% |
| 4 | Final Communications/branding and marketing strategy completed | 7 weeks after contract signature | 15% |
| 5 | NDA and Community-level Public Awareness activities implemented | 11 weeks after contract signature  | 15% |

1. **REQUIREMENTS FOR EXPERIENCE AND COMPETENCIES**

**I. Years of experience:**

* At t least 5 years’ experience working in the Communications or Public relations arena.

**II. Competencies:**

* Demonstrated experience in a leading role conceptualizing and implementing a public awareness and education campaign
* Proven working experience with government agencies in a similar capacity will be an advantage.
* Practical experience working in Small Island Developing States
* Demonstrated and extensive social media experience is an added advantage
* The ability to liaise with various stakeholders, including government officials
1. **QUALIFICATIONS**

**III. Academic Qualifications:**

* The candidate most suited to complete this consultancy should have a minimum of a Bachelor’s (BSc.) degree in communications, journalism, public relations or marketing.