



## **United Nations Development Programme / Government of Mauritius**

### **Terms of Reference for Individual Consultant (IC) – Communications Consultant to implement the communication strategy and action plan of the project**

#### **A. Project title**

GEF-funded UNDP-supported 'Mainstreaming Biodiversity into the Management of the Coastal Zone in the Republic of Mauritius'.

#### **B. Project Description**

The project aims at mainstreaming the conservation and sustainable use of biodiversity and ecosystem services into coastal zone management (CZM) and into the operations and policies of the tourism and physical development sectors through a 'land- and seascape wide' integrated management approach based on the Environmental Sensitive Areas' (ESAs) inventory and assessment. The project will achieve this through a three-pronged approach: (1) support the incorporation of ESA recommendations into policies and enforceable regulations pertaining to integrated coastal zone management (ICZM), thereby mitigating threats to biodiversity and ecosystem functions and resilience with a special focus on tourism and physical development in the coastal zone; (2) support the effective management of marine protected areas (MPAs) across the RM, given that they contain an important proportion of critically sensitive ESAs; and (3) demonstrate mechanisms to arrest land degradation in sensitive locations, focusing on reducing coastal erosion and sedimentation and helping to restore ecosystem functions in key wetland areas.

The project is now in its fourth year of implementation and is expected to be completed by June 2021. A Communications and Awareness Action Plan and a Stakeholders Engagement Plan have been developed under the project. The Mid-Term Review took place from June to August 2020 and recommended, among others, that the project urgently recruit a Communications Consultant to help implement the communication plan. To this end, the project is seeking the services of an experienced Communication Consultant to provide the needed support in the area of awareness raising, stakeholders engagement and overall communications and media outreach.

#### **C. Scope of Work**

The overall objective of the assignment is to assist the Ministry and the PMU to implement the communication and awareness strategy and action plan as well as the stakeholders engagement plan that were produced by the project.

The specific objectives are:

- Assist the PMU to complete the design, testing and launching of the project website within the MoBEMRFS and UNDP CO.

- Produce and/or publish project's communication materials, including photo and video content, artworks, media releases, e-newsletters, annual reports, website pages, social media pages, etc., to promote project's visibility and engagement with key stakeholders.
- Prepare policy briefs for ministerial audiences, NGOs and civil society.
- Build awareness among key stakeholders, NGOs and civil society.
- Organize quarterly briefings and exchange sessions with media group and organize visits to project sites.
- Liaise with private sector and the concerned authorities to actively promote project goal of mainstreaming biodiversity and the concept of Ridge-to-Reef.
- Create project account in social media (Facebook, Twitter and Instagram) and ensure these are updated in real time.
- Actively promote awareness of biodiversity conservation among school children.
- Organize project workshops and ensure full media coverage.
- Perform any other duties as assigned.

#### **D. Expected Outputs and Deliverables**

The Service provider shall be remunerated in accordance with the following time schedule and deliverables:

Table 1

<b>Item</b>	<b>Project Activity/deliverable</b>	<b>Time Schedule</b>	<b>Payment Schedule</b>
1	Agreed Work Plan and inception report	October 2020	10%
2	Project website populated and launched, and launching of the project logo	October 2020	10%
3	Develop an awareness campaign on conservation of biodiversity targeting (1) school children, (2) government officials (3) NGOs and producing at least 6 posters/pamphlets for each category of these audiences. The posters/pamphlets main topics should be on (a) Coral Reef, (b) Wetlands, (c) Agro Forestry Scheme, (d) Environmentally Sensitive Areas, (d) Integrated Coastal Zone Management and (f) SEMPA	November 2020	10%
4	Three policy briefs on mainstreaming biodiversity each for Minsters, NGOs and civil society	December 2020	10%
5	Two videoclips of approximately 3 minutes each	February 2021	15%
6	Producing booklets of at least 20 pages on (1) on the implementation of the mainstreaming biodiversity in the coastal zone and (2) SEMPA and creating project account on	March 2021	15%

	social media and updating them for at least 6 months (Facebook, Twitter and Instagram)		
7	Organize 3 quarterly briefings and exchange sessions with media groups, and organize visits to project sites to promote project goal of mainstreaming biodiversity and the concept of Ridge-to-Reef.	May 2021	10%
8	Organise 2 workshops to promote stakeholder engagement	June 2021	10%
9	Write up of at least 3 success stories of the project and final report including lessons learned	June 2021	10%
	Total		100%

### Important Note

All deliverables shall be submitted in soft copies in a USB flash drive or CD, in both MS Word and in PDF as per requirement of the Client to the address of the Project Manager Mr. P. Ragen – [parmananda.ragen@undp.org](mailto:parmananda.ragen@undp.org). The Project Manager will be responsible for further distribution. The deliverables should be of high quality in form and substance and with appropriate professional presentation. The Consultant should fully comply with the requirements of UNDP in terms of content and presentation and respect UNDP GEF visibility guidelines, since unsatisfactory performance may result in termination of contract. Tables of content should be cleared with the PMU before reports are produced.

### E. Institutional Arrangement

The selected service provider will provide service to the Ministry of Blue Economy, Marine Resources, Fisheries and Shipping of the Republic of Mauritius, and report to the Project Manager, the National Project Director (NPD) and the Chief Technical Adviser.

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

### F. Duration of the Work

120 working person days until June 2021.

### G. Duty Station

During the field-based part of the assignment, the Consultant will be based at the Ministry of Blue Economy, Marine Resources, Fisheries and Shipping, Port Louis.

### H. Qualifications of the Successful Individual Contractor

#### Education:

1. Master's degree or equivalent in communications, journalism, international relations, fine arts or related fields. First degree acceptable with an additional five years of experience in relevant fields.

#### Experience:

- Minimum of 3 years of work experience in journalism or digital communications field, media, marketing or other relevant fields.
- Excellent understanding of media, with demonstrated experience working in social media campaigns and content creation.
- Graphic design and video editing is an asset.
- Excellent verbal and written communication skills in both English and French, with ability to listen, adapt, persuade and transform.
- Be fully IT-literate

#### Competencies:

- Proficiency with digital communications platforms, social media and tools.
- Ability to build strong and sustainable relationships and capability to interact at all levels, internally and externally to the organization.
- Ability to deliver in a high-pressure environment and get things done while exercising good judgement.
- Ability to handle complex situations and multiple responsibilities simultaneously.
- Self-motivated and ability to work with a high degree of autonomy.
- Ability to work with diverse groups.
- Demonstrated leadership, facilitation and coordination skills, ability for managing timely and effective delivery of both quantity and quality work on time.
- Good interpersonal and communication skill with ability to effectively interact with government, private sectors and others in a multi-disciplinary and multi-cultural environment;
- Strong drafting, presentation and reporting skills, excellent written communication skills;
- A good personality with strong leadership skills;
- Be an effective negotiator with excellent oral and presentation skills;

#### **I. Scope of Price Proposal and Schedule of Payments**

The financial offer should be quoted as a lump sum amount, all-inclusive (professional fee, insurance, all travel costs, per diem, etc.). UNDP does not accept travel costs exceeding those of an economy class ticket. Should the consultant wish to travel on a higher class he/she should do so using their own resources.

The contract price is fixed regardless of changes in the cost components. In the case of unforeseeable travel (additional mission for example), payment of travel costs including tickets, accommodation and terminal expenses should be agreed upon prior to travel between UNDP and Individual Consultant and will be reimbursed.

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

#### **J. Recommended Presentation of Offer**

The following documents are requested:

- a) Duly completed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;

- b) **Personal CV**, indicating experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- c) **Technical offer: Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a **methodology** on how they will approach and complete the assignment;
- d) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided by UNDP.

#### K. Criteria for Selection of the Best Offer

Individual consultants will be evaluated according to the following methodology:

##### Cumulative analysis

When using this weighted scoring method, the award of the contract should 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.

The Evaluation Criteria for the Shortlisting of applicants is as per Table 2.

Criteria	Max. Point
Education	15
Relevant professional experience in corporate communication	15
Relevant work experience in journalism or digital communications field, media, marketing or any other relevant field	10
Demonstrate working experience in social media campaigns and content creation.	10
Relevant experience in graphic design and video editing	5
Experience in working with a range of stakeholders including Government agencies and the private sector and NGOs.	5
Language (English mandatory/French is a plus)	5
Computer skills	5
Suitability of technical approach/Methodology	30
<b>Total</b>	<b>100</b>

Candidates scoring a minimum of 70% of the maximum marks on the above criteria will be short-listed.

The financial offers will be evaluated giving the lowest price proposal 30 marks and marking the other more expensive proposals reverse proportionally to the cheapest offer.

The final scoring of short-listed candidates will take into account the technical score and the financial score:

Criteria	Weight (%)	Max. Score
• Technical	70	70
• Financial	30	30

The candidate ranking highest shall be selected.

#### **L. Approval**

**This TOR is approved by:**

Signature:

Name and Designation: **Satyajeet Ramchurn**, Head of Environment Unit

Date of signing: 17 September 2020