



**TERMS OF REFERENCE**  
**COMMUNICATIONS CONSULTANT TO SUPPORT THE SUSTAINABLE FINANCING OF PAPUA NEW GUINEA'S PROTECTED AREA NETWORK**

<b>Location:</b>	Port Moresby, Papua New Guinea
<b>Type of contract:</b>	Individual Contract (IC)
<b>Project:</b>	Sustainable Financing for PNG's Protected Area Network
<b>Languages Required:</b>	English
<b>Starting Date:</b>	1 April 2020
<b>Duration of Initial Contract:</b>	120 days over 8 months

**1. Project Background**

The project, **Sustainable Finance of Papua New Guinea's Protected Area Network**, will extend Government of PNG's ability to fulfil its protected area mandate and implement the Protected Area Policy: (i) secure stable and long-term financial resources for the management of protected areas across the country; (ii) ensure that these financial resources are allocated to contribute to improving effectiveness of the management of the protected areas across the country; and (iii) ensure that they are managed cost-effectively and efficiently with respect to their conservation and other complementary development objectives. In recognition of this need, the project will assist with the development of a diversified mix of conventional and innovative funding sources and consolidate revenues to finance the ongoing costs of establishing and managing protected areas, and assist the Government to establish a Biodiversity Fund – that will be built on a secure, accountable and transparent financial mechanism, for receiving, administering and disbursing funds. The project will, therefore, result in a system that will provide catalytic and long-term financial support that will lead to stable ecosystems (both within and outside of protected areas), coupled with the social transformations to make that happen (including transforming institutions to become supporters/facilitators of that process, and the establishment of long-term partnerships).

The Communications Consultant will ensure that the progress, results and outputs of the project are communicated effectively both internally, with stakeholders within PNG, and externally, with the international conservation finance community. S/he will be responsible for production and dissemination of communication materials related to project activities, outputs, results and missions. S/he will be working closely with the project team and the UNDP PNG Country Office to provide targeted and consistent high-level exposure for the project.

## **2. Objective**

The objective of the consultancy is to develop and implement the Communications Strategy for the project, developing outputs which assist to effectively communicate the project progress and results with its stakeholders, nationally and internationally.

## **3. Scope of consultancy**

The Communications Consultant will be home-based, working under the supervision of the Chief Technical Advisor, with the possibility of limited missions to Papua New Guinea. The Consultant will work with the Project team as well as the PNG Country Office on the following activities:

- Develop the communications strategy for project in line with visibility guidelines of UNDP and including key project messages;
- Develop and/or update communications products such as banners, factsheets, news articles, case studies, press releases, infographics, newsletters, website pages and articles, videos, interviews and other media products as required for the project;
- Lead the development of specific communication strategies for project events, as well as, other related strategic international events;
- Support communications to project stakeholders (both internally and externally) using the developed project mailing list, and support the systematic update of the project mailing list;
- Provide adhoc training and advice to the project team on communicating with the media and conducting media interviews.
- Editing of communication materials prepared by the project teams;
- Develop templates/layout with a common identity for UNDP project presentations, publications and reports;
- Develop and frequently update project social media platforms, in close collaboration with the relevant members of the respective UNDP CO members;
- Oversee the design work of project's publications.

The consultant will agree with the CTA a list of required outputs to be delivered for each following month. This will become the workplan for the consultant under the contract.

Furthermore, the project will support the establishment of a Biodiversity Fund in PNG. The consultant will be expected to develop and manage the website for the Fund, as well as its communication materials. The terms of reference may be adjusted to incorporate these tasks once the Fund is established.

## **4. Key deliverable and schedule of payment**

<b>Reporting period and key milestones</b>	<b>Duration</b>	<b>Report due</b>	<b>Payment Percentage</b>	<b>Review and Approvals</b>
Payment upon submission and acceptance of the following deliverables: <ul style="list-style-type: none"> <li>Development of the communications strategy for project in line with visibility guidelines of UNDP and including key project messages.</li> </ul>	20 days	30 April 2020	20%	CTA
Payment upon submission and acceptance of the following deliverables: <ul style="list-style-type: none"> <li>The first 10 outputs agreed within the monthly workplan with the consultant.</li> </ul>	30 days	30 June 2020	20%	CTA
Payment upon submission and acceptance of the following deliverables: <ul style="list-style-type: none"> <li>The second 10 outputs agreed within the monthly workplan with the consultant.</li> </ul>	30 days	30 August 2020	20%	CTA
Payment upon submission and acceptance of the following deliverables: <ul style="list-style-type: none"> <li>The third 10 outputs agreed within the monthly workplan with the consultant.</li> </ul>	30 Days	31 October 2020	20%	CTA
Payment upon submission and acceptance of the following deliverables: <ul style="list-style-type: none"> <li>Summary portfolio of all outputs delivered during the consultancy and recommendations for the activities in the 2021 Annual Work Plan.</li> </ul>	10 Days	30 November 2020	20%	CTA

## **5. Working Arrangement**

The consultant will closely work with the GEF team while taking responsibility for deadlines and deliverables as outlined in the Terms of Reference and associated Contract.

## **6. Required Experiences and Skills**

#### Education and experience

- Master's degree or higher in communications, marketing, public relations or related fields of expertise.
- Minimum 7 years' experience working with developing countries on one or more of the following: marketing and communication, public relations or related fields;
- Demonstratable experience in the providing long-term marketing and communication support to donor-funded projects, preferably in the conservation sector;
- Demonstratable experience in the developing infographics, design layouts for publications, website design and producing communication strategies.

#### Competencies

- Ability to work independently and to deliver high quality programs with minimal supervision
- Excellent oral and writing communication skills

### 7. Evaluation

#### Cumulative analysis

The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below.

When using this weighted scoring method, the award of the contract may 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 a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weighting; 70%

\* Financial Criteria weighting; 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals.

Criteria	Points	Percentage
<b>Technical criteria</b>		<b>70%</b>
i. Qualification		15%
• Master's degree or higher in communications, marketing, public relations or related fields of expertise.	15	
ii. Experience		50%
• Minimum 7 years' experience working with developing countries on	20	

one or more of the following: marketing and communication, public relations or related fields;		
• Demonstratable experience in the providing long-term marketing and communication support to donor-funded projects, preferably in the conservation sector;	20	
• Demonstratable experience in the developing infographics, design layouts for publications, website design and producing communication strategies.	10	
iii. Competencies		5%
• Ability to work independently and to deliver high quality programs with minimal supervision	3	
• Excellent verbal and writing communication skills	2	
<b>Financial Criteria – Lowest Price</b>		<b>30%</b>
<b>Total</b>		<b>100%</b>

### Documents to be included when submitting Consultancy Proposals

The following documents may be requested:

- Duly executed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- P11 form** using template provided by UNDP which indicates all past experience from similar projects, as well as the contact details (email and telephone number) with at least three (3) professional references;
- Technical proposal** outlining the proposed methodology and approach for completing all the tasks outlined in the TOR as well as three examples of previous outputs developed for similar initiatives.
- Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP .

### 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 instalments 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, living expenses, and number of anticipated working days).

### 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 IC wish to travel on a higher class, they 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.

### **Submission Instructions**

Completed proposals should be submitted to [procurement.png@undp.org](mailto:procurement.png@undp.org) , no later than 6<sup>th</sup> March 2020. For any clarification regarding this assignment please write to [procurement.pg@undp.org](mailto:procurement.pg@undp.org)

Please be guided by the instructions provided in this document above while preparing your submission.

Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

### **Approved by:**

Edward Vrkic  
Head of the Environment Portfolio, and  
Senior Adviser – Climate Change  
Date:

