ANNEX II

Terms of Reference:

Individual Consultancy for “Communications and Outreach”

within the scope of
Business for Goals Platform

1. Background

The founding purpose of the Business for Goals (B4G) Platform is to build a bridge between the business community and Sustainable Development Goals and strengthen the role of businesses in sustainable development. The Platform has a participatory structure open to all enterprises and stakeholders which promotes thinking together, learning and working together.

Established by TURKONFED, TUSIAD and UNDP in 2019, the Business for Goals Platform serves as a platform open to all large-, medium- and small-sized enterprises willing to integrate the Sustainable Development Goals into their corporate policies and strategies, all public agencies keen on public-private partnership, local governments, academia, international organizations and non-governmental sector.

The Business for Goals Platform is a joint action platform established by the private sector to promote the Sustainable Development Goals and forge new partnerships.

Thematic Priority Areas of B4G are:

1. **Climate Change and Disaster Resilience**: Enabling enterprises to prepare for possible disasters and crises and strengthen their actions against climate change.
2. **Future-Fit**: Enabling enterprises both to meet current needs and prepare for the future economy.
3. **Inclusive Growth**: Implementing inclusive business models which will strengthen the economic participation of people of all walks of life.

The Platform fosters joint learning, development and work with its stakeholders. It takes steps to strengthen all stakeholders so that all can participate in the economy of the future working towards the Sustainable Development Goals in a sustainable development perspective.

Platform serves for multi-stakeholders from various backgrounds and promotes multi-stakeholder engagement as described above. Accordingly, communication and outreach strategy require specific focus to speak and address needs and expectations of these parties.

With an inclusive approach to implement platform’s activities in an effective and efficient way, and to implement the communication strategy in an efficient manner a senior consultant will be mobilized.

The Communications and Outreach Individual Consultant (IC) will provide advisory services for the implementation of the communication strategy, strategic outreach of the project activities to relevant stakeholders and reporting in close cooperation and communication with Project Team (PT) composed of a Project Manager and a Project Associate. The Communications and Outreach Consultant will be responsible for delivery of activities in a timely and effective manner.

2. Scope of Work

The overall objective of the assignment is to design, implement and report on B4G Platform’s communication and outreach while addressing the needs of multi-stakeholders.
B4G Platform acts as a knowledge-hub primarily for private sector organizations, medium- and small-sized enterprises, in cooperation with public agencies, local governments, academia, international organizations and non-governmental sector. As the scale of stakeholders are wide, messages, strategies to reach and sustain communication with stakeholders require customized content and approach. IC is expected to provide his/her expertise in design, implementation and reporting of all related activities in coordination with the Project Team.

3. Duties and Responsibilities

The consultant will work with UNDP between July 2020 and March 2021 under Individual Contract (IC) modality and is expected to perform the following tasks:

- Support development and implementation of the B4G Platform’s corporate identity, communication plan and strategy;
- Lead communication and ensure effective coordination among B4G Platform’s founding partners’ - TURKONFED, TUSIAD, UNDP- communication teams and other parties such as agencies that provide services related with communication and outreach activities;
- Support the Project Team in establishing contacts with local and national media channels and support the media coverage;
- Prepare products such as speeches, presentations, concepts notes, methodologies, briefs, reports, communication materials and other documents;
- Lead media relations;
- Develop relevant messages customized for different stakeholders and template structures for media initiatives (website, press releases, newsletters, editorials, articles, success stories, etc.);
- Develop and organize online and offline PR Campaigns;
- Create compelling social media content for digital platforms;
- Coordinate the creation of engaging content which performs well on various social media channels;
- Regularly come up with ideas for engaging social media content and campaigns, working with relevant colleagues to assess feasibility;
- Identify new tools and best practices and how these can be most effectively applied to deepen engagement with stakeholders;
- Map and identify sectors, subsectors and companies developing inclusive business models that have the potential to become B4G Platform stakeholders;
- Provide research and knowledge generation support on partnering with the private sector;
- Assist the team in identifying partnering opportunities, in creating and coordinating partnerships with the private sector;
- Support the management of information flows between the partners;
- Provide support to networking and coordination practices to build and sustain key relationships;
- Assist the team in promoting cooperation and networking arrangements towards fulfilment of the platform goals;
- Support Project Team in the organization of project events and preparation of project’s visibility materials (promotional material kits, posters, brochures, roll-ups, banners, press backs);
- Participate in and contribute to the meetings/events with the project team to lead communication activities;
- Support Project Team in crises/disaster communication and managing sensitive messaging;
- Provide support for business development of B4G Platform in line with its strategy;
- Ensure use of gender responsive language in written and oral presentations, all written and visual contents produced such as videos, social media posts, posters, reports, handouts, etc.,
- Ensure human rights standards are applied, and gender equality is prioritized as an ethical principle within all actions.
- Provide any other relevant support to the Project Team related to project aims, through performing other duties

The above listed activities are subject to further revision if required by B4G Platform. If required the IC may provide additional consultancy services related to his/her competencies and expertise, in line with the duties and responsibilities stipulated in this Terms of Reference.

The Consultant’s functions do not include managerial, supervisory and/or representative functions vis-a-vis UNDP Staff/Personnel. The Consultant needs to work in close cooperation with the B4G Project team. The
Consultant will also work in coordination with the founding partners’ communication teams namely TÜRKONFED, TÜSİAD and UNDP Turkey. The Consultant (IC) will report to the B4G Project Manager.

4. Expected Outputs and Deliverables

The IC will be contracted through a framework based Individual Contract, in which the services will be requested through specific service requests. The deliverables will be identified by UNDP Turkey CO in multiple service requests.

5. Specific Service Requests

The framework Individual Contract will be executed based on assignments detailed in each specific service request to be made by UNDP. The time schedule for each assignment will be determined by UNDP. The service request will be effective upon signature by the consultant.

6. Institutional Arrangement

UNDP Turkey CO will;

- Provide the Consultant with relevant documents,
- Provide the Consultant with full support in any further analysis of the data where necessary,
- Facilitate communication with other stakeholders,

All documents and data provided to the consultant are confidential and cannot be used for any other purposes or shared with a third party without any written approval from UNDP.

The consultant will be under the direct supervision of the responsible Project Manager.

7. Timing and Duration

The Assignment is expected to start in July 2020 and be completed by 31 March 2021. The Consultant is expected to invest (at maximum) 100 person/days to fulfil the required tasks as per specific service requests to be made by UNDP throughout contract validity.

8. Place of Work

The place of work will be home-based in Istanbul, and the Assignment may require travels/missions with respect to project needs and responsibilities of the consultant stated in Article 3. The travel costs, accommodation costs (bed and breakfast) and living costs (terminal expenses, intra-city travel costs, lunch, dinner, etc.) of the missions to other provinces will be borne by UNDP. UNDP will arrange economy class flight tickets through its contracted travel agency.

In case of need of additional travels that are unforeseen in the terms of reference, the costs of the respective travels of the consultant may either be;

- Arranged and covered by UNDP from the respective budget without making any reimbursements to the consultant, through UNDP’s official travel agency or,
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UNDP. The reimbursement of each cost item is subject to the following constraints/conditions provided in below table or,
- Covered by the combination of both options.

The following guidance on travel compensation is provided per UNDP practice:
<table>
<thead>
<tr>
<th>Cost item</th>
<th>Constraints</th>
<th>Conditions of Reimbursement</th>
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<tbody>
<tr>
<td>Travel (intercity transportation)</td>
<td>Full-fare economy class tickets</td>
<td>1- Approval by UNDP of the cost items before the initiation of travel</td>
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<tr>
<td>Accommodation</td>
<td>Up to 50% of the effective DSA rate of UNDP for the respective location</td>
<td>2- Submission of the invoices/receipts, etc. by the consultant with the UNDP’s F-10 Form</td>
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<tr>
<td>Breakfast</td>
<td>Up to 6% of the effective DSA rate of UNDP for the respective location</td>
<td>3- Acceptance and Approval by UNDP of the invoices and F-10 Form.</td>
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<tr>
<td>Lunch</td>
<td>Up to 12% of the effective DSA rate of UNDP for the respective location</td>
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<tr>
<td>Dinner</td>
<td>Up to 12% of the effective DSA rate of UNDP for the respective location</td>
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<tr>
<td>Other Expenses (intra city transportations, transfer cost from/to terminals, etc.)</td>
<td>Up to 20% of effective DSA rate of UNDP for the respective location</td>
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9. Required Qualifications

The consultant should have the following experience and qualifications:

<table>
<thead>
<tr>
<th>Minimum Qualification Requirements</th>
<th>Assets</th>
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<tbody>
<tr>
<td><strong>General Qualifications</strong></td>
<td><strong>Advanced university degree in communications, media relations or related field (i.e. master’s and/or Ph.D.)</strong></td>
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<td>• University degree in social sciences, business administration, communications or other related fields;</td>
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<td>• Very good command of both written and spoken English and Turkish;</td>
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<td>• Computer skills (i.e. office applications)</td>
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<td><strong>Professional Experience</strong></td>
<td><strong>More than eight (8) years of professional experience in the field of strategic communication and outreach</strong></td>
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<td>• Minimum five (5) years of professional experience in communication and outreach, multi-stakeholder engagement;</td>
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<td>• Proven experience in working with private sector and/or international organizations</td>
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<td><strong>Specific Experience</strong></td>
<td><strong>Prior communication and design experience in subjects related to areas of crisis communication: human rights or gender equality</strong></td>
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<tr>
<td>• At least three (3) years of proven experience in drafting communication and outreach strategies in the field of sustainable development;</td>
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<tr>
<td>• Proven experience in organizing public relations, media relations or advisory services</td>
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<td>Notes:</td>
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<td>• Internships (paid/unpaid) are not considered professional experience.</td>
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<td>• Obligatory military service is not considered professional experience.</td>
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<tr>
<td>• Professional experience gained in an international setting is considered international experience.</td>
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</table>

The consultant should avoid any kind of discriminatory behaviour including gender discrimination and ensure that:

- Human rights and gender equality are prioritized as an ethical principle within all actions;
- Activities are designed and implemented in accordance with “Social and Environmental Standards of UNDP”;
- Any kind of diversity based on ethnicity, age, sexual orientation, disability, religion, class, gender is respected within all implementations including data production;
- Differentiated needs of all genders are considered;
- Inclusive approach is reflected within all actions and implementations, in that sense an enabling and accessible setup in various senses such as disability gender language barrier is created;
- Necessary arrangements to provide gender parity within all committees, meetings, trainings, etc. are introduced.

10. Payments
The contract to be signed between UNDP and the consultant will not entail a financial commitment from UNDP. UNDP’s financial commitment will be established on an ad-hoc basis every time as services are officially requested by UNDP.

Payment terms and conditions will be specified in the specific service requests. Payments will be made within 30 days upon acceptance and approval of the corresponding services resulting from the service request made by UNDP, on the basis of actual number of days (not to exceed the maximum number of days stipulated in the service request) invested for that respective service request and the pertaining Certification of Payment document signed by the expert and approved by the responsible Project Manager. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed the maximum number of days stipulated in the service request) will be the basis of payment to the IC. Payments will be made against submission of the deliverable(s) in the specific service requests by the IC and approval of such deliverables by UNDP.

The maximum total amount to be paid to the Consultant within the scope of this assignment cannot exceed equivalent of 100 person/days.
Without submission of and approval of the deliverables, the IC holder shall not receive any payment even if he/she invests time for this assignment. The consultant shall be paid in USD if he/she resides in a country different than Turkey. If he/she resides in Turkey, the payment will be made in TRY.

The amount paid shall be gross and inclusive of all associated costs such as social security, pension and income tax.

**Tax Obligations:** The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.