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UNDP-JOINT MANAGEMENT AREA (JMA) DEMONSTRATION PROJECT

Terms of Reference for the appointment of a Service Provider to develop the UNDP-JMA Communication Information and its related activities

SECTOR:	Climate and Disaster Resilience (UNDP)
LOCATION:	Republic of Mauritius
DUTY STATION:	Department for Continental Shelf, Maritime Zones Administration and Exploration (CSMZAE), Prime Minister’s Office
DURATION:	55-person-days spread over eight months until March 2021
STARTING DATE:	August 2020

A. PROJECT TITLE

Demonstrating Innovative Ocean Governance Mechanisms and Delivering Best Practices and Lessons for Extended Continental Shelf Management within the Western Indian Ocean Large Marine Ecosystems (UNDP-Joint Management Area Demonstration Project).

B. PROJECT DESCRIPTION

The Joint Management Area (JMA) covers an area of 396,000 sq. km extending seaward to the east beyond the existing exclusive economic zones of both Mauritius and Seychelles. The JMA represents the first cooperatively managed area of Extended Continental Shelf (ECS) to be adopted by the international community and is also the world’s largest jointly managed maritime zone. The creation of the JMA thus represents a ground-breaking precedent for cooperative management of the ocean, placing the JMA in a ‘cutting-edge’ position to take the lead in piloting new mechanisms and strategies for future ECS management.

Recognizing that this represents the first ‘transboundary’ management agreement for an ECS scenario, UNDP is supporting the GEF funded UNDP-JMA Demonstration Project being implemented by the Governments of Mauritius and Seychelles.

The project is worth 2.2 M USD and is being implemented over four years (2018 to 2021). The JMA Demonstration Project is assisting Seychelles and Mauritius in the development and demonstration of new management approaches for such Extended Continental Shelf areas which can provide lessons and management techniques which can be replicated both within the Western Indian Ocean as well as other similar maritime zones globally.

The UNDP-JMA Demonstration Project aims at achieving its objectives through the delivery of four components.

1. Building Technical and Management Capacity in support of Marine Spatial Planning (MSP) and effective management of the Joint Management Area.
2. Development of a data and information system along with a Programme of data capture and gap-filling as a foundation for an adaptive management strategy.
3. Elaboration and implementation of a Marine Spatial Planning approach with the objective of improving and implementing effective decision-making for activities within the Joint Management Area.
4. Monitoring, Evaluation, Adaptive Feedback and Sustainability using UNDP and GEF tracking tool for both annual progress and terminal evaluation.

C. SCOPE OF WORK

The overall communication objectives lie in using the best communication tools and channels, to ensure that the right people get the right message at the right time in the appropriate format. The main objective of the consultancy would be to develop a core communication strategy for the JMA Demonstration Project.

The communication and information objectives of the UNDP-JMA Demonstration Project aims at targeting the following audience:

- a. national, regional and international public;
- b. broadcast medias, including television and radio;
- c. the online community;
- d. the academia, research and their related institutions, and
- e. business sector stakeholders

The following objectives will help achieve the above initiatives by:

- a. Raising awareness about the uniqueness of the JMA Demonstration Project and positioning it as the first jointly managed innovative project that will provide cutting edge management mechanisms to explore and exploit natural resources sustainably in the JMA.
- b. Educating the target audience about the unique groundbreaking work of the JMA Demonstration Project, including the younger generation.
- c. Ensuring that the public understands that increased research and exploration will contribute to informed evidence-based decision making and increased benefits economically, socially and environmentally.
- d. Placing the JMA Demonstration Project at the forefront, to act as a precedent in piloting new mechanisms and strategies for future Extended Continental Shelf management.
- e. Generating national and international interest in the JMA Demonstration Project.
- f. Prepare materials to attract business interest in the JMA.

C (i) Tasks and Responsibilities

To achieve these tasks, the following activities are proposed:

1. Develop a core branding strategy for the JMA Demonstration Project to be used at all events, and correspondence which includes use of the existing JMA logos.
2. Develop a comprehensive press/media database at national, regional and international levels for the project.
3. Develop and produce visibility materials with appropriate branding for the project, which will include, IT and other modern technology-based materials and innovates gadgets inter alia;
 - a. Brochure
 - b. Informative Booklet/ Genesis information
 - c. Newsletter
 - d. Customized t-shirts, tote bags and caps
 - e. Branded Folders
 - f. Roll up Banners
 - g. Standing 3D cut out of JMA alphabets and big 3D Cut out of JMA Area for indoor and outdoor display
 - h. JMA Map and JMA stickers in different sizes for give away.
4. Develop and produce a media kit for national, regional and international audience.
5. Develop social media platforms for the JMA such as Facebook, Instagram and any other relevant platforms.
6. Compile a comprehensive stakeholders' mailing list.
7. Draft the Terms of Reference for the stakeholder engagement working group.
8. Provide technical support through a communication strategy for the stakeholder engagement working group
9. Develop and maintain a photo gallery with the appropriate tagging and numbering for the JMA Demonstration Project and its activities.
10. Develop and produce audio and video on the JMA Demonstration Project, its activities and the Joint Commission that can be used at national, regional and international events.
11. Collaborate with national radio and TV stations for broadcast of interviews, educational material and informative programmes.
12. Support the development and design of website pages for the JMA in terms of layout, contents and graphics, amongst others.

Collaboration with key partners

- a. The Service Provider shall collaborate with key partners and stakeholders while ensuring the UNDP-JMA Communication aspirations including the:
 - i. The Monitoring Control and Surveillance (MCS) Specialist for the integration of MCS strategies into the overall communication strategy for the Project.
 - ii. The IT Specialist to ensure compatible development of the JMA website pages.

- iii. The Marine Spatial Planning (MSP) Specialist in providing inputs on the JMA-MSP process for effective dissemination of information.
- iv. The members of the Joint Commission and its Technical Committee, and Project Steering Committee.
- v. Other local and regional institutions/individuals related to the JMA, such as SAPHIRE Project, Indian Ocean Commission (IOC), IOC-UNESCO to ensure that communication materials are shared effectively.

D. EXPECTED DELIVERABLES/OUTPUTS

Table 1: List of deliverables of the Service Provider

S/N	Outputs/Deliverables	Fee (%)	Time Schedule	Means of verification
1	Submission of an assignment workplan	5	Aug-20	Approved assignment workplan
2	Development of JMA branding	10	Sep-20	Approved JMA branding
3	Development of a press/media database for JMA	5	Oct-20	Approved press/media database
4	Develop of ToR for Stakeholder Engagement working group (WG)	5	Oct-20	Approved ToR for WG
5	Development and production of Media Kit	15	Nov-20	Approved Media Kit
6	Development and design of website pages	5	Nov-20	Approved website pages
7	Development of Social Media Platforms	5	Jan-21	Approved Social Media Platforms
8	Communication Strategy for Stakeholder Engagement working group (WG)	5	Jan-21	Approved Communication Strategy for WG
9	Development of a JMA Stakeholders' Mailing list	5	Feb-21	Approved Mailing List
10	Development and production of a photo gallery (at least 100)	10	Feb-21	Approved photo gallery
11	Development and production of Audio (at least 4) and Video (at least 1)	15	Feb-21	Approved video and audio
12	Development and production of visibility materials as describe in C(i)	15	Mar-21	Approved visibility materials
	Total	100		

All deliverables shall be submitted in appropriate format, in MS Word, PDF, and any required format as per requirement of the Client to the address of the Project Manager Mr. Allen Cedras, allen.cedras@undp.org and with copy to the National Project Director Dr. M. Rezah Badal mrbadal@govmu.org, as well as the UNDP Head of Environment Unit, Mr. Satyajeet Ramchurn, satyajeet.ramchurn@undp.org. The deliverables should be of high quality in form and substance and with the appropriate professional presentation and compatible to the client's IT system where applicable. The service provide shall be responsible for all production of the visibility materials, media kit, photo gallery, audio and video clips etc.

The service provider should fully comply with the requirements of UNDP in terms of content and presentation and respect UNDP GEF visibility guidelines.

E. INSTITUTIONAL ARRANGEMENT

The selected service provider will provide service to the Joint Commission through Department for Continental Shelf, Marine Zones Administration and Exploration, Prime Minister's Office, Mauritius and report to the National Project Director (NPD), through the Project Manager and the UNDP Head of Environment Unit.

All deliverables shall be approved by the NPD, UNDP and the Project Steering Committee.

F. DURATION OF WORK

Service Provider's work schedule shall be for 55-person-days until March 2021.

G. QUALIFICATIONS OF SUCCESSFUL SERVICE PROVIDER

The Service Provider shall be a firm satisfying the following criteria:

- a. At least 7 years' management/consultancy experience in Mauritius with experience in developing and delivering marketing, communications and awareness raising materials with innovative, creative, social communication and problem-solving skills
- b. At Least 5 years' experience in graphics and web design
- c. At Least 5 years 'experience in photography and videography.

The individual (s) in the firm shall satisfy the following criteria:

1. Minimum Bachelor's Degree in graphics design or related field, with at least 3 years' experience in preparing user friendly materials designed specifically to enable individual and collective learning.

Skills and Qualities:

- a. Ability to present data in a clear, logical and interesting/attractive way of high quality.
- b. Ability to propose concepts for website pages.
- c. Able to complete work within required timeframes.
- d. Strong attention to detail and focusses on quality.
- e. Ability meet deadlines; demonstrates independence; resourcefulness and self- management skills.

2. Minimum Bachelor’s degree in communication, media studies, or related fields with a least 5 years’ experience.

Skills and Qualities:

- a. Good knowledge of press contacts and ability to deliver press releases and press campaigns.
- b. Fluent written and oral communication in Creole, French and English.
- c. Ability meet deadlines; demonstrates independence; resourcefulness and self- management skills.

H. SCOPE OF PRICE AND SCHEDULE PAYMENT

The financial offer should be quoted as a lump sum amount, all-inclusive (professional fee and insurance).

Payments will be effected based on deliverables as per Table 1 above.

I. CRITERIA FOR SELECTION OF THE BEST OFFER

The Service Provider will be evaluated based on the following methodology:

Cumulative analysis

When using this weighted scoring method, the award of the contract would be made to the Service Provider whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, ie scoring 70 % or above

The evaluation criterions are as per Table 2.

Table 2: Evaluation criteria

Criteria	Maximum Score
At least 7 years’ management/consultancy experience in Mauritius with experience in developing and delivering marketing, communications and awareness raising materials.	20
At least 5 years’ experience in graphics and web design.	20
At least 5 years ‘experience in photography and videography.	20
Education of individual(s) in the firm: Bachelor’s Degree in graphics design or related field, with at least 3 years’ experience	20
Education of Individual (s) in the firm: Bachelor’s degree in communication, media studies, or related fields with a least 5 years’ experience.	20
Total	100

J. APPROVAL

This ToR has been prepared and submitted by:

Signature:

Name and Designation: Mr. Allen Cedras, Project Manager.

This ToR is approved by:

Signature: _____

Name and Designation: Mr. Satyajeet Ramchurn, UNDP Head of Environment Unit.

Date of signing: 18 May 2020