Annex I
Terms of Reference

GENERAL INFORMATION

Project Name: Sustainable Palm Oil Initiative (SPOI)
Reports to: SPOI Communication Officer and SPOI National Project Manager
Duty Station: Jakarta
Expected Places of Travel (if applicable): N/A
Duration of Assignment: 30 working days within 3 months (December 2021 – February 2022)

REQUIRED DOCUMENT FROM HIRING UNIT

- TERMS OF REFERENCE
- 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

- CV
- Copy of education certificate
- Completed financial proposal
- Completed technical proposal (if applicable)

Need for presence of IC consultant in office:
☑ partial (explain): presence of the consultant will be upon request, for example for the purpose of meeting, reporting and/or presentation of deliverables.
☐ intermittent (explain)
☐ full time/office based (needs justification from the Requesting Unit)

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: N/A
I. BACKGROUND

The Presidential Instruction No 6/2019 about the National Action Plan for Sustainable Palm Oil for 2019 – 2024, hereon called as NAP SPO, was enacted in 2019 to improve the Indonesian Palm Oil governance due to the significant contribution of the commodity towards the Indonesian economy. Mandated to fourteen line-ministries and 26 palm-oil center provinces, it aimed for the sustainable practice of the palm oil production under five components:

1) Strengthen the data, coordination, and infrastructure;
2) Improve the smallholders’ capacity and capabilities;
3) Environmental management and monitoring;
4) Implement the plantation governance and dispute resolution;
5) Support the implementation of Indonesian Sustainable Palm Oil (ISPO) and increase the market access of palm oil product,

The NAP SPO is currently implemented and carried out by National Implementation Team led by the Coordinating Ministry for Economic Affairs (CMEA) and being regularly monitored by a Secretariat Team, led by Ministry of Agriculture (MoA). The NAP SPO reporting to the presidential office is presented in six-monthly period, comprising of inputs from the line ministries and multi stakeholder contribution such as private sectors and civil society organizations working on sustainable palm oil issues. Currently, there are already three reporting cycles that have been achieved. The abovementioned communication strategy shall equip the Secretariat to strengthen multi stakeholders’ awareness on the NAP and in the end increase the multi stakeholder participation in the reporting.

The main objectives of this strategy are to provide general guidelines for the National Implementation Team to strengthen its communication activities to support NAP SPO implementation by improving multi stakeholder awareness and commitment on the NAP and in the end increase the multi stakeholder participation in the implementation and the reporting.

The Sustainable Palm Oil Initiative (SPOI), a partnership program between MoA and UNDP Indonesia, sees the importance of the availability of communication strategy for NAP SPO for specific implementation period to serve as integrated and comprehensive guideline to promote NAP SPO. Within this context, UNDP is seeking to hire an expert consultant to develop the communication strategy for NAP SPO for the implementation year 2022 – 2024.

In general, the consultant is expected to provide the analysis of current communication activities and capacity of NAP SPO Secretariat and the National Implementation Team, as well as to identify the proper communication objectives and priorities, target audiences, key messages, practices, channels and media for the dissemination of information about NAP SPO that in the end improve the multistakeholder awareness and participation on the NAP SPO reporting in the national and sub-national level.
II. SCOPE OF WORK, ACTIVITIES AND DELIVERABLES

Scope of Works:
The Consultant is to work over an initial three-month period to:

1) **Conduct desk review and analysis** towards the socialization and communication activities of palm oil-related policies and regulations, also to assess the existing communication capacity and communication channel used by the NAP SPO National Implementation Team.

2) **Identify and conduct consultation meetings/FGD with relevant stakeholders** including but not limited to, Coordinating Ministry for Economic Affair, Ministry of Agriculture, and UNDP SPOI team, to better understand the progress and challenge in communicating policies and regulation related to sustainable palm oil especially for NAP SPO, as well as to gather expectation on the communication strategy based on the stakeholder perspective. The consultation meeting shall include different type of stakeholders relevant to NAP SPO (national and subnational government, donor, private sectors, NGO/CSO, association, and smallholder groups.

3) Based on the analysis, **develop the Communication Strategy for NAP SPO that covers 2022 – 2024 program activities**, that includes:
   - strategy structure (communication goals, communication objectives, expected results, etc.);
   - a well-defined, designated, differentiated, and fragmented target audience analysis based on NAP SPO stakeholder lists;
   - goals, key messages, methods and types of communication for each target audience with taking into account the availability of communication tools at different levels;
   - proposed list of communication products and activities for the effective awareness-raising on the NAP SPO and improve stakeholder participation on the reporting, tailored to each target stakeholders;
   - approaches for working with appropriate communication channels or media, methods of dissemination/provision/transmission of information in various types, formats and forms to improve the effectiveness of NAP SPO communication activities;
   - recommendation on communication work plan with specific goals, results, indicators, key actors, and tools for implementing the strategy;
   - guideline for effective monitoring plan for the Strategy implementation and the work plan;

4) **Present the draft of Communication Strategy** to UNDP SPOI project team and its key counterparts including the result of communication mapping and analysis, result of consultation with relevant stakeholders, recommended communication strategy and the proposed communication plan for 2022 – 2024 as mentioned in point 3.

5) **Produce brief information sheet on Communication Strategy for NAP SPO** (max 10 pages) to briefly summarizes the necessary communication plan for NAP SPO.

6) **Produce slide deck on Communication Strategy for NAP SPO** to be used for NAP SPO outreach and engagement activities.

The Consultant is expected to deliver the following outputs:

<table>
<thead>
<tr>
<th>Deliverables/Outputs</th>
<th>Estimated Time</th>
<th>Due Date</th>
<th>Review and Approval</th>
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<tbody>
<tr>
<td><strong>1st payment will be made upon submission and approval by UNDP of Inception report that consisted of</strong>: a) Agreed work plan of the consultancy, b) Desk review and analysis on current communication capacity and communication activities done by NAP SPO Secretariat c) Completion of BSAFE virtual courses shown in the form of Certification of Achievement</td>
<td>10 WD</td>
<td>4th week of December 2021</td>
<td>Upon satisfactory submission and approval by: - SPOI Communication Officer (first reviewer) - SPOI National Project Manager (as the second reviewer, to provide final approval)</td>
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</table>
| 2\textsuperscript{nd} payment will be made upon submission and approval by UNDP of Preliminary Report of Communication Strategy for NAP SPO for 2022 – 2024, provided in full report including summary of meetings that concludes the expectation of key counterparts and stakeholders group on the communication strategy. | 13 WD | 4\textsuperscript{th} week of January 2022 | Upon satisfactory submission and approval by:  
- SPOI Communication Officer (first reviewer)  
- SPOI National Project Manager (as the second reviewer, to provide final approval) |
| 3\textsuperscript{rd} payment will be made upon submission and approval by UNDP of:  
a) Final Communication Strategy based on the feedback obtained during presentation  
b) Minutes on the Presentation of Communication Strategy to UNDP SPOI team and other key counterparts.  
c) Brief Information Sheet of Communication Strategy  
d) Presentation deck on Communication Strategy for NAP-SPO | 7 WD | 4\textsuperscript{th} week of February 2022 | Upon satisfactory submission and approval by:  
- SPOI Communication Officer (first reviewer)  
- SPOI National Project Manager (as the second reviewer, to provide final approval) |
| **Total Working Days (WD)** | **30 WD** | | |

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### III. WORKING ARRANGEMENT

**Institutional Arrangement**

The consultant will report to the SPOI Communication Officer and SPOI National Project Manager. He/she will also be required to provide necessary information to SPOI key counterparts in Ministry of Agriculture and Coordinating Ministry for Economic Affairs.

**Duration of the Assignment**

The consultancy will be for 30 working days between December 2021 – February 2022.

**Duty Station**

Home-based

**Travel Plan**

N/A

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### IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

**Academic Qualifications**

Master’s degree in communication studies, social studies, development studies, public relation, journalism, marketing, or similar field.

**Years of experience**

- Minimum 10 years of professional experience working in communication studies, marketing, public relation, strategic communication, and the similar field.
- Experience in conducting communication research and study with the focus in Indonesian policies and regulation especially on sustainable commodity production.
- Experience working with Indonesian government in the ministerial level, and international organizations.

**Competencies and special skills requirement:**

- Strong ability to work independently and in a team.
• Has excellent interpersonal communications and diplomacy skills.
• Has excellent analytical and writing skills especially in corporate reporting context.
• Strong communication and presentation skills in Bahasa Indonesia and English

Languages
• Fluency in English and Bahasa Indonesia both verbally and written.

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

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<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Maximum Point</th>
</tr>
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<tbody>
<tr>
<td><strong>Criteria A: qualification requirements as per TOR</strong></td>
<td>70%</td>
<td>70</td>
</tr>
<tr>
<td>• Master’s degree in communication studies, social studies, development studies, public relation, journalism, marketing, or similar field</td>
<td>15</td>
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<tr>
<td>• Minimum 10 years of professional experience working in communication studies, marketing, public relation, strategic communication, and the similar field.</td>
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<tr>
<td>• Experience in conducting communication research and study with the focus in Indonesian policies and regulation especially on sustainable commodity production.</td>
<td>20</td>
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<tr>
<td>• Experience working with Indonesian government in the ministerial level, and international organizations.</td>
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| Criteria B: Brief Description of Approach to Assignment | 30 |
| 1. Detailed proposed work plan and methodology | 15 |
| 2. One sample of previous work in developing a communication strategy. | 15 |
| **Total** | **30%** | **100** |