

Terms of reference



Empowered lives.
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GENERAL INFORMATION

Title: Communications Consultant – MTRE3 Project (National)

Project Name: Market Transformation through Design and Implementation of Appropriate Mitigation Actions in Energy Sector (MTRE3)

Reports to: MTRE3 Project Manager

Duty Station: Jakarta

Expected Places of Travel: West Sulawesi, East Nusa Tenggara, Riau, and Jambi

Duration of Assignment: March 2020 – December 2020 (115 working days)

REQUIRED DOCUMENTS FROM HIRING UNIT

4 - Senior Specialist	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select:	
	(1)	Junior Consultant
	(2)	Support Consultant
	(3)	Support Specialist
	(4)	Senior Specialist
	(5)	Expert/ Advisor
	CATEGORY OF INTERNATIONAL CONSULTANT, please select:	
	(6)	Junior Specialist
(7)	Specialist	
(8)	Senior Specialist	
X	APPROVED e-requisition	

REQUIRED DOCUMENTATION FROM CONSULTANT

X	CV
X	Copy of education certificate
X	Completed financial proposal
X	Completed technical proposal

Need for presence of IC consultant in office:

- ☒ intermittent (deliverables-based)
☐ full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:

Office space: X Yes No
Equipment (laptop, etc.): Yes X No
Secretarial Services Yes X No

If yes has been checked, indicate here who will be responsible for providing the support services:

Signature of the Budget Owner: Boyke Lakaseru <Boyke.lakaseru@undp.org>

I. BACKGROUND

Market Transformation through Design and Implementation of Appropriate Mitigation Actions in Energy Sector (MTRE3) is a five-year project (2016-2021) funded by GEF, aims at supporting the design and implementation of appropriate climate change mitigation actions in the energy generation and energy end use sectors in Indonesia, focusing on renewable-based electricity generation and energy efficiency in buildings.

Indonesia faces a significant electricity challenge in the next coming years with an electricity demand of 6.8 % annually and over 30 million people without electricity access. Indonesia's primary energy mix consists mainly of fossil fuels such as crude oil, coal and natural gas while renewable energy generates only about 7% of the

total energy. The heavy reliance on fossil fuels leaves Indonesia vulnerable to price fluctuations of imported oil and makes the energy sector one of the largest greenhouse gas (GHG) emitters, accounting for one-third of the country's total GHG emissions. Meanwhile, renewable energy resources have an abundant potential in Indonesia, and, together with energy efficiency technologies, can provide clean solutions necessary to address the country's electricity demand, increase access to modern energy, reduce the over-reliance on fossil fuels and contribute to GHG emission reductions.

Despite the Government of Indonesia's efforts in promoting renewable energy development and utilization and energy efficiency technology applications, the increased share of renewable energy in the national primary energy mix and the improved primary energy consumption index both remain much to be desired. Significant policy, institutional, financial and technical barriers remain that hinder the realization of the energy saving and GHG emission reducing potential of renewable energy and energy efficiency technologies in Indonesia.

The MTRE3 project addresses the barriers to investments in renewable based power generation and the application of energy efficient technologies in the energy end use sectors and is arranged around three components: 1) Climate change mitigation options for the renewable energy based energy generation and energy efficiency; 2) Market transformation through implementation of appropriate mitigation actions; 3) Measurement, Reporting, and Verification (MRV) system and national registry for mitigation actions.

The project is implemented by the Ministry of Energy and Mineral Resources in close coordination with the Ministry of Environment and Forestry, Ministry of National Development Planning, Ministry of Finance and Ministry of Public Works and Housing. Local governments and the private sector are other key partners in implementing the project activities.

The project started on March 2017 and is in its third year of implementation until March 2022. To enhance the stakeholder outreach, awareness and branding of the MTRE3 project, UNDP is seeking an experienced Communications Consultant for the project.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

The Communications Consultant will assist with the following tasks:

- Evaluate existing communication channels and digital marketing channels and assets, identify scope for their improvement and provide recommendations
- Develop a Communications and Co-Branding Strategy and guidelines for MTRE3 project
- Plan coordinate and ensure proper implementation of the Communication and Co-Branding Strategy
- Guide the project team on the implementation, monitoring and evaluation of Communications and Co-Branding Strategy
- Broaden awareness of MTRE3's programs and priorities; and increase the visibility of MTRE across key stakeholder audiences by developing information and communications materials for MTRE3 project through creative writing, creative design, project website management and visual material such as videos and photos
- Undertake activities and engage resources to facilitate maximum engagement in selected social media platforms
- Assist in organizing event

Deliverables/outputs	Target due dates and payments	Reviewed and required approval from
Evaluation Report of existing communication channels and digital marketing channels and assets, identified scope for their improvement and recommendations	15 April 2020 20 days (17 %)	UNDP Indonesia country Office, Project Manager
Communications and Co-Branding Strategy and guidelines for MTRE3 project	5 June 2020 30 days	UNDP Indonesia country Office, Project Manager

	(26 %)	
Development of project leaflets (2x), pictures, articles (2x), PowerPoint presentation (1x)	31 July 2020 20 days	UNDP Indonesia country Office, Project Manager
	(17 %)	
Preparation for and participation at Expo 2020 and media campaign on provincial level	31 October 2020 20 days	UNDP Indonesia country Office, Project Manager
	(17 %)	
Development of project leaflets (2x), videos (1x), pictures, articles (2x) and Final report on implementation of Communication Strategy	31 December 2020 25 days	UNDP Indonesia country Office, Project Manager
	(23%)	

III. WORKING ARRANGEMENTS

Institutional Arrangement

The Communications Consultant will report to the Programme Manager of UNDP and work in close collaboration with the MTRE3 Project Management Unit and other key parties, such as Ministry of Energy and Mineral Resources. The success of the project depends on the timely delivery of each component. The Consultant should ensure timely identification of potential risks and signal any delays in deliverables. The contract will be effective immediately upon signature by UNDP.

The contract and payments will be performance-based and regularly assessed by the UNDP CO. The present ToR may be subject to modification, without changing the overall objective and the scope of work, on the basis of mutual consultations. UNDP will hold the copyright of the assignment deliverables.

Duration of the Work

- The duration of work is 115 days from March 2020 to December 2020.
- The expected starting date is mid-March 2020 with expectation of completion on 31 December 2020.
- The unforeseen delay will be further discussed by UNDP as basis for possible extension.
- The feedback from UNDP and government partners to the submitted reports can be expected within 10 working days from the date of submission.

Duty Station

- The contractor's duty station will be home-based with possibility of travel to West Sulawesi, East Nusa Tenggara, Riau, and Jambi provinces.

Travel Plan

- Travel cost to project sites as below detail;

No	Indicative Location	Frequency	No. of travel days
1	Jambi	2	4
2	Kupang	2	3
3	Mamuju	1	4
4	Pekanbaru	1	3

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

A Master's degree or higher in a field related to communications, public relations, media studies, journalism, marketing, public relations, international development or other closely related field from an accredited college or university.

Years of experience:

- Work experience for at least 4 years in supporting the production of communications materials,

including publications, outreach materials and multimedia products

- Experience in development communication issues and demonstrated experience in communicating climate change work tailored to different audiences is a distinct advantage;
- Experience in working with media and UNDP or other UN agencies and/or international organizations and/or major donor agencies
- Experience in the usage of web and social media management tools, and audio/video production tools
- Experience with media and social media software, applications and communication tools with computer proficiency, especially related to professional office software packages (Microsoft Office).

III. Competencies and special skills requirement:

- Demonstrated understanding of issues related to gender and climate change mitigation and/or promotion of sustainable and modern energy services in communities; experience in gender sensitive evaluation and analysis;
- Excellent communication skills;
- Demonstrate analytical skills;
- Fluency in Indonesian and English languages

V. EVALUATION METHOD AND CRITERIA

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:

- 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 **70 point** would be considered for the Financial Evaluation

Criteria	Weight	Maximum Point
<u>Technical</u>		
<ul style="list-style-type: none"> • Criteria A: qualification requirements as per TOR: 	70%	
1. A Master's degree or higher in a field related to communications, public relations, media studies, journalism, marketing, public relations, international development or other closely related field from an accredited college or university.		10
2. Work experience for at least 4 years in supporting the production of communications materials, including publications, outreach materials and multimedia products.		30
3. Experience in working with media and UNDP or other UN agencies and/or international organizations and/or major donor agencies an asset		15
4. Experience in the usage of web and social media management tools, and audio/video production tools is required.		15
<ul style="list-style-type: none"> • Criteria B: Brief Description of Approach to Assignment 	30%	
1. Understands the task and applies a methodology appropriate for the task?		10
2. Important aspects of the task addressed clearly and in sufficient detail?		10
3. Is planning logical, realistic for efficient project implementation?		10
<ul style="list-style-type: none"> • Criteria C: Further Assessment by Interview (if any) 	N/A	