



**SUSTAINABLE
DEVELOPMENT
GOALS**



Annex 1:

Terms of Reference

Framework Based Local Consultancy Services for “Communication and Media Specialist”

1 BACKGROUND

In Turkey, 47% of net electricity consumption is from the industrial sector, with an estimated 70% of this energy consumption from electric motor-driven systems (EMDS), 90% of which use 3-phase squirrel cage asynchronous motors as defined in the EU Eco-design Implementing Measure 640/2009 on electric motors as amended by Implementing Measure 4/2014. Electric motors in Turkey, in general, are not energy efficient.

The project “Project Promoting Energy Efficient Motors in Small and Medium Sized Enterprises” shortly known as TEVMOT aims to promote significant additional investment in industrial energy efficiency in Turkey by transforming the market for energy efficient motors used in small and medium sized enterprises. This objective will be achieved by strengthening the legislative and regulatory framework related to both new and existing EE motors in Turkey, developing appropriate governance and information infrastructure, upgrading test laboratories at the Turkish Standards Institute (TSI), launching a “one-stop shop” sustainable financial support mechanism (FSM), and developing and implementing a comprehensive public awareness and training programme.

The TEVMOT project is divided into five components focusing on:

Component 1: Strengthened legislative and regulatory and policy framework for EE motors in Turkey.

Component 2: Capacity building for relevant stakeholders to promote the benefits of EE motors.

Component 3: Upgraded Turkish Standards Institute (TSI) test laboratory and strengthened monitoring, verification and enforcement.

Component 4: One-stop-shop for financial support mechanisms.

Component 5: Knowledge management and M&E

The TEVMOT Project is being implemented by the Directorate General for Strategic Research and Productivity (DGSRP) under the Ministry of Industry and Technology (MoIT) with financial support of the Global Environment Facility (GEF) and in cooperation with the UNDP.

The most critical success factor for the TEVMOT Project will be the successful implementation of the demo and scaled-up electric motor replacement programmes in Small and Medium Sized Enterprises (SMEs) in Turkey to accelerate market transformation towards more efficient electric motors used in SMEs in Turkey. The motor replacement programme for the demo phase is being implemented by using a one-stop-shop financial mechanism developed under the Project. The pilot motor replacement programme and on-site project activities in the SMEs in the 7 pilot OIZs officially started through the finance support programme of KOSGEB (Small and Medium Enterprises Development Organization of Turkey) as of January 2020. The project covers

seven (7) pilot Organized Industrial Zones (OIZ) in Ankara Sincan, Adana Hacı Ömer Sabancı, İzmir Kemalpaşa, Gebze Antalya, Uşak, and Bursa. The level of subscription by SMEs and motor change during the pilot finance support programme will be key to success of dissemination and scale-up phase. Past experience with implementing similar financial support mechanisms proved to be not successful because of – among others – lack of awareness of SMEs on benefits of energy efficient electric motors and their unwillingness to get engaged in financial mechanisms. Therefore, the key messages as well as design, concept and style of implementation of an effective media campaigns towards SMEs will be of utmost importance in shifting the level of engagement of SMEs in these motor replacement programmes using one-stop-shop financial mechanism(s).

In line with the project activities, the subject consultant to perform the following duties is needed and hence this PN and TOR are announced:

- Design and implement a nationwide media campaign for attracting the SMEs to motor replacement programmes; and
- Operate effective methods to successfully deliver the key messages to SMEs and raise awareness.

2 OBJECTIVE AND SCOPE

The objective of the assignment is to correctly raise awareness towards Small and Medium Sized Enterprises in Turkey to ensure their engagement in motor replacement programmes using one-stop-shop financial mechanisms to accelerate market transformation towards more efficient electric motors in SMEs.

The assignment will cover improvement and management of the project website, producing written content, and developing and operation of the nation-wide awareness raising media campaign and visibility activities, all highlighting the overall objective and expected results of the Project and key messages to the target audience.

Below are the project outputs/activities that are relevant to the scope of this assignment:

Outputs	Activities	Remarks/Specific Activities
COMPONENT 5: Availability of EE motor information raising stakeholder awareness on EE motor benefit		
Output 5.2: Nationwide public awareness raising campaign for EE motors.	The Consultant is expected to develop and implement a public relations and “nationwide” public awareness raising campaign in collaboration with the Communications Administrator of UNDP and Executing Agency under the coordination of PMU. The campaign will cover all necessary awareness raising materials, activities as well as communications components of all collective activities under the Project.	
	5.2.2. Two short movie (3-5 min) spots will be developed and delivered on a weekly basis on radio and TV for the entire duration of the Project	The LCMS will develop the contents of these movies in collaboration with the Communications Administrator of UNDP and Executing Agency under the coordination of PMU.
	5.2.3. Development of best practice and case studies brochures / flyers and advertisements (digital / hard copy) on the benefits of EE motors and the one-stop shop mechanism that will be displayed on billboards in selected	The LCMS will develop the contents of these case studies as well as design and contents of promotion materials listed considering the outcomes of and lessons learned from the demo motor replacement programmes in

	OIZs, posters, and other print, social media and Internet.	collaboration with the Communications Administrator of UNDP and Executing Agency under the coordination of PMU.
	5.2.4. Development of specific EE motor awareness raising messaging materials (printed / audio / visual / web based / social media) towards other OIZs that can be disseminated to OIZs during the scale up phase (Output 4.4) of the one-stop shop during Year 3. This activity is important and should have the effect of boosting confidence of other OIZs to adopt the one-stop shop mechanism piloted in Output 4.3	The LCMS will develop the contents of these messaging materials including production of messages, development of contents audio-visual materials and comments in collaboration with the Communications Administrator of UNDP and Executing Agency under the coordination of PMU to finalize the production.
Output 5.3: EE motors website.	The website will serve as a repository for all promotional and technical information regarding the advancement and promotion of EE motors in the industrial sector in Turkey. The web-page will include quick tools for SMEs to check feasibility of motor changes, updated price lists and E-learning tools	The LCMS will improve the project web-page and fill up all sections with good and meaningful information, content and case studies both in Turkish and English version of the web-page.

3 DUTIES AND RESPONSIBILITIES OF THE INDIVIDUAL CONSULTANT

UNDP will mobilize an Individual Consultant (IC) as *Local Communication and Media Specialist (LCMS)* on a framework contract basis. Within the scope of the assignment, IC shall perform the following generic functions (but not limited to):

- Participate in and contribute to the meetings, trainings, conferences with project partners and other stakeholders when needed in relation to the project core activities of the fifth component.
- Produce key and striking messages to highlight benefits of EE motors and attract SMEs and other target audiences (such as EMU's, EVDs etc.) to motor replacement programme. For generating the key messages on a sound basis, the expert is also expected to benefit from the key findings of a nationwide awareness survey with industrial SMEs (to be conducted) as well as feedbacks of participating SMEs to the Questionnaire for pre-audit and after-audit in their establishments for the motor replacement. The expert should closely cooperate with the Field Coordinator, the Field Survey Expert, and the Local Finance Consultant in this context. When needed, the expert should be able to adaptively improve the Project communications strategy per the results of these studies.
- Collaborate with the pilot OIZs communication personnel on targeted and specific approach to improve the effectiveness of awareness raising on EE to SMEs;
- Support development and management of TEVMOT's corporate identity;

- Support the project team in establishing contacts with local, national and international media channels and support the media coverage;
- Develop and organize PR campaigns for awareness raising in collaboration with the Communications Administrator of UNDP and Executing Agency under the coordination of PMU through TV and newspaper advertisements, billboards, social media articles, Media events etc. including production of communication tools and products (leaflets, brochures, posters, articles, photos, videos) and promotional materials for the core activities i.e. motor recycling programme, and motor replacement programme in line with awareness raising strategy and budget. The specific activities and roles of the expert are given in the Table under the Part 1 Objective and Scope. In this respect, the expert will be required to
 - prepare tender technical specifications to procure services of media production company and/or media productions in relation to awareness raising and media activities; and take the lead in cooperation with the media service providers;
 - Conceptualize videos or animated videos and/ or short movies, infographics and apps which performs well on various social media channels in line with MoIT, UNDP and GEF editorial and visual guidelines;
 - Develop relevant messages and template structures for media initiatives (press releases, editorials, articles, success stories, etc.);
 - Supervise PMU in graphic design and the printing of the project outputs in line with MoIT, GEF and UNDP visibility rules.
- Ensure the TEVMOT web-page is improved through meaningful content, structure and effective marketing.
- Design, write and/or produce and upload press releases, news, articles, stories, leaflets brochures, information for web site and promotional videos on Project beneficiaries and impact for the periodic newsletters of UNDP Turkey (New Horizons) and MoIT (Anahtar) and TEVMOT, UNDP and MoIT websites, social media accounts of TEVMOT (Twitter, Facebook, Instagram, LinkedIn); Develop protocols to monitor the impact of the public awareness campaign;
- Support PMU in the organization of project events and presentation of project's visibility materials (promotional material kits, posters, brochures, roll-ups, banners, press backs);
- Closely work with other project experts during the implementation of activities to identify in detail the scope of work, including issues to be covered in scripting, and review processes;
- Pursue and ensure timely incorporation of feedback received from internal and external reviewers into draft materials; then ensure delivery of final error-free agreed materials;
- Participate in communication data-collection and reporting as required;
- Properly archive all final design files, photos and materials and submit to PMU. 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.

The above-mentioned duties and responsibilities of IC are *indicative* and *subject to further detailing* through specific service requests to be made by UNDP during the course of the contract duration.

If required by UNDP, the IC may be requested to provide additional consultancy services on topics related to her/his expertise area, which are not indicated above, since the table provides a general table to define the scope of the services. The detailed tasks will be provided in specific service requests.

4 INSTITUTIONAL ARRANGEMENTS

UNDP will provide all relevant background documents. UNDP is not required to provide any physical facility for the work of the IC. However, depending to the availability of physical facilities (e.g. working space, computer, printer, telephone lines, internet connection etc.) and at the discretion of the UNDP in consultation with relevant stakeholders such facilities may be provided at the disposal of the IC. UNDP will facilitate meetings between the ICs and other stakeholders, when needed.

The IC shall report to Project Manager of Promoting Energy Efficient Motors in Small and Medium Sized Enterprises Project.

After submission of the deliverables elaborated in specific Service Requests, UNDP may have some comments and revision requests on the deliverables. The IC shall address the comments of UNDP and shall revise the deliverables as per the comments within at most 10 calendar days following notification of comments by UNDP to the IC.

5 EXPECTED OUTPUTS AND DELIVERABLES

The IC will work as a consultant and expected to invest **(at maximum) 100 working days** throughout contract duration.

The framework contract will be executed based on assignments detailed in each specific service requests to be prepared by UNDP. Service requests will be developed by the Project Manager of Promoting Energy Efficient Motors in Small and Medium Sized Enterprises Project and the time schedule for each assignment will be determined by UNDP in consultation with the IC. Service request will be effective upon signing and return by the IC.

The Assignments will include interim and final deliverables, which will be defined in the specific service requests to be made by UNDP to the IC within the scope of Terms of Reference.

Reporting:

All reports should be submitted in English and/or Turkish as required.

The IC will be responsible to the Project Manager of Promoting Energy Efficient Motors in Small and Medium Sized Enterprises Project for the completion of the tasks and duties assigned. The reports shall be submitted to the Project Manager for final approval. All the reports are subject to approval from the Project Manager to realize the payments to the IC.

The IC shall be solely liable for the accuracy and reliability of the data provided, links to sources of information used.

The title rights, copyrights and all other rights whatsoever their nature in any material produced under the provisions of this ToR will be vested exclusively in UNDP Turkey CO.

6 REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

	Minimum Requirements	Assets
<i>General Qualifications</i>	<ul style="list-style-type: none"> • Bachelor's degree in journalism, communication, audio visual design, radio television, cinema, public relations or a related field. (6 Points). • Good command of English (4 Points). • Excellent Turkish language skills (4 Points) • Computer skills on Office applications, photo and video-editing software (5 Points) 	<ul style="list-style-type: none"> • Asset: Good command graphics packages such as Adobe Creative Clouds, CorelDraw and etc. (5 Points).
<i>Professional Experience</i>	<ul style="list-style-type: none"> • Minimum 10 years of relevant general professional experience (8 Points) • At least 5 years of experience in working with public institutions, NGOs and/or international organizations (4 Points) 	<ul style="list-style-type: none"> • Asset: More than 15 years of relevant general professional experience (5 Points)
<i>Specific Experience</i>	<ul style="list-style-type: none"> • At least 2 separate specific experience in <u>designing</u> communication strategies, and/or public awareness raising and/or media campaign plans (8 Points) • At least 5 years of specific experience in <u>implementation</u> of media campaign. (8 Points) • Specific experience in producing, editing media content for printed media and website and social media accounts such as Twitter, Instagram, LinkedIn, Facebook, etc. (please provide samples of your digital media work) (8 Points) 	<ul style="list-style-type: none"> • Asset: Specific experience in design and/or implementation of energy efficiency / climate change / industry and technology / SMEs development and sustainability related campaigns (5 Points)
<ul style="list-style-type: none"> • Internships (paid/unpaid) are not considered professional experience. • Obligatory military service is not considered professional experience. • Professional experience gained in an international setting is considered international experience 		

UNDP is committed to achieving workforce diversity in terms of gender, race, ethnicity, indigenous identity, disability and culture. Individuals from all genders, minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with utmost confidentiality.

7 TIMING AND DURATION

The Assignment is expected to be start within September 2020 and be completed by on 30 June 2022. The IC is expected to invest **maximum 100 working days throughout the contract duration.**

8 PLACE OF WORK

Place of work for the assignment is home-based. All travel, accommodation and living costs in duty station (home based) will be covered by the IC. It may be required that the IC travels out of the duty stations within the scope of this Terms of Reference. In case of travel out of the duty station is needed, the travel and accommodation costs of these missions will be borne by UNDP. The cost and terms of reimbursement of any travel authorized by UNDP for IC must be negotiated prior to travel. The respective travels of the IC may either be;

- Arranged and covered by UNDP CO from the respective project budget without making any reimbursements to the IC or
- Reimbursed to the IC upon the submission of the receipts/invoices of the expenses by the IC and approval of the UNDP. The reimbursement of each cost item subject to following constraints/conditions provided in below table;
- covered by the combination of the above options

The following guidance on travel compensation is provided per UNDP practice.

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	full-fare economy class tickets	1- Approval of UNDP before the initiation of travel 2- Submission of the invoices/receipt, etc. by the consultant with the UNDP's F-10 Form 3- Approval and acceptance by UNDP of the invoices and F-10 Form
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	
Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

As per UNDSS rules, the IC is responsible for completing necessary online security trainings and submitting certificates and travel clearance prior to assignment-related travels.

PAYMENTS

The Contract to be signed between UNDP and successful candidate 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. Service Requests will be detailed and signed by both parties for a Service Request to be effective. However, if the deliverables are not produced and delivered by the IC to the satisfaction of UNDP as approved by the Project Manager, no payment will be made even if the IC has invested working days to produce and deliver such deliverables.

Payment terms and conditions will be specified in the specific service requests. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed maximum number of days 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 amount paid to the IC shall be gross and inclusive of all associated costs such as social security, pension and income tax etc.

Payments will be made within 30 days upon acceptance and approval of the corresponding deliverable by UNDP based on actual number of days invested in that respective deliverable and the pertaining Certification of Payment document signed by the expert and approved by the Project Manager. **The total amount of payment to be affected to the IC within the scope of this contract cannot exceed 100 working/days.**

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.