



TERMS OF REFERENCE

A. Position Information

Project:	Global Climate Change Alliance Plus (GCCA+) “Support to the Implementation of Trinidad and Tobago’s Nationally Determined Contribution”
Position Title:	Communications Specialist to Support Public Awareness, Communications and Visibility Activities of the GCCA+ Project
Type of Contract:	Local Individual Consultant – Framework Agreement
Post Level:	National Consultant
Direct Supervisor:	Project Manager, GCCA+ Project
Duty Station:	Port of Spain, Trinidad and Tobago
Contract Duration:	Maximum of 10 days per month for 34 months up to a total of 340 days over a 34-month period

B. Project Background

The United Nations Development Programme (UNDP), the Government of the Republic of Trinidad and Tobago (GoRTT) and the European Union (EU) Delegation to Trinidad and Tobago are partnering under the Global Climate Change Alliance Plus (GCCA+) Initiative to implement a project entitled “Support to the Implementation of Trinidad and Tobago’s Nationally Determined Contribution (NDC)”. The overall objective of this GCCA+ Project is to support Trinidad and Tobago in achieving its commitments under the United Nations Framework Convention on Climate Change (UNFCCC) and its Paris Agreement as outlined in its NDC target.¹ Specifically, the project aims to (1) strengthen the country’s capacity to produce and maintain electric energy through solar systems, (2) develop operational systems for the effective implementation of the new renewable energy (RE)/energy efficiency (EE)-conducive policy, legislative and regulatory framework, and (3) raise public awareness on EE, appropriate pricing of energy and on the benefits of using RE.

These actions and their desired outcomes will be achieved through the following key project outputs:

- **Output 1:** Installation of solar energy systems in public utilities and remote communities with the increased capacity to maintain solar power systems.
- **Output 2:** Support to the implementation of the new RE/EE-conducive policy and legislative framework.

¹ Trinidad and Tobago has committed to (1) an overall reduction in cumulative greenhouse (GHG) emissions from its three main emitting sectors (power generation, transport and industry) by 15% by 2030 from business as usual (BAU), equivalent to 103 MtCO₂e, conditional on international financing; (2) unconditional reduction in public transportation emissions by 30% or 1.7 MtCO₂e compared to 2013 levels by December 31, 2030.

- **Output 3:** Public awareness raising on EE, correct pricing and RE.
- **Output 4:** Donor communications and visibility.

C. Objectives of the Assignment

As a Small Island Developing State (SIDS), Trinidad and Tobago is particularly vulnerable to the projected impacts of climate change. This includes sea level rise, changing rainfall and storm patterns, loss of habitats, loss of property and livelihoods, and loss of agricultural land. The vulnerability is amplified by the limited ability to reap the benefits of economies of scale, and dependence on fossil fuel-based energy sources which contribute to carbon emissions. This can also have a severe impact on the stability of the economy. Given these circumstances, the country is working towards greater energy efficiency and an optimized energy mix that includes a larger share of renewables. This is evidenced in key policy instruments including the Vision 2030 – National Development Strategy, national goal of 10% RE supply by 2021, National Climate Change Strategy (NCCP) and Nationally Determined Contribution (NDC).

In light of the ongoing work taking place to support this energy transition, a Media Agency will be contracted to design and implement a Public Awareness Raising Campaign on Energy Efficiency, Correct Pricing and Renewable Energy in Trinidad and Tobago to address the gaps in awareness on energy conservation, the financial benefits of the efficient use of electricity and the ecological costs of energy production. This critical communications activity associated with Outputs 3 and 4 of the GCCA+ Project will also involve the development and execution of a Donor Communications and Visibility Plan, a Baseline Survey and Contextual Analysis, Public Awareness Raising Strategy and Campaign Plan, as well as a Monitoring and Evaluation Programme. This Term of Reference (TOR) identifies and specifies the scope of services required of a **Communications Specialist to liaise with the Media Agency and support the implementation of Outputs 3 and 4 of the GCCA+ Project.**

D. Duties and Responsibilities

The Communications Specialist will support the implementation and management of communications and visibility activities, as well as oversee and work with the Media Agency who will be hired for public awareness raising under the GCCA+ Project. He/She will maintain close interaction with stakeholders targeted under all relevant activities; ensure that communications strategies, media relations and outreach efforts are aligned with EU Delegation and UNDP policies and procedures; maintain a working relationship with the UNDP Regional Communications Advisor, other UNDP T&T communications specialists/consultants and the UN Communications Group (UNCG) in order to support coordinated and informed UNDP T&T external communications. The Communications Specialist is expected to undertake the following key activities:

- In consultation with the Project Manager, Media Agency, UNDP and the EU Delegation, support the development and implementation of a Donor Communications and Visibility Plan that publicizes the European Union's contribution to all activities implemented by UNDP T&T and its agents within this GCCA+ Project.² The plan must include a communication calendar that focuses on key milestones and outlines proposed communication activities and timelines.

² The Donor Communications and Visibility Plan will be guided by the Joint Visibility Guidelines for EC-UN actions in the field

(http://eeas.europa.eu/archives/delegations/rome/documents/eu_united_nations/ec_un_joint_visibility_guidelines_en.pdf)

- Liaise with the Media Agency on the key aspects of the Donor Communications and Visibility Plan including press releases, media visits, posts on social media, video production and hosting events, which are to be implemented through the overall Communication and Public Awareness Raising Campaign.
- Liaise with the Media Agency on all other aspects related to the planning, development and execution of the Public Awareness Raising Campaign on Energy Efficiency, Correct Pricing and Renewable Energy including the Baseline Survey and Contextual Analysis, Public Awareness Raising Strategy and Campaign Plan, as well as a Monitoring and Evaluation Programme.
- Lead the engagement and supervision of the Media Agency and other outsourced communication specialists in the execution of the Public Awareness Raising Campaign. Supervise various activities executed by the Media Agency and conduct required review meetings as necessary.
- Support the development and dissemination of advocacy materials in collaboration with the Media Agency including briefing materials, speeches, brochures, press releases and articles and coordinate dissemination through effective channels.
- Manage media relations in coordination with the Media Agency, UNDP and EU Delegation: respond to media inquiries and information requests, prepare related correspondence, identify topics, background information, news-related development and coverage of interest.
- Support the coordination of advocacy, awareness-raising and visibility events including, but not limited to press conferences, briefings, launches, workshops and seminars.
- In collaboration with the Media Agency, conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective. Undertake a lessons-learned review of successful and unsuccessful communication experiences and share observations/findings with the project.
- Ensure communication and monitoring support for other activities in the GCCA+ Project as required.
- Provide written material or other information for the UNDP T&T website and social media platforms.
- Collaborate with other UNDP T&T communications specialists to support the UNDP T&T communications strategy and ensure coordinated UNDP T&T external communications.
- Provide information for internal communications materials.

E. Required Skills and Expertise

Competencies

- Demonstrate integrity by modelling the UN's values and ethical standards.
- Display cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Fluency in written and spoken English.
- Strong social media skills.
- Ability to work independently and to take initiative.
- Good Strong interpersonal and communication skills both written and spoken.
- Strong computer skills i.e. be able to use MS Office Outlook, Word, Excel, and PowerPoint as a minimum.
- Demonstrated ability to function in a team environment and to deal with complex multi-stakeholder relationships.
- Demonstrated experience in critical analysis and thinking, problem solving and strategic planning would

be an asset.

- Ability to focus on impact and results for stakeholders and respond positively to critical feedback.
- Excellent time management and organizational skills with the ability to handle multiple tasks.
- Capacity to work under tight deadlines, manage stress and adapt to rapidly evolving situations.

Education

- A Bachelor's degree in communications, journalism, public relations, marketing, or related fields.

Experience

- At least five (5) years of experience in managing communication and public relations initiatives including practical experience in developing, implementation and monitoring of communications and media plans.
- Strong understanding and experience of digital campaigns.
- Experience in writing persuasive copy for a range of audiences, including press releases, articles, blogs, newsletters.
- Demonstrated capacity to translate technical information into a language that can be understood by external audiences.
- Experience and familiarity with UN and/or European Union editorial and communication guidelines and templates, would be an asset.

F. Duration

The Individual Consultant (IC) Contract will enter into effect upon signature by both parties, expected for one (1) year of duration and can be extended up to two (2) additional periods of one (1) year each up to a maximum of 34 months upon certification of satisfactory performance.

G. Supervision

The Communications Specialist will report directly to the GCCA+ Project Team. He/she is expected to meet on a regular basis with the selected Media Agency throughout the execution of their consultancy. In addition, the Communications Specialist will liaise with other communications representatives of the EU Delegation, UNDP and other key stakeholders to ensure alignment with established policies and procedures.

H. Framework Agreement / Long-term Agreement

The overall objective of this Framework Agreement is to facilitate and expedite the process by which UNDP can engage the services of a Communications Specialist once there are specific assignments over the 34 months:

- UNDP does not warrant that any quantity of services will be purchased during the term of the Framework Agreement, as this will depend on forthcoming needs.
- IC as a Framework agreement is non-exclusive (i.e. it does not prohibit UNDP from entering into another such framework agreement with another individuals or entities).
- The Framework Agreement will be for a fixed all-inclusive daily fee.
- Once the Framework Agreement is signed, if there is a specific assignment, the focal person(s) at UNDP

would be the Project Manager, Global Climate Change Alliance Plus Trinidad and Tobago “Support to the Implementation of Trinidad and Tobago’s Nationally Determined Contribution” who would contact the consultant, by email, informing of specific deliverables and timeline.

- The consultant must advise within 48 hours whether s/he is available to deliver the requested service.
- Thereafter a Purchase Order will be raised. Financial commitments will only be established each time the services are requested within the scope of the Framework Agreement through the transmitted email and purchase order.
- The consultant will work in Trinidad and Tobago.
- The consultant will report to, and be directly supervised by the Project Manager, Global Climate Change Alliance Plus Trinidad and Tobago “Support to the Implementation of Trinidad and Tobago’s Nationally Determined Contribution” who would contact the consultant, by email, informing of specific deliverables and timeline;
- The Project Manager, Global Climate Change Alliance Plus Trinidad and Tobago “Support to the Implementation of Trinidad and Tobago’s Nationally Determined Contribution” is based in Trinidad and Tobago.
- The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment.
- Given the global consultations to be undertaken during this assignment, the consultant is expected to be reasonably flexible with his/her availability for such consultations taking into consideration different time zones where applicable.
- The Consultant will be responsible for providing her/his own laptop and cell phone, UNDP will provide other services such as internet, scanner/printer, etc.
- Payments will be made upon submission of a detailed time sheet and certification of payment form, and acceptance and confirmation by the Supervisor on days worked (with a “day” calculated as 8 hours of work) and outputs delivered. If the quality does not meet standards or requirements, the consultant will be asked to rewrite or revise (as necessary) the document before proceeding to payment.

I. Fees

The consultant will receive payment based on his/her daily fees, for the maximum of 340 days (maximum of 10 days per month for 34 months) under this assignment.

The candidate shall quote his/her services on a per diem amount basis or professional daily fees for services based on the deliverables identified above. No travel costs should be included.

J. Evaluation Criteria

Method: Highest total score of weighted interview and financial criteria. The price proposals of all shortlisted consultants, who have attained a minimum 70% score at the Interview stage, will be compared. UNDP will award a contract to the individual who receives the highest score out of a predetermined weighted, Interview and Financial criteria as follows: 70% Interview criteria, 30% Financial criteria.

Shortlisting Criteria		Maximum Points
1	Relevance of Education/Degree	30
2	Years of relevant experience in managing communication and public relations initiatives	40
3	Knowledge of energy-related/green campaigns	10
4	Proficiency in English and ability to develop presentations and reports	20
Total		100

Once candidates have been shortlisted, i.e. they have attained a score of at least 70%, based on the requirements in the Terms of Reference, only then, would they be interviewed for the position.

At the interview stage, candidates must attain a score of 70% for their financial proposals to be evaluated.

The final evaluation process is based on a 70:30 weighting, with 30 points being allocated to the financial component.

The following formula (cumulative analysis) is used to determine the financial scoring: $p = y (\mu/z)$, Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

K. Key Deliverables

The Communications Specialist is expected to provide the following deliverables in conjunction with the identified duties and responsibilities:

- Inputs to the Donor Communications and Visibility Plan and coordination with the Media Agency to implement through the overall Communication and Public Awareness Raising Campaign.
- Inputs to the planning, development and execution of the Public Awareness Raising Campaign on Energy Efficiency, Correct Pricing and Renewable Energy including the Baseline Survey and Contextual Analysis, Public Awareness Raising Strategy and Campaign Plan, as well as a Monitoring and Evaluation Programme.
- Monitor the work of the Media Agency and other outsourced communication specialists in the execution of the Public Awareness Raising Campaign. Provide weekly, monthly and quarterly reports on review meetings conducted with the Media Agency on their activities and execution of the Public Awareness

Raising Campaign, as required.

- Inputs to advocacy materials including briefing materials, speeches, brochures, press releases and articles and coordinate dissemination through effective channels.
- Manage media relations in coordination with the Media Agency, UNDP and EU Delegation: respond to media inquiries and information requests, prepare related correspondence, identify topics, background information, news-related development and coverage of interest.
- Participate in the coordination of advocacy, awareness-raising and visibility events including, but not limited to press conferences, briefings, launches, workshops and seminars.
- Conduct a lessons-learned review of successful and unsuccessful communication experiences and develop a report on observations/findings.
- In line with UNDP and EU communications guidelines, provide communication and monitoring support for other activities in the GCCA+ Project as required.
- Develop written material or other information for the UNDP T&T website and social media platforms.
- Provide information for internal UNDP communications materials.

L. Proposal Requirements

Interested persons must submit the following documents/information to demonstrate their suitability for the assignment:

- Cover Letter
- Curriculum Vitae
- A sample of work performed
- Financial Proposal

M. Additional requirement for the recommended contractor

The recommended Individual contractor below age 65 is required to submit a statement of good health and a copy of his/her medical insurance prior to commencement of services in any offices or premises of UNDP, or before engaging in any travel required by UNDP or connected with the performance of the contract. Medical examination is not required.

The recommended Individual contractor aged 65 and older is required to submit a statement of good health signed by a recognized physician and a copy of his/her medical insurance prior to commencement of services in any offices or premises of UNDP, or before engaging in any travel required by UNDP, or connected with the performance of the contract. The medical examination shall be paid by the consultant