

## **TERMS OF REFERENCE**

### **FOR INDIVIDUAL CONTRACT**

**POSITION TITLE:** Communication **Consultant** to develop Communication Strategy and Action Plan on Air Pollution and Air Quality in response to COVID-19

**AGENCY/PROJECT NAME:** UNDP Thailand/Project “Strengthening Socio-Economic Recovery, Human Security and Resilience in Thailand in the Context of the COVID-19 outbreak ensuring to Leave No One Behind and Safeguard Progress made towards the SDGs”

**COUNTRY OF ASSIGNMENT:** Thailand

**Duration:** 21 December 2020 – 8 February 2021 (up to 20 working days)

#### **1) GENERAL BACKGROUND**

##### **Background**

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone.

As part of the UN system, UNDP offers immediate assistance to the national COVID-19 response, to prepare for, respond to, and recover from this pandemic, ensuring no one is left behind while safeguarding the progress achieved towards the Sustainable Development Goals.

With support from the Japanese Government, UNDP has been implementing a project “Strengthening socio-economic recovery, human security and resilience in Thailand in the context of the COVID-19 outbreak ensuring the Leave No One Behind and Safeguard progress made towards the SDGs”. The overall objective is to promote social and economic recovery and strengthen the community resilience of the Thai people – with a particular focus on the vulnerable and at-risk group – ensure empowerment at both sub-national and national level, and in view of promoting SDG localization efforts.

##### **Situation**

Air pollution leads people to be exposed to fine particles in polluted air that penetrate deep into the lungs and cardiovascular system, causing diseases including stroke, heart disease, lung cancer, chronic obstructive pulmonary diseases, and respiratory infections. Industry, transportation, coal power plants, and household solid fuel usage are major contributors to air pollution. Air pollution continues to rise at an alarming rate and affects economies and people’s quality of life.<sup>1</sup> Particulate matter (PM) air pollution, predominantly the result of fossil fuel combustion, is recognized as the most deadly form of air pollution globally. The AQLI demonstrates that averaged across all women, men, and children globally, particulate air pollution cuts global life expectancy short by nearly two years relative to if particulate concentrations everywhere were at the level deemed safe by the World Health Organization (WHO). This life expectancy loss makes particulate pollution more devastating than communicable

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<sup>1</sup> <https://www.who.int/southeastasia/health-topics/air-pollution>

diseases like tuberculosis and HIV/AIDS, behavioral killers like cigarette smoking, and even war. Some areas of the world are impacted more than others. For example, in the United States, there is less pollution, life expectancy is cut short by just 0.1 years relative to the WHO guideline. In China and India, where there are much greater pollution levels, bringing particulate concentrations down to the WHO guideline would increase average life expectancy by 2.3 and 5.2 years, respectively.<sup>2</sup>

According to the World Health Organization's guidelines, a person's average annual PM2.5 exposure should not exceed, on average, ten micrograms per cubic meter (mg/m<sup>3</sup>), and that exposure during any 24 hours should not exceed 25 mg/m<sup>3</sup>). However, Thailand capped the PM2.5 threshold at 50 mg/m<sup>3</sup> per day and 25 mg/m<sup>3</sup> per annual average. The country's average concentration of PM2.5 from 2011-2018 was 24 mg/m<sup>3</sup>, with Bangkok and surrounding areas closer to 30 mg/m<sup>3</sup>. Contributors to poor air quality in Thailand include power generation from coal, manufacturing, refining, mining industries, vehicle emissions, and waste burning. Seasonal variations exist, with a high air pollution level in the dry season (January to April). The World Health Organization estimates seven million people die every year due to air pollution, while non-fatal effects of over-exposure to PM2.5 particles include irregular heartbeat, aggravated asthma, and decreased lung function. Available data indicates that Bangkok has a consistently high level of air pollution.<sup>3</sup> The pollution index by country 2020 mid-year indicated that Thailand ranks the world's twenty-seventh most polluted globally and ranks the fifteenth in Asia.<sup>4</sup>

Since the onset of the pandemic of COVID-19, several studies revealed the interrelation of long-term exposure to air pollution increase the risk and the impact on the spreading of the disease. The director of the Center for Climate, Health and Global Environment at Harvard University mentioned that people living in a more polluted place over time are more likely to die from coronavirus.<sup>5</sup> In one study, researchers at the Harvard University T.H. Chan School of Public Health found that higher levels of fine particulate matter, or PM2.5, are associated with higher death rates from Covid-19. The areas with high air pollution levels are associated with the increased risk of severe illness and death of several respiratory diseases, including COVID-19. Therefore, people need to understand the impact of air pollution on their health, not limited to the respiratory system, and the connection of air problems with COVID-19 and actions to mitigate risks and solve the problems.

## 2) OBJECTIVES OF THE ASSIGNMENT

This assignment's main objective is to develop a communication strategy for promoting an evidence-based advocacy campaign to raise awareness of the people living in Thailand regarding air pollution impact on their lives and actions to solve the problem.

## 3) SCOPE OF WORK

The consultant will utilize the existing findings from UNEP and ESCAP's studies on air quality management and situation review for Thailand. Also, the consultant will follow the UNEP advisory material on "Building a Clean Air Campaign: Lesson from BreatheLife". The communication strategy will define the followings: -

1. Why we communicate
2. Communication goals
3. Developing key messages

<sup>2</sup> <https://aqli.epic.uchicago.edu/pollution-facts/>

<sup>3</sup> <https://www.iamat.org/country/thailand/risk/air-pollution#:~:text=In%20accordance%20with%20the%20World,maximum%20of%2010%20%C2%B5g%2Fm3.>

<sup>4</sup> [https://www.numbeo.com/pollution/rankings\\_by\\_country.jsp](https://www.numbeo.com/pollution/rankings_by_country.jsp)

<sup>5</sup> <https://www.bbc.com/future/article/20200427-how-air-pollution-exacerbates-covid-19>

4. Materials & media
5. Roles & responsibilities
6. Written communication plan

**Key responsibilities:-**

- Gathering information on Thailand’s air pollution situation, impacts, air quality management mechanism
- Develop a communication goal, Theory of Change (participant/target group, action, outcome, impact)
- Develop a communication key messages of each target groups (how to reach each target groups)
- Define types of communication material and media to be developed further
- Define role and responsibilities (who is responsible for which communications?)
- Write a communication plan and make a presentation in English

The consultant will utilize her/his own equipment to complete the assignment.

**Intellectual Property**

All information collected for the advocacy report pertaining to the assignments as well as outputs produced under this Contract shall remain the property of the UNDP who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of UNDP in line with the national and International Copyright Laws applicable.

**4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL**

**Duration**

Up to a period of maximum 20 days. The expected starting date is 21 December 2020, and the expected ending date is 8 February 2021.

**Duty Station**

The assignment will be home-based **with no travel**.

**Expected places of travel:** N/A

**5) Expected Deliverables**

The deliverables of this assignment are expected as follows:

No	Deliverables	Details	Timeframe	Payment schedule
1	Work Plan	Detailed work plan on development of communication strategy. The work plan must be submitted to UNDP Thailand for review and endorsement before proceeding to implementation.	Two weeks after contract signing  (4 January 2021)	40% after submission of work plan

2	The draft Communication strategy	The draft communication strategy that includes 1. Why we communicate 2. Communication goals 3. Developing key messages 4. Materials & media 5. Roles & responsibilities	3 weeks after submission of implementation plan (25 January 2021)	40% after presentation of the draft communication strategy
		Presentation of the draft communication strategy must be done within one week after the submission of the communication strategy.	One week after submission of the draft communication strategy  (1 February 2021)	
3	The final communication strategy	<p>Elements in a communication strategy shall include: -</p> <ul style="list-style-type: none"> <li>- State the objective: Summary of background information</li> <li>- Statement of key message (top 3 messages)</li> <li>- Statement of audiences and stakeholders (who need to know what is happening?)</li> <li>- Schedule (what are the short- and long-term deadline, what events are available or need to be planned to help get the message out?)</li> <li>- Materials (what materials need to be developed, varied by the extent of actions?)</li> <li>- Roles (who is responsible for each communication? Key contact for content and communication)</li> </ul> <p>The final communication strategy will be submitted to UNDP for finalization one weeks after the endorsement of the draft communication strategy by UNDP Team.</p>	Within 8 February 2021)	20% after submission of communication strategy

## 6) PROVISION OF MONITORING AND PROGRESS CONTROLS

Under the overall guidance of the Project Manager of “Strengthening Socio-Economic Recovery, Human Security

and Resilience in Thailand in the Context of the COVID-19 outbreak ensuring to Leave No One Behind and Safeguard Progress made towards the SDGs” and the Programme Analyst – Inclusive Green Growth for Sustainable Development (IGSD) of UNDP Thailand, the consultant will report directly to and work closely with the Project Manager as assigned.

## 7) DEGREE OF EXPERTISE AND QUALIFICATIONS

### Education:

- At least Bachelor’s degree in environment, public health, communication, journalist or in similar fields

### Work Experience:

- Minimum of 5 years of professional research experience in the area of environmental policy development, and its relation to air pollution
- Minimum of 5 years of professional in advocacy campaign and communication strategy development
- Experience working with major international organizations or the United Nations is desirable

### Language

- Fluency in written and spoken English

## 8) REVIEW TIME REQUIRED

The review and approval of payments will be made by the assigned supervisor(s) within 10 days.

## 9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

NONE

PARTIAL

INTERMITTENT

FULL-TIME

## 10) PAYMENT TERMS

Please indicate any special payment terms for the contract.

Lumpsum

Daily

## 11) RECOMMENDED PRESENTATION OF OFFER

- a) Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP
- b) P11, Indicating all past experience from similar projects, as well as the contact details (email and telephone) of the Candidate and at least three (3) professional references
- c) Financial Proposal
- d) Technical Proposal/ Port Folio

## 12) CRITERIA FOR SELECTION OF THE BEST OFFER

### Criteria for Selection of the Best Offer

The criteria which shall serve as the basis for evaluating offers as follows:

#### Technical Criteria for Evaluation (Maximum 70 points)

- Criteria 1: Relevance of Education – **Max 10 points**
- Criteria 2: Relevance of work experience – **Max 30 Points**
- Criteria 3: Experience in conducting research – **Max 25 Points**
- Criteria 4: Fluency in written and spoken English - **Max 5 Points**

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

## 13) APPROVAL

This TOR is approved by:

Signature: \_\_\_\_\_

Name and designation: Lovita Ramguttee  
Deputy Representative  
United Nations Development Programme

Date of signing: \_\_\_\_\_