

Terms of Reference



Empowered lives.
Resilient nations.

GENERAL INFORMATION

Title: Communication and social media Consultant for on Artisanal and Small-scale Gold Mining (ASGM) and Mercury Reduction (National Consultant)

Project Name: GOLD-ISMIA Project

Reports to: National Project Manager (NPM) of GOLD-ISMIA Project

Duty Station: Jakarta

Expected Places of Travel: Possible unforeseen travel to six project locations (Kuantan Singingi, Kulonprogo, Lombok Barat, Gorontalo Utara, Minahasa Utara, Halmahera Selatan) that will come up during the execution of the contract which will be agreed on ad-hoc basis.

Duration of Assignment: 75 days within 7 (seven) months, effective from June 2020 to December 2020 (3 working days a week)

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
3	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select: (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor
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:

☒ partial (the consultant would be working both office and home based)

☐ intermittent

☐ full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:

Office space: ☒ Yes ☐ No

Equipment (laptop etc): ☐ Yes ☒ No

Secretarial Services ☐ Yes ☒ No

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

Khairul.amri@undp.org

I. BACKGROUND

“UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, UNDP offers global perspective and local insight to help empower lives and build resilient nations.”

UNDP Indonesia's mission is to be an agent for change in the human and social development of Indonesia. We aim to be a bridge between Indonesia and all donors as well as a trusted partner to all stakeholders. We work in four key areas of development: Governance Reforms, Pro-Poor Policy Reforms, Conflict Prevention and Recovery, and Environment Management, with the overarching aim of reducing poverty in Indonesia. Besides the four priority areas, UNDP Indonesia is also engaged in a variety of crosscutting initiatives focused on HIV/AIDS, gender equality, and information and technology for development.”

UNDP and the Government of Indonesia are in a partnership to address the issues of Mercury in Artisanal and Small-scale Gold Mining (ASGM) in Indonesia through the implementation of Global Environment Facility – Global Opportunities for Long-term Development of Artisanal and Small-scale Gold Mining (ASGM) Sector (GEF-GOLD): Integrated Sound Management of Mercury in Indonesia's ASGM (ISMIA) project. UNDP and GOI signed the project document (Pro-Doc) on 5 September 2018 and received its 1st Authorized Spending Limit (ASL) on Monday, 29 October 2018.

Worldwide Artisanal and Small-scale Gold Mining (ASGM) is the largest global source of anthropogenic mercury releases into the environment (35%).¹ Mercury can travel long distances, contributing to global mercury pollution and contaminating the world's ecosystems and fisheries. Exposure to mercury may cause serious health problems, and it is a particular threat to the development of the child in utero and early in life². Phasing-out mercury from the ASGM sector is therefore of the utmost importance, however ASGM is a very important source of jobs and livelihoods. ASGM accounts for about 17-20% of the world's annual gold production³ with 15 million people directly participating in ASGM activities⁴ and another 100 million depending on ASGM for their livelihoods.

The objective of the project is to reduce/eliminate mercury releases from the Indonesian Artisanal and Small-scale Gold Mining (ASGM) sector by i) Strengthening institutions and the policy/regulatory framework for mercury-free ASGM; ii) Increasing the access of mining communities to finance to enable the procurement of mercury-free processing technologies; iii) Increasing the capacity of mining communities for mercury-free ASGM through the provision of technical assistance, technology transfer and support for formalization; and, (iv) raising awareness and disseminating best practices and lessons-learned on mercury phase-out in the ASGM sector.

The project will support 6 ASGM communities in Indonesia to reduce mercury use by at least 5 metric tonnes/year starting in year three (3) of the project, which over the life-span of the project will result in a mercury release reduction of at least 15 tonnes.

GOLD-ISMIA project, the Indonesia child project is one of the eight⁵ (8) country-level projects being implemented as part of the Global Opportunities for Long-term Development of the ASGM sector – planetGOLD programme. Supporting countries' commitments under the Minamata Convention on Mercury, the planetGOLD programme is working to eliminate mercury from the supply chain of gold produced by artisanal and small-scale miners. The planetGOLD programme has a global component on communications and knowledge management, lead by a Communication Manager. The objective of the global communication

¹ UNEP Global Mercury Assessment (2013)

² WHO Fact Sheet No. 361 (2013)

³ Estelle Levin Limited (2014)

⁴ UNEP (2013) The Negotiating Process: <http://www.unep.org/hazardoussubstances/Mercury/Negotiations/tabid/3320/Default.a.spx>

⁵ Burkina Faso (UNIDO), Colombia (UNDP), Guyana (Conservation International), Indonesia (UNDP), Kenya (UNDP), Mongolia (UNEP/UNIDO), Peru (UNDP), and Philippines (UNEP/UNIDO).

is to unify and coordinate efforts among all the planetGOLD child projects and disseminate knowledge generated by the child projects to a wider ASGM audience.

On a quarterly basis, the project will identify opportunities for the communication of project activities – in collaboration with the UNDP Indonesia and planetGOLD. This communication consultant will provide communication support for the project to implement the communication strategy of Planet GOLD and GOLD-ISMIA project its self, and for communication products to disseminate the project results.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

- Produce high quality communication materials relevant for GOLD-ISMIA project
- Produce content for online communication i.e. GOLD-ISMIA website and social media (twitter, Instagram, facebook) both in English and Bahasa Indonesia
- Produce press releases in both Bahasa Indonesia and English for media and other partners
- Work with the Working Group Coordinator and National Project Manager in the implementation of communication media and materials to make sure messages are delivered through the right medium.
- Develop and maintain a well-organized computerized and a hard-copy filing system to track and manage media release
- Implement the communication strategy of planetGOLD and GOLD-ISMIA
- Actively engage with Planet Gold Communication team and UNDP Communication unit
- Support in implementation of Planet Gold branding especially during project external and internal events
- Develop ideas, write, and edit a variety of internal and external materials, such as blog posts, media materials, newsletters, op-eds, website content, and more
- Engage with project's third-party vendors and consultants

Expected Outputs and Deliverables

Monthly consolidated report on delivery, achievement and lessons learned. Other deliverables include but not limited to:

- Activity report of planetGOLD communications strategy
- Media visit report
- Article from project event
- Communications materials development such as video, press release, blog, op-eds, website content, slide deck
- Minutes of Meeting with stakeholders

No	Output Deliverables (not particularly in order)	Estimated number of working days	Completion deadline	Review and Approvals Required
1	Payment upon submission and acceptances of progressive report on social media and website content	10	19 June 2020	UNDP Indonesia, National Project Director, GOLD ISMIA Project Manager
2	Payment upon submission and acceptances of progressive media report	35	4 September 2020	
3	Payment upon submission and acceptances of report on communication materials for global meeting	10	30 September 2020	

4	Payment upon submission and acceptances of final report on the implementation of communication strategy	20	30 November 2020	
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III. WORKING ARRANGEMENTS

Institutional Arrangement

- The consultant will have close supervision and coordination with GOLD ISMIA National Project Manager, Working Group Coordinator 4, National Program Director (NPD), Deputy NPD, UNDP Program Manager Environment Unit.
- The consultant will regularly report to GOLD-ISMIA NPM, Planet GOLD Communication Manager

Duration of the Work

The consultant will perform her/his assignment with the following timeline:

- She/he will have 75 working days within 7 months to complete her/his assignment.
- The expected effective working day is started in June 2020
- She/he should submit deliverable(s) within the suggested time frame.
- The timetable has considered lead time needed by the GOLD ISMIA NPM to review outputs, provide feedback and certify on the outputs/workdone. Delay on the completion of the work might affect total budget approved unless it is due to reasons beyond the selected organization's control.

Payment Schedule

The payment will be made to the at each payment schedule, upon technical clearance and approval of the satisfactory submission of results from GOLD ISMIA NPM; NPD, and UNDP Programme Manager.

Duty Station

The consultant will be work at project office in Jakarta

Travel Plan

There may have unforeseen travel that will come up during the execution of the contract which will be agreed on ad-hoc basis.

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

- Bachelor's Degree in communication, journalism, social science or other related field

Years of experience:

- Five (5) years of work experience in the field of communication, media relations, or/and journalism
- Minimum three years of work experience on maintaining social media of International Organization or NGOs
- Proven experience on English writing for article or other media materials or blog post
- Have experience working with the Government of Indonesia and/or at Constitutional Law would be an advantage.
- Experience and/or familiarity with UNDP or other UN organization's project, processes, guideline and structure will be considered an advantage.

Competencies and special skills requirement:

- Excellent writing skills for communication materials
- Excellent English communication skills, verbal and written

- Excellent computer skills and experience in preparing and maintaining communication materials
- Good interest with Artisanal Small-scale Gold Mining (ASGM) issues
- Excellent organizational and analytical skills, complemented by sound interpersonal skills
- Ability to communicate effectively with media, high level government authorities, partners and donors

V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodologies:

1. Lowest price and technically compliant offer

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

- a) responsive/compliant/acceptable, and*
- b) offering the lowest price/cost*

“responsive/compliant/acceptable” can be defined as fully meeting the TOR provided.

2. Cumulative analysis

The award of the contract will 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 weight; [70%]*

** Financial Criteria weight; [30%]*

<i>Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation Criteria</i>	Weight	Maximum Point
<u>Technical</u>	70%	
<p><i>Criteria A: qualification requirements as per TOR:</i></p> <p><u>Academic Qualifications:</u></p> <ul style="list-style-type: none"> Bachelor's Degree in communication, journalism, social science or other related field <p><u>Years of experience:</u></p> <ul style="list-style-type: none"> Five years of work experience in the field of communication, media relations, or/and journalism Minimum three years of work experience on maintaining social media of International Organization or NGOs Proven experience on English writing for article or other media materials or blog post Have experience working with the Government of Indonesia and/or at Constitutional Law would be an advantage. Experience and/or familiarity with UNDP or other UN organization's project, processes, guideline and structure will be considered an advantage. 		60
<ul style="list-style-type: none"> <i>Criteria B: Brief Description of Approach to Assignment</i> <p>(i) Provide a brief methodology on how you will approach and conduct the work</p> <p>(ii) Produce one original English article (500 words) about social conflict in ASGM in Indonesia</p> <p>(iii) Provide supporting doc/evidence on the field of communication, media relations, or/and journalism, on maintaining social media of International Organization or NGOs and on English writing for article or other media materials or blog post</p>		40
<ul style="list-style-type: none"> <i>Financial criteria</i> 	30%	