

Annex I - Terms of Reference

National or International consultant: National Consultant

Description of the assignment (Title of consultancy): Communications & Outreach Expert

Project Title: Country Entrepreneurship for Distributed Renewables Opportunities (CEDRO 5)

Period of assignment/services: 24 months

Is this a LTA (yes/no): Yes

1. Background / Project Description

The United Nations Development Programme (UNDP), in support of the Ministry of Energy and Water, has initiated the implementation of the CEDRO 5 project, funded by the European Union (EU). The CEDRO 5 project is implemented in partnership with the Association of Lebanese Industrialists (ALI), The Lebanon Green Building Council (LGBC), and the International Renewable Energy Credits (I-REC) Institution.

The European Commission (EC) is encouraging innovation and entrepreneurship in Lebanon to support a clean energy transition. The overall aim of the EC is to address job creation and growth in support of Lebanon's economy, in line with the first priority sector of the Single Support Framework for EU Support to Lebanon (2017-2020), while supporting Climate Change Mitigation in Lebanon. The specific objective is to promote innovation, entrepreneurship and job creation in support of Lebanon's clean energy transition and Nationally Determined Contributions (NDCs) for the energy sector. The EC proposes the gradual shift towards a clean energy transition (gradual phasing out from fossil fuels by switching to renewable energy sources) and circular economy principles, paving the way for (1) tapping into the potential for green jobs and growth (in particular in the energy sector), (2) alleviating financial and economic burden of the current energy system on the various sectors and sub-sectors of Lebanon, (3) facilitating access to financing, and (4) improving the linkages amongst green entrepreneurship, small-and-medium sized enterprises (SMEs), industries and research/technology centers.

The UNDP in Lebanon is seeking to recruit a National Communication and Outreach Consultant for CEDRO 5 project to ensure proper communication of the project's activities in line with the project objectives and communication plan agreed with the EU and in full coordination with the EU.

2. Scope of work, responsibilities and description of the proposed analytical work

UNDP is seeking a National Communication and Outreach Consultant (referred to as "Consultant" in the ToR) to support in the improvement and implementation of the previously developed CEDRO 5 communication plan under the overall guidance and supervision of the Project Manager. A summary of the CEDRO 5 communication plan can be found in Annex 1. The Consultant will support the CEDRO

project to achieve its objectives through raising awareness regarding the project and engaging effectively with the project partners (ALI, LGBC, and I-REC), the EU Delegation to Lebanon's communication team, the hired consultants of the EU on all EU project related communication activities, other EU funded projects in climate change and energy, in addition to different commercial and industrial sector institutions, and other concerned stakeholders.

3. Expected Outputs and deliverables

The Communication and Outreach Consultant will be responsible for updating the existing strategy and implementation of visibility, media and communication activities within the project in addition to reaching out to potential stakeholders, partners and audience targeted by the various project tasks. A detailed description of various anticipated activities of CEDRO 5 are listed in Annex 2.

The Communication and Outreach Consultant will be the focal point for any media and communication activities within the project and will coordinate with the media and communication team of the UNDP Country Office and the EU Delegation as needed to ensure the proper implementation of visibility activities in line with the EU and UNDP Communication Guidelines (EU/UNDP Communication Guidelines: http://eeas.europa.eu/archives/delegations/rome/documents/eu_united_nations/ec_un_joint_visibility_guidelines_en.pdf).

The Consultant will have but will not be limited to the following responsibilities:

3.1 Update the communication and outreach strategy of CEDRO 5

- The communication and outreach strategy of CEDRO 5 has been prepared as part of the project document. The Consultant is to review the overall strategy and recommend either updating activities and/or add new areas of activities that will improve the project's overall aim to promote sustainable energy, and to ensure maximum visibility to the donor and to the UNDP.
- Coordinate with the consultants hired by the EU for communication on climate change and energy related projects is expected to be carried out by the Consultant as requested by and with the CEDRO Project Manager.
- Coordinate with CEDRO5 partners (co-applicants) to include their campaigns into the overall strategy of the CEDRO5 project and ensure the mainstreaming of the messages.

3.2 Design and Dissemination of Outreach material

- Content marketing and drafting of content strategy to meet the project activities' goal. Content includes but is not limited: website, brochures, publications, social media, etc...
- Draft the project briefing and communication material including but not limited to project mission, partners' profiles, call for stakeholders' engagement, events and workshops, success stories, implementation impacts, etc...;
- Update project website design and populate it with relevant information to increase traffic through showcasing ongoing efforts, results and impacts of the CEDRO 5 project.
- Advise on a suitable communication process with the national media through developing and updating a media relations contact list/database and ensuring rapid and accurate information dissemination to the media and/or other appropriate audiences.
- Update/ create new content for banners, flyers, news articles, press releases, newsletters, and other media products as required for the CEDRO project.

- Advise the CEDRO 5 project team on all media related aspects.

3.3 Assistance with Visual Media

- Prepare the story-line and the shooting of short videos showing the implementation of activities undertaken by the project based on target audience and message;
- Regularly track the success of campaigns and convey results/lessons learnt to the team; further, propose corrective and additional solutions or measures for future activities.
- Oversight and assistance in creative, innovative and high-quality artworks, charts, info graphics, certificates, roll up banners, web banners, covers, CD packaging, professional presentations, in coordination with the project manager and the graphic designer;
- Follow up with UNDP on different social media platforms.
- Brand events and produce promotional material for social media and publications;
- Develop the content of graphic material for workshops and events including: invitations cards both for web and print, banners, presentations, signs etc.;
- The Consultant is to undertake any other related tasks as directed by the Project Manager.

4. Institutional arrangements

The Consultant will report directly to the CEDRO Project Manager. He/She will work in coordination with the Project Management Unit (PMU) which currently consists of:

- *Project Manager*
 - *Senior Project Engineer*
 - *Graphic designer*
- Project Management Unit*

5. Duration of work

The contract will be valid on an LTA basis for 24 months with a maximum of 200 working days.

6. Duty station

The assignment requires deskwork, meetings, as well as coordination between the different related entities. The consultant is expected to perform his/her duties at the CEDRO offices in Beirut if requested and/or at home office. The Consultant will perform the needed using his/her own property and technology and will hold direct responsibility for the quality of delivered outputs.

7. Requirements for experience and qualifications

7.1 Academic Qualifications

Bachelor's degree in Communication, Journalism, Public Relations or other closely related field.
Master's degree is an asset.

7.2 Years of experience:

At least 8 years' expertise in communication, journalism, Public Relations or related field.

7.3 Technical experience

- Experience in designing implementing and monitoring communication strategies at a national level; as well as scoping key messages and target audiences.
- Experience in working on sustainable development, environmental, energy or climate change projects.
- Experience and good network with national media and social media

7.4 Competencies

- Advanced writing and editing skills in both English and Arabic; French is an asset
- Computer literacy for Microsoft Office Package or equivalent.
- Good knowledge and command of social media tools and platforms (Twitter, Facebook, etc.);
- Demonstrated skills in editing and writing news articles, press releases, success stories, newsletters, etc.
- Basic or intermediate knowledge of design applications such as Adobe or, In-Design, Photoshop.
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8. Scope of Price Proposal and Schedule of Payments

Payment will be made against each requested and completed task and upon submission of certificate of payment based on working-days and submissions (tasks/deliverable, and payment request) shall be approved by the Project Manager.

9. Criteria for selection of the best offers

The candidates are asked to submit a portfolio representing their work/previous projects (blogs, articles, ...).

The award of the contract should be made to the individual Consultant whose offer has received the highest score out of the following criteria:

Technical Criteria weight: 70%

Financial Criteria weight: 30%

Only candidates obtaining a minimum technical score of 70 points would be considered for the financial evaluation.

Criteria	Weight	Max. Point
<u>Technical Competence</u>	70%	100
• Criteria A: Academic qualifications Bachelor Degree: 21 Master's Degree: 25 Relevant trainings/Certificates: Additional 5 points		30
• Criteria B: Years of relevant experience in the filed		30

8 years: 21 10 years: 25 More than 10 years: 30		
<ul style="list-style-type: none"> • Criteria C: Technical Experience Experience in implementing communication strategies: 15 Experience in working on sustainable / development / environmental / energy / climate change projects: 10 Experience with national media: 5 Relevance of portfolio content to the project's requested deliverables: 10		40
Financial (Lower Offer/Offer*100)	30%	100
Total Score	Technical Score * 0.7 + Financial Score * 0.3	

Annex 1. EU UNDP CEDRO 5 Visibility & Communication Plan

Context

The CEDRO 5 project is to bring together a set of activities that work in synergy to improve Lebanon's energy security through the support to the country's energy efficiency (EE) and renewable energy (RE) Intended Nationally Determined Contribution (INDC) targets, while creating new employment opportunities and increasing women employment in the said sectors (EE & RE). The project has a set of clear activities, namely:

- (1) Activity 1: To foster innovation and entrepreneurship in the EE & RE sectors through technology transfer and scale-ups of existing EE & RE companies
- (2) Activity 2: To advance existing and creating new value chains through select pilot projects in solar PV, energy efficiency for industry, solar thermal for industry, biogas, select projects under the Sustainable Energy and Climate Action Plan (SECAP), and enhancing the ARZ building rating system.
- (3) Activity 3: To support the establishment and/or advancement of enabling policies for RE & EE
- (4) Activity 4: To ensure the transfer of knowledge (know-how) and capacity for EE & RE
- (5) Activity 5: To ensure maximum project and donor visibility

The CEDRO 5 project will aim to focus on multiple levels of communication and visibility within each of the above stated activities in order to ensure adequate communication and visibility of EU support to the action, as well as the project objectives and outcomes.

The project will, as a minimum, undertake the following:

- Overhaul the main page of the UNDP CEDRO website (www.cedro-undp.org) to reflect the current project (as well as keeping to the visibility and communication outputs and deliverables of an ongoing EU funded project on 'Sustainable Energy for Security').
- Continuous update of the website to showcase project achievements
- Success and impact stories posted on UNDP and EU social media, as well as other conventional media channels.
- Official events to highlight project milestones and successes (inauguration event, technical capacity building workshops, official site visits)
- Video documentaries on project achievement

All project partners, namely the United Nations Development Program (UNDP), the Association of Lebanese Industrialists (ALI), the Lebanese Green Building Council (LGBC) and the International Renewable Energy Certificate (I-REC) institution will be involved in the communication and visibility actions.

The EU Delegation involvement and agreement of any visibility and communication, particularly press releases, invitation and agenda for events, banners, videos, key messages, etc. will be ensured prior to issuance of any material.

Objectives of Communication Plan

The main objective of the communication plan is to ensure that the European Union as the donor will receive the maximum visibility possible and communicate the project's objective, progress and impact by focusing on the achievements and the impact of action and all its targeted activities.

Targets Groups

In order to do so, the target groups will be categorised as follows:

- **Industrial and commercial sectors (namely SMEs):** One of the main objectives of this project is to replicate sustainable technology and services that will also have a strong financial benefit to the Lebanese economy in general, and to industrial and commercial sector institutions in particular. The project will target these sectors through various channels, particularly relying on the support of the Ministry of Industry, the Ministry of Energy and Water, the project partners (in particular ALI), and the Chambers of Commerce in various regions (among others) to disseminate opportunities, outcomes, and experiences.
- **Innovators & Entrepreneurs (all ages and gender):** Through activity 1, CEDRO 5 will assist in creating or strengthening an existing hub for innovation and entrepreneurship for sustainable energy. Throughout this process that will take place with the collaboration of procured incubator, several media outlets will be used to disseminate opportunities for innovators and entrepreneurs to showcase and develop their ideas that will service the sustainable energy sector for Lebanon.
- **Research & education institutions:** CEDRO 5 will set up strong links with various research institutions who may have a keen interest to support the project through a research angle. The project will also be targeting students for training and capacity building, as well as internship opportunities. Throughout this process, the process will ensure donor visibility.
- **Government:** CEDRO 5 will be coordinating closely with the Ministry of Energy and Water, the Ministry of Industry, and the Ministry of Interior and Municipalities in order to ensure outreach of the opportunities CEDRO 5 delivers, as well as ensuring that experiences and outcomes are effectively adopted and nationally
- **Local communities:** CEDRO 5 will reach out to the various villages and communities that are part of the Clima-Med project and who have done their SEEAP and are doing their SECAPs. The project will ensure donor visibility throughout the process, including yet not limited to setting up the crowd-funding portal and the training for municipality staff.
- **Civil society organizations (CSOs) and local NGOs:** CEDRO 5 will place a lot of effort in collaborating with CSOs and NGOs in order to ensure grass root actions that bring about the required change at the required scale to combat climate change and to pave the way for a more sustainable energy system.
- **Media:** to keep them informed about the context, the progress and the results of the project. All media outlets will be targeted, namely, newspaper and magazines (printed and online), television, and radio.

Key Messages

A message for the visibility of the EU partnership will be included in all the communication materials in English and Arabic, mentioning that the European Union is the main donor of the project. The UNDP Communication Department will upload posts on Facebook, Instagram and Twitter tagging the EU accounts (@EUinLebanon) on all platforms and using the hashtag #EUinLebanon.

The list of key messages is as follows:

- The roles of the EU and all partners in the action(s) being reported.
- The efforts of the European Union and the CEDRO 5 project participants in supporting sustainable energy and clean energy transition under innovation, job creation and economic growth.
- The EU and the CEDRO 5 project participants' work towards gender equality and the enhancement of women's participation in the labour market as a whole and the energy sector in specific.

- The European Union and the CEDRO 5 project participants' role in encouraging innovation and expansion in technology.

Communication Activities

The main activities proposed to be executed under the communication plan are as follows (and outlined in the Table A1):

- a. **Press releases:** the project will issue up to 10 press releases to various media outlets, UNDP website, ALI website, and LGBC website, among others. Press releases will cover the below initiatives;
 1. Inaugural event of the CEDRO 5 project
 2. Inauguration of at least 3 implemented pilot projects
 3. Trainings / workshops for various stakeholders from potential beneficiaries, municipalities, students/researchers, trainers, consultants and contractors, and other individuals from CSO and NGOs. Up to 8 workshops and 6 trainings are targeted.
 4. Closing event (message: the project results)
- b. **Publications:** Leaflets (up to 3 different types), brochure and online newsletters and stories (on social media of all project partners and beneficiaries) will be tailored to the target audience, focusing on the progress of the project. They will include project outcomes, background information, interviews, photographs, and will exclude financial and administrative details. Furthermore, approximately seven technical reports are targeted based on the project activities. These technical reports will have an executive summary in at 3 languages (Arabic, English and French) and will be accompanied by short briefs to attract a wider audience.
- c. **Website:** The project's website will be updated regularly throughout the implementation phase. CEDRO 5 will try to obtain permission to be linked to other websites (partner websites, Ministry of Energy and Water website, LCEC website, ...).
- d. **Visibility plaques:** bilingual plaques will be placed at the entrance of each main selected beneficiary (a total of approximately 10 beneficiaries).
- e. **Banners:** 4 designed banners will be placed in special events such as conferences and inaugurations that cover various different aspects of the project.
- f. **Video:** Six videos are targeted;
 1. The first video (in long 2-3 minutes and short – up to 1 min - versions) will focus on project outcomes and beneficiary testimonials.
 2. The second video will be through a competition for a selected municipality for crowd-funding purposes.
 3. The four remaining videos will focus on the various implementations, specifically (a) solar thermal technologies, (b) biogas, (c) energy efficiency for industry, and (d) solar PV with lithium

The videos will be disseminated on the website and all social media platforms (facebook, Instagram, Twitter and Youtube) tagging the European Union (@EUinLebanon) and using the hashtag #EUinLebanon, and tagging the relevant institutions and municipalities that the project has worked with. The videos will have a clear message to a wider audience and will ensure to direct the audience to institutions that can assist in replication.
- g. **Events:** organising official events to highlight the project activities:
 1. Inaugural event and closing event of the CEDRO 5 project
 2. Closing event to highlight the project's milestones and successes.
 3. Up to 8 technical workshops on the various implementations of the CEDRO 5 project
 4. Up to 4 events for municipalities to build capacity for renewable energy and innovative financing mechanisms (e.g. crowd-funding)

5. Up to 2 events to cover the initiated or assist policies (e.g. RECs and Net Metering).

Table A1. Communication and Visibility Indicators

Category	Communication Material	Target Audience	Timeline	Indicator
Publications & stories	Press release	Public Media and press EU + other donors	At different stages of the project	10 press releases covering a select number of events in Lebanese media outlets
	Stories for social media	Public Stakeholders	At different stages of the project	At least 4 stories per project year in the form of posts or infographic or articles online and 4 regular updates on the project through social media (per project year)
	Leaflets, brochures, & technical reports	Public Stakeholders	At different stages of the project	3 leaflets prepared, 1 project brochure, and 7 technical publications (with accompanying short briefs) prepared and distributed bearing donor visibility
Website	Website update	Public Stakeholders Project beneficiaries	At different stages of the project	Continuous update per year for project.
Outreach tools	Visibility plaque	Project beneficiaries	At the end of the project pilot implementations	10 plaques on 10 selected beneficiaries to be placed on visible areas within the facilities
	Banners	Public	During events	4 banners expected
	Videos	Public EU + Other donors	At different stages of the project	1 video showcasing overall project 1 video to assist in crowd-funding 4 videos to showcase actual

				implementation projects (1 per type)
	Events	Project Beneficiaries EU + stakeholders	At different stages of the project	16 events

Annex 2. Description of CEDRO 5 activities and related communication expert role

The Table below outlines the major activities of CEDRO 5 and anticipates the required role of the communication expert. The roles indicated are not exhaustive.

Activity 1	Description	Expected Communication Expert Tasks
1.1 Energy Hub	CEDRO 5 aims to establish an online platform or 'energy hub' that aims to provide multiple decentralized web portals to promote knowledge and understanding of RE and EE, and promote networking and bridging opportunities with service providers.	Review of Design Guidelines and User Interface of the Energy Hub and all related integrated pages.
		Coordinate with Developers and Designers on the EU and UNDP communication guidelines
		Dissemination of Energy Hub Platform to relevant Stakeholders (Relevant Ministries, Private Sector Stakeholders, Academia, Project Partners, EU and UNDP)
		Ensure that the Platform is disseminated on various stakeholder Social media Pages and Websites with right communication strategies and guidelines
1.2 Incubator/ Accelerator	CEDRO 5 aims to collaborate with a local incubator/accelerator to provide funding opportunities for innovative ideas and concepts that promote sustainable energy to enter the market	Review Incubator/Accelerator Outreach and Communication Strategy to be in line with EU and UNDP communication guidelines
		Assist the CEDRO team to review content and ensure dissemination of all activities/stories including (launching of the program, outreach activities, the call for applicant, networking events, etc.) on UNDP and EU social media.
1.3 Scale-ups	CEDRO 5 aims at promoting management, administrative, and technical skills through training courses and workshops for sustainable energy companies and individual experts and researchers	Ensure all activities communicated are in line with EU-UNDP communication guidelines
		Assist with the Organization of Training and Workshops (booking of venues, promotional material review, leaflets, posters and brochures review)
Activity 2	Description	Tasks
2.1 Implementation of projects	In collaboration with the Association of Lebanese Industrialists (ALI), CEDRO 5	Assist CEDRO team and ALI in disseminating opportunity to industrial facilities using various social media and conventional media tools

	aims to install 10 renewable energy systems in various industrial facilities.	Ensure communication is in line with EU - UNDP guideline agreement
		Assist CEDRO team & ALI in organizing and disseminating various events and means (e.g. short video productions) that showcase RE / installations
2.2 ARZ	In coordination with the Lebanon Green Building Council (LGBC), CEDRO 5 aims at promoting the ARZ green building rating system	Review LGBC Outreach and Communication Strategy to be in line with EU and UNDP communication guidelines
		Assist CEDRO 5 and LGBC in the dissemination of publications to real estate developers, engineers, architects...)
		Assist CEDRO 5 team and LGBC in organization of trainings, workshops, outreach events and actions
		Assist CEDRO 5 team and LGBC to promote the eventual ARZ rating of 5 buildings
2.5 SEACAPs	In collaboration with the Clima-MED project, CEDRO 5 aims at implementing at least 5 sustainable energy projects in 5 different municipalities through direct grant provision. CEDRO 5 also aims to launch a nation/global wide crowd-funding platform/mechanisms to obtain further funding of 5 additional sites	Ensure all Outreach and Communication Strategy on SECAP implementations are in line with EU and UNDP communication guidelines
		Assist in communicating the importance and social relevance of the 5 fully supported interventions
		Assist CEDRO 5 team in establishing a strong crowd-funding campaign
		Develop the terms of reference for a videographer and assist in both the story line for the crowd-funding video and the execution of this video
		Assist CEDRO 5 in in the development of the supporting material (sill shots, interviews, storylines, quotes) to be used during the crowdfunding campaign
		Assist CEDRO 5 in dissemination of publications and material on crowd-funding processes and on RE/EE technologies
Activity 3	Description	Tasks
Activity 3	CEDRO 5 aims at working to promote sustainable energy policies, in specific policies tailored to the promotion of renewable energy through net metering and through renewable energy certificates	Assist CEDRO 5 in all outreach activities related to the dissemination of policy initiatives, such as yet not limited to, communicating information, opportunities, and outcomes for/of renewable energy certificates and net metering
Activity 4	Description	Tasks

Activity 4	CEDRO 5 aims at supporting capacity building in RE and EE (links to Activity 1 scalability), through physical and online workshops and courses, including train the trainers	Assist CEDRO 5 in all outreach activities related to capacity building and train the trainer workshops and courses, to reach various targeting groups through social media and conventional media means, and ensuring donor visibility as per guidelines for communication
Activity 5	Description	Tasks
Activity 5	CEDRO 5 aims at maximizing visibility of project outcomes and objectives and donor visibility	<p>Lead on the update and implementation of the communication and visibility plan of the CEDRO 5 project, including yet not limited to the development and maintenance of the project website, short video production, preparation of leaflets, banner and other material, events, workshops and inaugurations. The targeted numbers of interventions is indicated in Table A1 in Annex 1.</p> <p>Coordinate with EU counterparts at the Delegation and with the CEDRO5 partners as needed on the communication campaigns and ensure compliance with EU requirements</p>