



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: September 17, 2020

Country: Belarus

Description of the assignment: PR and Communications Consultant (national)

Project name: EU4Climate (Belarus) No. 00114345

Place of work: Minsk, Republic of Belarus

Duration of contract: October 19, 2020 – October 18, 2021 (maximum 2,088 hours per duration of the contract)

Proposals for tender should be submitted **to e-mail tenders.by@undp.org** no later than **17:00 of October 1, 2020 (Minsk time)**. Reference number **IC/318/2020** of the tender should be indicated in the subject of the e-mail.

Any request for clarification must be sent by standard electronic communication to the following e-mail **maryna.ilyushonak@undp.org**. UNDP will respond by standard electronic mail.

1. ORGANIZATIONAL SETTING AND BACKGROUND

The EU4Climate Project helps governments in the six EU Eastern Partner countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine - to take action against climate change. It supports countries in implementing the Paris Climate Agreement and improving climate policies and legislation. Its ambition is to limit climate change impact on citizens lives and make them more resilient to it. EU4Climate is funded by the European Union (EU) and implemented by the United Nations Development Programme (UNDP).

The objective of the project is to support the development and implementation of climate-related policies by the Eastern Partnership countries that contribute to their low emission and climate resilient development and their commitments to the Paris Agreement on Climate Change. It identifies key actions and results in line with the Paris Agreement, the "20 Deliverables for 2020", and the key global policy goals set by the UN 2030 Agenda for Sustainable Development. The project will also translate into action priorities outlined in the Eastern Partnership Ministerial Declaration on Environment and Climate Change of October 2016.

The following results will be achieved upon project's implementation:

- Finalized/up-dated nationally determined contributions and national mid-century strategies and communicated to the United Nations Framework Convention on Climate Change (UNFCCC);
- Improved inter-institutional awareness and coordination at political and technical level of the Paris Agreement and the corresponding national commitments;
- Established or strengthened measurement, reporting and verification (MRV) systems, with countries getting on track with Paris Agreement transparency requirements;
- Establishment of concrete sectoral guidelines for the implementation of the Paris Agreement in each of the Eastern Partners, especially in the field of energy;
- Advanced alignment with the EU acquis as provided by bilateral agreements with EU and in the context of the Energy Community Treaty;
- Increased mobilization of climate finance;
- Enhanced adaptation planning. As of July 2019, the project has conducted consultations with the governments of the Partner Countries, and has identified priority areas of work and key deliverables for each of the countries.

The main partner of the project is the Ministry of Natural Resources and Environment Protection.

Direct supervisor is the National Coordinator of the Project.

2. OBJECTIVES OF THE ASSIGNMENT

The Consultant will assess communication and PR needs and priorities of the project and implement the respective communication strategies and PR campaigns to promote the project and its output: low emissions and climate resilience objectives are integrated into development policies and plans in the Republic of Belarus through regional initiatives promoting economic diversification and green growth. The Consultant will ensure consistent and professional communication and outreach to the target audiences through media channels, social media, a wide range of visibility materials on low emissions, climate resilience, economic diversification, and green growth, on the necessity of appropriate improved and consolidated development policies and plans in the Republic of Belarus, as well as to make a positive contribution to mainstreaming gender into climate action.

3. RESPONSIBILITIES

COMMUNICATION:

- Support with updating the regional communication strategy with relevant Belarusian intake; comply with all the indicated activities containing situation analysis, target audience, schedule, key partnerships with clear indicators to see the progress of the communication campaign;
- Source the vendors, needed attributes and assist project's National Coordinator to implement all the activities indicated in the communication strategy;
- Support in developing and coordinate communication plans and other materials to ensure accurate and effective communications with target audiences. Share these plans and updates with the UNDP Belarus Communication Team and seek for their approval;
- Regularly scan the media for national, regional and global updates on climate change;
- Monitor national media for public response and associated activities, flag any reputational risks, implement measures to eliminate or mitigate such risks;
- Assess communication and PR needs and priorities for the project and provide constructive and timely advice to the Supervisor to develop online and offline advocacy

activities and campaigns to promote the project's results and progress at the national, regional and global levels;

- Support in increasing public awareness about the impact and success of the project on climate change adaptation/mitigation through regular posts in social media, production of thematic publications and visibility materials.
- Work with the project personnel and UNDP CO Programme staff to identify storytelling opportunities to share outcomes aligned with the project's strategic goals and objectives.
- Strategically builds and maintains effective and collaborative working relationships with media to promote the project goals, results and findings.

CONTENT DESIGN, EVENT ORGANISATION AND MANAGEMENT:

- Draft information materials, both online and offline (life stories, op-eds, brochures, briefs, posters, web-site publications, and social media posts) for target audiences highlighting the key developments and implementation progress of the project;
- Coordinate photo and video production to promote the project results and activities; Ensure all the project-produced communication and advocacy tools and products, including briefing notes, booklets, brochures, infographics reflect agreed branding and visibility standards;
- Assist with organization of PR events focusing on drafting talking points for UNDP's senior management, production of event information and outreach materials, photo and video coverage and documenting;
- Support in organizing PR-related events such as press conferences and media briefings, provide PR coverage of workshops, roundtables, etc. if needed;
- Categorize, systemize, and serve as the project's media documents custodian (photos, videos, etc);
- Support in creating infographics and other visual aid products to amplify data-driven stories and case studies.

VISIBILITY AND CORPORATE IDENTITY:

- Apply the EU, UNDP, and other stakeholders' requirements to editorial style, visibility, and other relevant communication guidelines in work;

OTHER DUTIES:

- Performs any other duties within the scope of responsibilities as requested by the supervisor.

4. DELIVERABLES (listed below but not limited)

- Successful implementation of tasks listed above upon supervisor's request supported by timesheet, Media Monitoring Report and Work and Outputs Report prepared and submitted monthly;
- Communication and advocacy campaigns designed and implemented, when requested;
- Articles, posts, and other media releases, as well as photo and video materials on the project progress, results, and beneficiaries are initiated, drafted, produced, and delivered on monthly basis;
- Gender mainstreaming is constantly implied into the thematic context of communications;
- Project media library is created within one month after the contract with the consultant is signed, systemized, and updated on the monthly basis;
- Branding and visibility are ensured according to the EU, UNDP, and national counterpart rules

and requirements.

5. REQUIREMENTS FOR QUALIFICATIONS AND COMPETENCIES

Qualifications:

- University degree in Journalism, PR and Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields;
- At least 5 years of professional experience in communications, public relations, and/or PR event management;
- Experience in providing media coverage of press tours, presentations, conferences, training activities, and/or study tours (minimum 5 events organized and/or covered) that included at least one publication per each event in the media (NT, newspaper, online resources provided in CV);
- Experience in providing media coverage in the area of climate change, ecology, and/or environment (proved by at least 2 publications on the topic);
- Work experience in the projects of international technical assistance is an asset;
- Previous work experience in UN is an asset.

Competencies:

- Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers or other written communication products published in media, including social networks;
- Good knowledge of MS Office software package and/or graphic design applications (proven by at least 3 designed products: agenda for the event, link to the photos from the events, and/or link to press releases);
- Excellent command of the Russian/Belarusian language;
- Fluency in English
- Excellent communication skills, clearly shares ideas with others;
- Excellent time-management skills, especially during challenging time (i.e pandemic);
- Excellent teamwork skills.

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Offeror's Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment duly signed by a Candidate;
2. Annex to the Offeror's Letter to UNDP;
3. Financial Proposal duly signed by a Candidate;
4. Personal CV including, past experience in similar area;
5. Attachment to the CV with the:
 - (a) detailed list of 5 events organized and/or covered;
 - (b) links (copies) to at least one publication per each event in the media (NT, newspaper, online resources);
 - (c) links (copies) to at least two publications covering the topic of climate change, ecology, and/or environment;
 - (d) links to the examples of at least 3 types of designed products: agenda for the event, photos from the events, press release.
6. Copy of university diploma proving university degree in the required field;

All aforementioned documents should be submitted by e-mail,

in no more than 3 e-mail transmissions, which should not exceed 7 MB each
(please put number for each transmission in the subject line) and should not contain viruses.

Incomplete applications will not be considered.
Please make sure you have provided all requested materials.

7. FINANCIAL PROPOSAL

Contract based on fixed hourly fee:

Under the hourly fee approach, the financial proposal specifies a single hourly fee. Payments will be transferred monthly based on the actual number of hours worked according to the timesheets approved by the direct supervisor.

Requirement for travel:

The contract does not provide for business trips. In the event of unforeseeable travel, payments to cover travel expenses may be reimbursed to the individual contractor upon submission of a travel claim (F-10 form) and all necessary supporting documents.

8. EVALUATION

Cumulative analysis

When using this weighted scoring method, 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%, maximum 700 points]

* Financial Criteria weight; [30%, maximum 300 points]

Only offers of individual consultants who scored 490 (70% from 700) and more points during the desk review/interview are acceptable for financial evaluation. The lowest technically qualified proposal receives 300 points and all the other technically qualified proposals receive points in inverse proportion according to the formula:

$P=Y*(L/Z)$, where

P=points for the financial proposal being evaluated

Y=maximum number of points for the financial proposal

L= price of the lowest price proposal

Z=price of the proposal being evaluated

Evaluation Criteria	Weight, %	Max. point - 1000
<u>TECHNICAL</u>		700
Education:	9	90
University degree in Journalism, PR and Communications, Languages, International Relations, Management/Business or Social Science or other relevant fields		90

Qualifications:	32	320
At least 5 years of professional experience in communications, public relations, and/or PR event management		110
10 points for each additional year of experience in communications or public relations but not more than 20 points		20
Experience in providing media coverage of press tours, presentations, conferences, training activities, and/or study tours (minimum 5 events organized and/or covered) that included at least one publication per each event in the media (NT, newspaper, online resources provided in CV).		100
Experience in providing media coverage in the area of climate change, ecology, and/or environment (proved by at least 2 publications on the topic)		40
Work experience in the projects of international technical assistance		20
Previous work experience in UN		30
Competencies	29	290
Excellent drafting, formulation, messaging skills proved by at least 5 articles/blogs/analytical papers or other written communication products published in media, including social networks;		50
Good knowledge of MS Office software package and/or graphic design applications (proven by at least 3 designed products: agenda for the event, link to the photos from the events, and/or link to press releases);		40
Excellent command of the Russian/Belarusian language*;		50
Fluency in English*;		50
Excellent communication skills, clearly shares ideas with others*;		40
Excellent time-management skills, especially during challenging time (i.e pandemic)*;		30
Excellent teamwork skills*.		30
<u>FINANCIAL</u>	30	300
All-inclusive hourly fee		300
<u>Total score</u>	<u>100</u>	<u>1000</u>

* Will be evaluated during the interview with short-listed candidates only applying the following scoring system:

Degree of compliance	Supporting Evidence	Scoring scale (% from maximum available score for the given sub-criteria)
Excellent	Excellent evidence of ability to exceed contract requirements	80-100%
Good	Good evidence of ability to exceed contract requirements	60-80%
Satisfactory	Satisfactory evidence of ability to support contract requirements	40-60%
Poor	Marginally acceptable or weak evidence of ability to comply with contract requirements	10-40%

Very poor	Lack of evidence to demonstrate ability to comply with contract requirements	0-10%
No submission	Information has not been submitted or is unacceptable	0%

ANNEXES

ANNEX 1 – TERMS OF REFERENCES (TOR)

ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

ANNEX 3 – IC CONTRACT FORM

ANNEX 4 – OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY, INCLUDING FINANCIAL PROPOSAL