

Annex I - Terms of Reference for Individual Contractor (IC)

National or International consultant: National

Description of the assignment (Title of consultancy): Provision of services of a Knowledge Management and Communication Specialist

Project Title: Energy and waste solutions - Promoting Waste Management Practices and 3R (Reduce, Reuse, Recycle) by Utilizing New Technologies and Circular Economy Approach and Sustainable Recovery of Lebanon from the Beirut Explosion (A8)

Period of assignment/services: Maximum 80 working days over 8 months

Is this a LTA (yes/no): Yes

1. Background and Project Description

Single-use plastic bags (SUPB) rank among the most commonly found marine litter items in the Mediterranean Sea¹. In Lebanon, there is neither national measures for controlling plastic waste nor reliable data and its monitoring mechanism. While plastic accounts for 11.5% of total MSW, their composition by type (e.g. PET, HDPE, LDPE, PP, PE, PS, PVC etc.), current states and practices for recycling and mass-balance are not known very well. Some firms recycle plastics such as PET, HDPE, PP and PE, but the extent of this recycling activity varies according to the market condition due to lack of supportive incentives, regulations and adequate or comprehensive sorting infrastructure. Also, informal, and semi-formal private sector, including some NGOs, plays an important role in waste collection and recycling throughout Lebanon. Recycling networks are created through a system of waste pickers and materials traders operating to recover materials before they are collected from points of generation or storage, and after disposal in a waste disposal facility. It is estimated that recycling market provides a means of livelihood for at least thousands of people along the value chain (collection, sorting, recycling).

In order to improve the plastic circularity and reduce marine littering in Lebanon, the United Nations Development Programme (UNDP) has initiated a solid waste Management project called “Promoting Waste Management Practices and 3R (Reduce, Reuse, Recycle) by Utilizing New Technologies and Circular Economy Approach”, funded by the Government of Japan in line with its “MARINE Initiative²”. This project specifically targets the recycling and reuse of plastic waste.

In addition, UNDP initiated another project, also funded by the Government of Japan, that aim to improve the management and treatment of electronic and electric waste (e-waste). Given the very weak infrastructure/institutional capacity of e-waste in Lebanon, it is very critical to support the national e-waste management. In addition, successful and effective e-waste management has a potential to significantly improve the livelihoods of vulnerable population working in e-waste market

¹ UNEP Mediterranean Action Plan (2019). Background elements for the guidelines on phasing out single-use plastic bags: review of international experiences and alternative options.

² https://www.mofa.go.jp/ic/ge/page25e_000309.html

while recovering the economic value of e-waste, where it is currently estimated that around 64 million USD per year is lost in material loss from e- waste in Lebanon³.

It is in this context the project is seeking the services of a Knowledge Management (KM) and Communications Specialist to develop innovative, creative, and effective ways to strategically capture and share knowledge, leverage good practices, and improve the effectiveness of knowledge sharing and prepare related communication material that is accessible to the public.

2. Scope of Work

The KM Specialist will be responsible for identifying, managing, packaging, and disseminating key information and provide practitioners with the tools they need to conduct better development work in each of the thematic areas of the project.

Specifically, the KM Specialist will conduct research, produce resources and guidance, and facilitate ongoing content development and engagement.

This consultancy is divided into the following tasks:

- **Task 1 – Identify technical areas of success/value**
- **Task 2 – Develop a dissemination and outreach plan**
- **Task 3 – Elaborate knowledge material and tools**

3. Expected Outputs and deliverables

Task 1. Identify technical areas of success/value

The Consultant is expected to identify the technical areas of the solid waste management, particularly in the plastics and e-waste sector, approaches and important development or environmental activities that deserve to be highlighted or brought forward. She/he is expected to work with the project team and review the project deliverables and reports to scope and design appropriate and effective knowledge products that capture and sharing activities.

In collaboration with the project team, the Consultant will be selecting key development and technical results to be designed, packaged and disseminated to both specialized audiences (industrialists, solid waste experts, environmentalists and others) and the general public. The key development indicators should be determined by the Consultants based on the reports received and discussions with the UNDP and experts in the field. The analysis should also be based on international best practices in the field of plastics and e-waste. The results to be highlighted should documented in narrative forms as policy/technical publications as well as other formats to be agreed upon with the project (leaflets, infographics, presentations, press releases, blogs, webinars or to other tools) as detailed in task 3 below.

The Consultant shall engage with the UNDP Communications Team as well in order to design the knowledge products in line with the Communication Strategy.

Task 2. Develop a dissemination and outreach plan

³ ACTED Lebanon (2020), Towards a Circular Economy in Lebanon.

The Consultant is expected to provide outside the box advice– identify creative, efficient, and effective ways to engage audiences/beneficiaries and facilitate sharing and collaboration. The proposed plan shall cover at least the objective, activation/tool, monitoring provisions (what and how), timing and resources needed.

The plan shall be validated with the project team as to its feasibility and amended as deemed fit to account for time and resources constraints of the project. The Consultant shall also identify international outlets for the strategic dissemination of the project outcomes and knowledge management/comms material. At the local level, s/he shall engage partners and learning champions identified by the project to ensure the execution of the plan, during and beyond the project's timeline.

Task 3. Elaborate knowledge and communication material and tools

- Prepare the storyline and the shooting of short videos showing the implementation of activities undertaken by the project based on target audience and message.
- Design and prepare infographic information, posters, leaflets, press releases or other media formats that showcase the key results of the project.
- Regularly track the success of campaigns and convey results/lessons learnt to the team; further, propose corrective and additional solutions or measures for future activities.
- Oversight and assistance in creative, innovative and high-quality artworks, charts, info graphics, certificates, roll up banners, web banners, covers, CD packaging, professional presentations, in coordination with the project manager and the graphic designer.
- Follow up with UNDP on different social media platforms.
- Brand events and produce promotional material for social media and publications.
- Develop the content of graphic material for workshops and events including: invitations cards both for web and print, banners, presentations, signs etc.
- Support UNDP in writing specifications for the outsourcing the development of all material (to individuals or companies) and undertake the related evaluations of offers or select contractors.

Task 4. Coordinate and supporting the implementation of communication material

The Consultant is expected coordinate with the respective UNDP project teams but work directly with third-party developers of the communication material (videographers, graphic designers, web designers, or others) to guide the process for developing the communication material and finalizing all the work in line with the strategy.

The Consultant shall provide the project team with the outputs in designed digital formats but also ready for print where relevant and if needed.

4. Institutional arrangements

The tasks mentioned above shall be performed in close cooperation with the UNDP/Project team. It is understood that the Consultant shall perform all the services/work as necessary to fulfill the objectives of the Consultancy Contract.

All the material developed should be in line with the UNDP communication guidelines related to the Government of Japan and visibility material should be designed accordingly. The details will be shared with the awarded Consultant.

5. Duration of work

The contract will be valid on an LTA basis for 8 months with a maximum of 80 working days.

6. Duty station

The assignment requires deskwork, meetings, as well as coordination between the different related entities. This is a home-based Consultancy in Beirut with meetings held virtually and in person with the UNDP project team and stakeholders. The Consultant will perform the needed using his/her own property and technology and will hold direct responsibility for the quality of delivered outputs.

7. Requirements for experience and qualifications

- Academic Qualifications
Bachelor's degree in Communication, Journalism, Public Relations or other closely related field. Master's degree is an asset.
- Years of experience:
At least 8 years expertise in communication, journalism, with experience in the field of environment, industrial practices and/or development.
- Technical experience
 - Experience in designing, implementing and monitoring communication strategies at a national level; as well as scoping key messages and target audiences.
 - Experience in working on sustainable development, environmental, energy or climate change projects
 - Experience and good network with national media and social media
- Competencies
 - Advanced writing and editing skills in both English and Arabic; French is an asset
 - Computer literacy for Microsoft Office Package or equivalent.
 - Good knowledge and command of social media tools and platforms (Twitter, Facebook, etc.);
 - Demonstrated skills in editing and writing news articles, press releases, success stories, newsletters, etc.
 - Basic or intermediate knowledge of design applications such as Adobe or, In-Design, Photoshop.

8. Scope of Price Proposal and Schedule of Payments

Payment will be made against each requested and completed task and upon submission of certificate of payment based on working-days and submissions (tasks/deliverable, and payment request) shall be approved by the Project Manager.