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TERMS OF REFERENCE

Consultancy Title	Communications Specialist (CS)
Project Name:	Implementing an integrated "Ridge to Reef" approach to enhance ecosystem services, to conserve globally important biodiversity and to sustain local livelihoods in the FSM.
Location	FSM
Application deadline	December 3 rd , 2019
Type of Contract	Individual Contractor
Languages required:	English
Duration of Initial Contract:	60 days between January 12, 2020 to May31, 2020 35 working days will be in country and 25 home based At least two trips in country (Pohnpei state) anticipated

Consultancy Proposal (CV & Financial proposal Template) should be uploaded on UNDP Jobshop website(https://jobs.undp.org/cj_view_jobs.cfm?cur_rgn_id_c=RAS) no later than, 3rd December 2019 (Fiji Time) clearly stating the title of consultancy applied for. Any proposals received after this date/time will not be accepted. Any request for clarification must be sent in writing, or by standard electronic communication to procurement.fj@undp.org. UNDP will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants. Incomplete, late and joint proposals will not be considered and only offers for which there is further interest will be contacted. Failure to submit your application as stated as per the application submission guide (Procurement Notice) on the above link will be considered incomplete and therefore application will not be considered.

NOTE:

Proposals must be sent through UNDP job shop web page. Candidates need to upload their CV and financial proposal -using UNDP template -.This should be scanned as 1 document

If the selected/successful Candidate is over 65 years of age and required to travel outside his home country; He/She will be required provide a full medical report at their expense prior to issuance to contract. Contract will only be issued when Proposed candidate is deemed medically fit to undertake the assignment.



BACKGROUND

A. Background:

The Federal States of Micronesia (FSM) is an independent sovereign island nation consisting of four States spread across the Western Pacific Ocean (from west to east): Yap, Chuuk, Pohnpei and Kosrae (Map 1). Together, the States comprise 607 islands that stretch over a longitudinal distance of almost 3,000 km mostly located between 6 and 10 degrees north of the equator. The combined land area the FSM [High Islands and Atolls] is approximately 728 km² with 2,700,000 km² of EEZ in the Pacific Ocean. The total area of High Island is approximately 658 km² (Yap 97 km², Chuuk 95 km², Pohnpei 358 km² and Kosrae 110 km²).

Marine and terrestrial biodiversity and ecosystem services underpin social well-being and the economy of the Federated States of Micronesia and are vital to food security. These resources and services, however, are currently being undermined by unsustainable natural resource use and practices; spread of invasive alien species; the impacts of climate change; and, the limitations of government to effectively implement its programs and policies.

The FSM R2R Project is designed to engineer a paradigm shift in the approach to and management of natural resources from an ad-hoc species/site/problem centric approach to a holistic ecosystem-based management “ridge to reef” approach guided by planning and management process that are informed by actual data. The shift to an ecosystem-based approach within National and State governments will ensure that whole island systems are managed to enhance ecosystem goods and services, to conserve globally important biodiversity and to sustain local livelihoods.

The project promotes an integrated approach towards fostering sustainable land management and biodiversity conservation by seeking greater awareness, knowledge and participation of all stakeholders in achieving a greater balance between environmental management and development needs. In doing so it will reduce conflicting land-uses and land-use practices and improve the sustainability of terrestrial and marine management so as to maintain the flow of vital ecosystem services and sustain the livelihoods of local communities. Further, the project demonstrates sustainable land management practices testing new management measures, as needed, to reduce existing environmental stressors and institutional limitations. The project also supports the enhancement of capacities in the FSM to effectively manage protected areas as well as increase the coverage of the terrestrial and marine protected area network on the High Islands.

DUTIES AND RESPONSIBILITIES

B. To create greater awareness of the Ridge to Reef concept, the R2R project is seeking the services of a Communication's Specialist to formulate a Communication Strategy and a Communications Action Plan (that will help influence behavioral changes across multiple stakeholders in the FSM) under the guidance of the Project Implementation Unit and UNDP.



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Scope of Work Key responsibilities include:

The Communication Specialist is expected to complete the following task as per the contract:

1. Develop a communication strategy that will guide the implementation of the FSM R2R project. The plan should ensure that key project partners and stakeholders are consulted in the development of the strategy. Prior to the development of the strategy the consultant must ensure that a situation analysis, audience analysis and project analysis has been conducted.
2. From the strategy, develop a more focused communication action plan for the duration of the project. The plan should also have a monitoring and evaluation checklist to be able to measure effectiveness of the actions when they are implemented. The checklist should also be linked to the targets and indicators identified in the project results-based log frame.
3. Based on the above (2), **conduct a training of trainers** with the R2R Communications Officer, State Coordinators and the PIU to lead the implementation of at least three (3) prioritized communication actions/activities while also developing at least one (1) communication product for each activity.
4. Provide mentoring support to the Communications Officer over the implementation of the key action activities.

It is critically important for the consultant to carry out these tasks while keeping key stakeholders (including officers of the Ridge to Reef Project/DECEM) fully involved but at the same time taking a technical (and sometimes managerial) lead.

It is critically important for the Communications Specialist to carry out these tasks while keeping key stakeholders fully involved but at the same time taking a technical (and sometimes managerial) lead.

The following resources will be provided:

- Office space in-country
- All meeting costs related to the project
- All technical training, workshops, etc. cost associated to achieving consultancy activities

D. Expected Outputs and Deliverables

The Communications Specialist is expected to deliver the following product by the end of the consultancy:

In-country consultations at National and State level with project stakeholders (30 days)

Submission of draft Communications Strategy, Action Plan and M&E Checklist (2.5 days)

Development of (1) a final FSM R2R Communication Strategy, (2) R2R Communication Action Plan; and (3) a Monitoring and Evaluation Checklist (2.5 days)

Conduct a Training of Trainers workshop with the R2R Communications Officer, State Coordinators and the PIU to be able to lead the implementation of at least 3 prioritized communication actions/activities and develop 3 of its associated



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communication products (5 days)

Mentoring support towards the Communications Officer (20 days)

E. Payment Schedule

- **20%** of the contract amount to be paid upon submission of a signed contract and approved work plan (for the 60 days) by January 12, 2019. The work plan must detail activities and expected deliverables;
- **20%** of the contract amount to be paid upon submission and acceptance of a draft Communications Strategy, Action Plan and M&E Checklist by February 27, 2020
- **20%** of the contract amount to be paid upon submission and approval of final Communications Strategy, Action Plan and M&E Checklist by March 23, 2020
- **20%** of the contract amount to be paid upon completion of the Training of Trainers Workshop and submissions of the training report by April 24, 2020
- **20%** of the contract amount to be paid upon submission and approval of final report detailing activities and deliverables by 31 May.

F. Institutional Arrangement

- The consultant will be monitored, overseen and supervised by UNDP Multi Country Office Fiji in close cooperation with the Department of Emergency Management, Environment and Climate Change (DECEM)
- The consultant is expected to produce a final report upon successful completion of activities according to the agreed schedules.
- The consultant is expected to provide his/her own computer.

G. Duration of the Work

- The consultancy is for 60 days months commencing no later than January 12, 2020 and completion no later than May 31
- The consultant shall be engaged to undertake the consultancy working concurrently according to a planned schedule to be completed by the latest May 31
- The consultant is expected to propose a work layout, plan, budget and timelines to achieve the expected outputs with the appropriate methodology.

H. Duty Station

The consultant will be home based but expected to participate in at least two mission to Pohnpei, FSM. Consultant is expected to bring computer, software, etc. The PMU will organise office space in Pohnpei.

I. Supervision / Reporting

- II. The Communications Specialist will report directly to UNDP Team Leader of Resilience and Sustainable Development Unit and/or her/his representative and UNDP Regional Technical Specialist/Advisor based in Suva, Fiji / Bangkok, Thailand.
- III. The Communications Specialist will support, supervise, train and mentor the PIU staff.
- IV. The Communications Specialist will also provide regular reporting to DECEM and any other relevant key government stakeholders together with the Project Coordinator.
- V. The Communications Specialist will supervise, guide, management, and monitor progress and deliverables of the team members comprising of national and international experts.



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- VI. The Communications Specialist is expected to produce a final report upon successful completion of activities according to the agreed schedules. The consultant is expected to provide his/her own computer.
- VII. In country, consultant is expected to report to the R2R Project Manager and the Steering Committee (SC) Chairwoman on all achieved deliverables which must be endorsed by the R2R SC.
- VIII. In country, the consultant is expected to report to the Project Manager for all activities in-country and logistical support
- IX. Present to key working groups and committees advised by the PIU of work outcome as when expected
- X. Make progress reporting on all achieved outcomes when needed.

COMPETENCIES

I. The following competencies are required:

- Strong interpersonal and communication skills;
- Strong analytical, reporting and writing abilities skills;
- Openness to change and ability to receive/integrate feedback;
- Ability to plan, organize, implement and report on work;
- Ability to work under pressure and tight deadlines;
- Proficiency in the use of office IT applications and internet in conducting research;
- Outstanding communication, project management and organizational skills;
- Excellent presentation and facilitation skills.
- Demonstrates integrity and ethical standards;
- Positive, constructive attitude to work;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Demonstrates integrity and commitment to UN principles and values and ethical standards
- Strong interpersonal and communication skills
- Ability to work well as part of a multi-cultural team and displays gender, religion, race, nationality and age sensitivity and adaptability;
- Ability to engage various partners and stakeholders and builds strong relationships with clients and other stakeholders
- Demonstrates strong commitment and patience to deal with competing deadlines, demands, and interests

REQUIRED SKILLS AND EXPERIENCE

J. Following is the required qualifications and experience:

Educational Qualifications:

- Minimum university degree in communication, journalism, related to environmental communication

Experience

- Minimum 5 years' experience in the field of environmental conservation communication
- Experience in developing environmental community outreach products. Evidence of products



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developed must be submitted with application.

- Evidence of ability to plan and execute a deliberate and sustainable communication strategy.
- Extensive knowledge and experience working with local communities, NGOs, government and private sectors.
- Extensive experience in training of trainers and development of training manuals.
- Excellent knowledge (skills in writing, speaking) of English and familiarity in the use of Pacific language
- At least 5 years of experience in community-based Integrated Water Resource Management (IWRM), Locally Management Marine Protected Areas, Biodiversity Conservation, Sustainable Land management and has a good idea on challenges and opportunities for technical and behavioral evidences of water, biodiversity, and land management-related development impacts,
- Previous consultancy experience is necessary At least 5 years of working experience Tuvalu or small island developing nations
- Experience in developing and / or implementing GEF, UNDP project and/or other development agency supported projects
- Supporting development and/or review of technical reports
- Proven track record of project management and project team experience working with government

Language requirements

- Fluency of English language is required (verbal and written).

K. Price Proposal and Schedule of Payments

Consultant must send a financial proposal based on **a Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the IC's duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will be fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs.

In general, UNDP shall 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

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

L. Evaluation Method and Criteria

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

The award of the contract shall 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 set of weighted technical criteria (70%). and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Criteria	Max. Point
Qualification <ul style="list-style-type: none"> ▪ Minimum university degree in communication, journalism, related to environmental communication 	10%



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Experience	
<ul style="list-style-type: none"> Minimum 5 years' experience in the field of environmental conservation communication 	10%
<ul style="list-style-type: none"> Experience in developing environmental community outreach products. Evidence of products developed must be submitted with application. 	10%
<ul style="list-style-type: none"> Evidence of ability to plan and execute a deliberate and sustainable communication strategy. 	10%
<ul style="list-style-type: none"> Extensive knowledge and experience working with local communities, NGOs, government and private sectors. 	10%
<ul style="list-style-type: none"> Extensive experience in training of trainers and development of training manuals. 	10%
<ul style="list-style-type: none"> At least 5 years of experience in community-based Integrated Water Resource Management (IWRM), Locally Management Marine Protected Areas, Biodiversity Conservation, Sustainable Land management and has a good idea on challenges and opportunities for technical and behavioral evidences of water, biodiversity, and land management-related development impacts. 	10%
Total	70%

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Shortlisted candidates shall be called for an interview which will be used to confirm and/or adjust the technical scores awarded based on documentation submitted.

M. Documentation required

Shortlisted candidates may be contacted for an interview.

Offerors must send the following documents.

- i) **CV including names/contacts of at least 3 referees.**
- ii) **A cover letter indicating why the candidate considers himself/herself suitable for the required consultancy**
Completed template for confirmation of Interest and Submission of Financial Proposal.

Individuals applying for this consultancy will be reviewed based on their own individual capacity. The successful individual may sign an Individual Contract with UNDP or request his/her employer to sign a Reimbursable Loan Agreement (RLA) on their behalf by indicating this in the Offerors letter to Confirming Interest and Availability

For any clarification regarding this assignment please write to procurement.fj@undp.org

Women candidates are encouraged to apply.

**The Fiji Office covers Fiji, Kiribati, Marshall Islands, Micronesia, Nauru, Palau, Solomon Islands, Tonga, Tuvalu and Vanuatu*



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Prepared By:

Cleared By: