

Annex I

Terms of Reference



GENERAL INFORMATION

Title: Communication and Design Consultant for Fisheries

Project Name: Global Sustainable Supply Chain for Marine Commodities (GMC)

Reports to: National Project Coordinator for GMC

Duty Station: Home Based

Expected Places of Travel (if applicable): Refers to UNDP rules and regulations if there are unforeseen travels.

Duration of Assignment: 40 working days within July - September 2021

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
3	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select: (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor CATEGORY OF INTERNATIONAL CONSULTANT, please select: (6) Junior Specialist (7) Specialist (8) Senior Specialist
	APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

X	P11 or CV with three referees
X	Copy of education certificate
X	Completed financial proposal
X	Completed technical proposal and latest portfolio

Need for presence of IC consultant in office:

- partial, *presence of the consultant during stakeholder consultations if needed*
- intermittent (explain)
- full time/office based

Provision of Support Services:

Office space: Yes No

Equipment (laptop etc): Yes No

Secretarial Services: Yes No

If yes has been checked, indicate here who will be responsible for providing the support services:

I. BACKGROUND

1.1. The project

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. On the ground in 177 countries and territories, UNDP offers global perspective and local insight to help empower lives and build resilient nations.”

Project Rationale

- Global human consumption of seafood has increased steadily in the past decades. World per capita apparent seafood consumption was on average 9.9 kg per year in the 1960s, it increased to an average of 17.1 kg in the period 2008-2010, further increased to an average of 19.2 kg in the period 2011-2013, and it is projected to reach 20.9 kg in 2023.
- The growing demand for seafood, coupled with insufficient conservation and management measures, have puts pressure on the entire value chain, motivate overcapacity, illegal fishing, use of destructive fishing gear and practices, and seafood fraud.
- The harvest of marine seafood has reached a plateau of about 80 million tonnes since the mid-1980s because most stocks are overfished or at the limit of production, but the demand continues to increase
- Market forces have been a major driver of overfishing and fisheries collapse when natural resources management is deficient. However, the same market forces can promote sustainable fisheries if there are demand on seafood from sustainable sources and therefore pull improvement along the value chain.
- However, despite interest from market, the amount of seafood from sustainable certified sources is still a small fraction of the total supply (appx. <10% of the total world production).
- There is a major need for reliable information about the status of seafood stocks and the availability of supply from certified sources or credible fisheries improvement project

The solution and Barrier

Transformation of the market in which sustainable seafood is adequately valued by consumers, there are public policies and instruments to support sustainable fisheries and coordinated contribution from the stakeholders of the value chain, public and private.

The project

This inter-regional project implemented in four countries, namely Ecuador, Indonesia, the Philippines and Costa Rica and allocate resources strategically to:

1. Engage major seafood buyers in the main world markets (EU, Japan, US) into responsible sourcing, providing tools to prepare and implement sustainable seafood sourcing policies;
2. Adapt the concept of green commodities platforms (currently used in agriculture) to the seafood value chain, implement public-private sustainable marine commodities platforms in Costa Rica, Ecuador, Indonesia and Philippines to generate experience that could be used in other countries;
3. Support the stakeholders of these platforms to develop practical experience with fisheries improvement projects and upgrade existing tools for FIP implementation and monitoring, and;
4. Upgrade existing information platforms to facilitate access to reliable material to value chain stakeholders in support of sound decision making, and capturing, documenting and disseminating the learnings of the project.

In Indonesia the Global Sustainable Supply Chains for Marine Commodities (GMC) project (2018-2021) is led by Ministry of National Development Planning/ BAPPENAS with support from GEF/UNDP and will contribute to help transforming seafood market by mainstreaming sustainability in the supply chain of fisheries commodities from Indonesia. One of the outputs is to generate lesson learnt and model in improving fisheries sustainability through Fisheries Improvement Projects (FIPs) in tuna fisheries, and facilitating availability of data and information for credible sourcing of sustainable seafood and development planning of fisheries sector.

Since its launch in 2018, the Global Sustainable Supply Chains for Marine Commodities (GMC) project, led by the Ministry of National Development Planning/ BAPPENAS with the technical support of the UNDP and financing of the Global Environment Facility (GEF) has produced many collaborative products with governments, NGOs, and other stakeholders, and entering its final years, need to be collected.

1.2. The purpose of consultation

As the GMC project is phasing-out, UNDP is seeking a communication and design consultant to provide support to the national team as part of project closing event. Under the supervision of National Project Coordinator GMC project and in collaboration with GMC communication officer, the communication consultant is expected to produce design multimedia, communication products and creative works based on GMC's results and documentation and in line with GMC branding guidelines.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

The consultant must work closely with the UNDP Indonesia environment unit, GMC Indonesia Project Coordination Unit and the GMC International Project Coordination Unit to produce multimedia, communication products and creative work for project closing based on GMC's results and documentation. Specifically, the consultant is expected to:

1. Produce design of complete reports, guidelines, and toolkit from GMC project,
2. Produce compilation of multimedia products for the GMC project
3. Support copywrite and develop design graphics works

Expected Outputs and deliverables

The specific outputs/deliverables expected from the communication consultant are the following:

	Deliverables/ Outputs	Reference	Estimated number of working days	Completion deadline	Review and approvals required.
1	<ul style="list-style-type: none"> • Design of a communication product consisting of compilation of reports, guidelines, publications, and toolkit from GMC project • Design a packaging to wrap up all the printout files, audio visual, and other project's communication kit 	Reference Reference Reference Reference Reference	20 working days	27 August 2021	National Project Coordinator Technical Officer for Natural Resource Management (NRM)
2	<ul style="list-style-type: none"> • Multimedia (audio, video, photo) products of the GMC project, including a design for the hard drive storage • Design of GMC project's communication brand kit <ul style="list-style-type: none"> - Bag - Tumblr - Mask - Agenda book - Pen - Snake and ladder packaging 		06 working days	10 September 2021	

3	<ul style="list-style-type: none"> Design of a pop-up book highlighting GMC and its results 	Reference Reference Reference Reference Reference Reference Reference Reference Reference	14 working days	30 September 2021	
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III. WORKING ARRANGEMENTS
<p>Institutional Arrangement</p> <p>The consultant will be reporting to National Project Coordinator for GMC in seeking approval and acceptance of the above-mentioned outputs, upon securing endorsements from National Project Director (NPD) for GMC Project. The consultant is expected to be in regular contact with Project Coordination Unit (PCU) and update and report on his/her progress on a weekly basis.</p> <p>Duration of the Work</p> <p>Expected duration of work is from 20 July to 30 September 2021 for 40 working days. The IC is expected to support the deliverables on a part-time basis.</p> <p>Duty Station</p> <p>The consultant will be home based, with regular coordination with PCU in Jakarta</p> <p>Travel Plan</p> <p>Travel will be arranged by Hiring Unit which refers to UNDP rules and regulations if Consultant is requested to travel outside his/her home-based.</p>

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS
<p><u>Academic Qualifications:</u></p> <ul style="list-style-type: none"> Bachelor’s degree or equivalent in communications, multimedia, visual communication design. <p><u>Minimum experience requirement:</u></p> <ul style="list-style-type: none"> At least 5 (five) years of professional experience in communications and creative works Experience in creating graphic design assets Experience in video and photo editing

- Experience in data visualization including infographics
- Experience in copywriting
- Experience in lay outing reports or other written materials
- Experience in international development sector is an asset, but not mandatory

Competencies and special skills requirement:

- Excellent written, verbal and interpersonal communication skills
- Solid understanding of printing and production matters and knowledge of different formats for printing
- Intermediate to advance to design software skills (Photoshop/CorelDraw/Illustrator/InDesign, etc)
- Openness to change and ability to receive/integrate feedback.
- Fluency in English
- Ability to plan, organize, implement, and report on work.
- Ability to work under pressure and tight deadlines.
- Demonstrates integrity and ethical standards.
- Positive, constructive attitude to work.

V. EVALUATION METHOD AND CRITERIA

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.

* Technical Criteria weight; 70%

* Financial Criteria weight; 30%

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation

Criteria	Weight	Maximum Point
Technical	70%	100
Academic Qualifications:		
<ul style="list-style-type: none"> • Bachelor's degree or equivalent in communications, multimedia, visual communication design, or related field 		10
Minimum experience requirement:		
<ul style="list-style-type: none"> • At least 5 (five) years of professional experience in communications and creative works for international development in International Organization, Ministries and NGO 		10

<ul style="list-style-type: none"> • Experience in creating graphic design assets • Experience in video and photo editing • Experience in data visualization including infographics • Experience in copywriting • Experience in laying out reports or other written materials • Experience in international development sector is an asset, but not mandatory 		15 10 10 8 5 2
Brief Description of Approach to Assignment:		
<ol style="list-style-type: none"> 1. Understand the task and applies the strategy and plan to complete the assignment 2. Important aspects of the task addressed clearly and in sufficient detail 3. Logical, realistic planning for efficient project implementation 		15 10 5