

## TERMS OF REFERENCE

### Request for Proposal (RFP): Development of Gender and Climate Change communication material

<b>Location</b>	South Africa
<b>Application Deadline</b>	03 December 2021
<b>Category</b>	Climate Change, Nationally Determined Contribution, Gender, Paris Agreement, Communication
<b>Type of Contract</b>	Professional service Contract
<b>Languages Required</b>	English
<b>Starting Date: (date when the selected candidate is expected to start):</b>	10 December 2021
<b>Expected Duration of Assignment:</b>	30 April 2022

## 1. INTRODUCTION

Formally launched at the UN Climate Action Summit in September 2019, UNDP's Climate Promise supports more than 120 countries to enhance their Nationally Determined Contributions (NDCs) under the Paris Agreement. Delivered in collaboration with a wide variety of partners, and as UNDP's contribution to the NDC Partnership, the Climate Promise is world's largest offer of support for the enhancement of climate pledges. The Climate Promise provides support to help countries take bold action to reduce emissions, increase resilience to climate impacts and support sustainable development priorities. Under the [Climate Promise](#), UNDP is leveraging its extensive climate change portfolio, its Country Office network and global policy services to provide thematic technical support to countries, and ensure that NDCs are fully aligned with national sustainable development priorities. UNDP advocates for an inclusive approach to ensure ownership of climate actions across government and society, advance equality, and strengthen social and environmental sustainability.

Arising from the Paris Agreement and Katowice outcomes, Parties noted in their decisions that gender responsive implementation and means of implementation of climate policy and action can enable Parties to raise NDC ambition, as well as enhance gender equality, and just transition of the workforce, and create decent work and quality jobs in accordance with nationally defined development priorities. Under the Lima Work Programme, Parties have been requested to appoint and provide support for a national gender and climate change focal point for climate negotiations, implementation and monitoring. South Africa has already taken first steps in appointing both the focal point for gender and Action for Climate Empowerment (ACE) as mandated by UNFCCC.

Climate change has a greater impact on those sections of the population, in all countries, that are most reliant on natural resources for their livelihoods and/or who have the least capacity to respond to natural hazards, such as droughts, landslides, floods and South Africa is one of those countries. There has been a number of studies on how men and women are impacted differently from climate change and contribution each brings in tackling climate action.

It is for this reason that parties to the UNFCCC have recognized the importance of involving women and men equally in UNFCCC processes and in the development and implementation of national climate policies that are gender-responsive including the NDCs, which is realised in the UNFCCC Lima Work Programme on Gender (LWPG). Therefore, the importance of increasing NDC ambition through household-level activities and promoting gender equality in climate-oriented activities in the public, private, civil society or academic sector, is well recognised in the United Nations Framework Convention on Climate Change (UNFCCC) process, by UNDP and the Government of South Africa.

Women in South Africa are recognised as under-engaged change agents on climate change issues, not only at the household-level, but also as formidable influencers in the professional world, and other spheres of society. Against this backdrop, the focus of the Climate Promise work in South Africa, undertaken in cooperation with South Africa's UNFCCC Focal Point (Department of Forestry, Fisheries and the Environment, DFFE), is to ensure that gender equality aspects are factored into NDC processes. The implementation of the Climate Promise work in South Africa started in mid-2021 and will run throughout the first quarter of 2022. The Climate Promise work in South Africa is structured over the following service lines and outputs:

Service lines	Outputs
---------------	---------

<i>Service Line 1: Review, align, and update existing targets, policies and measures</i>	<p>1.1 In-depth national institutional climate change and gender analysis mapping and report</p> <p>1.2 Gender analysis report of key NDC sectors to identify gaps, barriers and constraints for effective gender mainstreaming in climate action</p> <p>1.3 Development of a national Gender Action Plan (GAP) for South Africa that will contribute to a gender-responsive NDC implementation</p>
<i>Service Line 2: Build political will and societal ownership at national and sub-national levels</i>	2.1 Development of training material and implementation of a training programme at local, provincial and national level on gender mainstreaming in climate action and development of provincial GAPs
<i>Service Line 3: Assess costs and investment opportunities</i>	<p>3.1 Analysis report of costs and investment opportunities for gender and climate change mainstreaming</p> <p>3.2 Development of gender budgeting and tracking systems.</p>
<i>Service Line 4: Monitor progress and strengthen transparency</i>	<p>4.1 Development of gender and climate change sex-disaggregated indicators</p> <p>4.2 Implementation of a training programme on gender disaggregated indicators and tracking gender mainstreaming progress in NDC implementation at sector department level</p>
<i>Service Line 5: Engage in communications and learning</i>	<p>5.1 A national dialogue to raise awareness on the importance of gender and climate change mainstreaming</p> <p>5.2 Development and dissemination of education and public awareness material tailored for communities.</p>

## 2. OVERALL OBJECTIVES

The overarching purpose of this assignment is to contribute to communication efforts related to the Climate Promise work in South Africa, centred around two key objectives:

- To contribute to increased public awareness about national strategies for gender mainstreaming in NDC implementation by producing communication products summarising main Climate Promise project results in South Africa;
- To contribute to increased public awareness and understanding on the challenges and opportunities that exist in South Africa with regards to gender equality and climate change from an on the ground perspective.

The key messaging behind the communication efforts will be around the challenges faced by women and girls in terms of climate change in South Africa; the importance of addressing gender equality, empowerment and equally engaging women, men, girls and boys in climate action and in the implementation of climate strategies and activities.

## 3. SCOPE AND TASKS

The Service Provider is expected to create the following communication material:

- Two articles (designed with 2-3 pages with text and pictures) about UNDP in South Africa's support to meaningful youth engagement in climate action, including a gender lens (e.g. projects like the Green Yoma challenge, Youth Barometer and Youth in Climate Robotics)
- An appealing, easy to read and informative knowledge product (booklet/brochure) summarising UNDP in South Africa's Nature, Climate & Energy (NCE) gender impact (max 10 pages with infographics, pictures etc.)
- An impactful, relatable and educational gender and climate change video series, including animated components and featuring women and girls on the ground from at least three provinces, highlighting both women and girls affected by climate change and champions active in climate action (all videos should be max 5-6 minutes in total). Could be captured in local languages with English subtitles in the video.

- An appealing, relatable and educational social media campaign on the challenges and opportunities that exist in South Africa with regards to gender equality and climate change from an on the ground perspective (consisting of at least 5 components e.g. digital posters, social media cards, slideshow etc.)
- An innovative, appealing and informative social media campaign focused on Climate Promise results with focus on the national climate change and Gender Action Plan (consisting of at least 5 components e.g. digital posters, social media cards, slideshow etc.)
- An appealing, easy to read and informative knowledge product (booklet/brochure) summarising Climate Promise South Africa results (max 10 pages with infographics, pictures etc.)

Communication material are expected to be disseminated on UNDP South Africa's website and social media channels (Twitter, Facebook, LinkedIn); as well as on relevant Government platforms and channels guided by DFFE.

Innovative and creative ideas on how to design the products and collect data for the gender and climate change video as well as the gender equality and climate change social media campaign are welcomed in the proposal.

The material will be developed by the service provider from idea to final product, working closely with project stakeholders for strategic inputs.

All material should follow UNDP requirements as per the UNDP Brand Manual ([download here](#)), and include the Climate Promise logo as well as logos of relevant partners.

Technical content relating to the projects (reports and pictures) will be submitted by UNDP and DFFE. The service provider will be required to analyse, synthesise and package information into products that are attractive and easy to comprehend. The service provider will also be expected to provide illustrative images from image stocks.

The Service provider may also be expected to engage with the service provider conducting other Climate Promise activities under the supervision of UNDP and DFFE.

Outputs delivered under this contract will remain the property of the UN Country Team, as per the terms and conditions of individual consultants and contractors outlined in the UNDP contract guidelines.

#### 4. DELIVERABLES AND PAYMENT

The following timeline and deliverables are expected:

Deliverable	Timeline	Payment of total contract amount	
1. Inception phase			
1.1 Inception meeting convened by UNDP	Max 3 weeks after signing of contract	10%	
1.2 Draft inception report	1 week after inception meeting		
1.3 Final inception report incorporating inputs from project stakeholders	3 days after receiving inputs		
2. Two youth, climate and gender articles/impact stories			
2.1 Youth, climate and gender article outline	Final product by 28 February 2022	30%	
2.2 Draft youth, climate and gender articles			
2.3 Final youth, climate and gender articles incorporating inputs from project stakeholders			
3. Nature, Climate & Energy (NCE) gender booklet/brochure			
3.1 NCE gender booklet/brochure outline	Final product by 28 February 2022		
3.2 Draft NCE gender booklet/brochure			

3.3 Final NCE gender booklet/brochure article incorporating inputs from project stakeholders			
4. Gender and climate change video			
4.1 Proposed Gender and climate change video approach and outline and draft script	Final video by 30 March 2022	30%	
4.2 Final video outline and script incorporating inputs from project stakeholders			
4.3 Draft video			
4.4 Final video incorporating inputs from project stakeholders			
5. Gender equality and climate change social media campaign			
5.1 Gender equality and climate change social media campaign outline	Final campaign by 30 March 2022	30%	
5.2 Draft gender equality and climate change social media campaign			
5.3 Final gender equality and climate change social media campaign			
6. Social media campaign about the national climate change and Gender Action Plan (GAP)			
6.1 GAP social media campaign outline	Final product by 30 April 2022*		30%
6.2 Draft GAP social media campaign			
6.3 Final GAP social media campaign incorporating inputs from project stakeholders			
7. Booklet/brochure summarising Climate Promise South Africa results			
7.1 Proposed knowledge product outline	Final product by 30 April 2022*	100%	
7.2 Draft knowledge product			
7.3 Final knowledge product incorporating inputs from project stakeholders			
Total:			100%

\*Timeline for deliverables depend on the finalisation of Climate Promise activities and deliverables.

Payments will be made upon approval of final deliverables by the UNFCCC Focal point and UNDP.

## 5. TRAVEL

Foreseeable travel costs should be included in the Financial Proposal as part of the application submission documents. Unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between UNDP and the Service Provider, prior to travel and will be covered and paid by UNDP under the Climate Promise. In case the Service Provider is requested to travel, the costs including transport, lodging and terminal expenses will be covered and paid by UNDP on the basis of UNDP rates. The fare will always be "most direct, most economical" and any difference in price with the preferred route will be paid for by the Service Provider. UNDP will not cover any costs associated with moving to the Duty Station (Pretoria).

## 6. IMPLEMENTATION AND REPORTING

The Service Provider will be appointed through UNDP processes.

The Service Provider will report to the UNDP Nature, Climate and Energy Focal Point, South Africa, who will provide the general oversight and have overall supervision of the Assignment.

Following the contracting process of the Service Provider, the Service Provider is expected to work with UNDP and DFFE. At UNDP, the Service Provider is required to work closely and on a day-to-day basis with the UNDP Communication Analyst and the UNDP Gender Expert. At DFFE, the Service Provider is required to work closely with the designated UNFCCC Focal Point. The Service Provider is required to be pro-active in taking the lead in

direct engagements with the above-mentioned UNDP and DFFE personnel. The Service Provider is required to participate in-person/virtually during meetings as required.

During the inception meeting, which UNDP will convene, the service provider is expected to present the project implementation plan, a detailed work approach and associated timelines. Clarifications can be provided; and elaboration on the communication products will be exchanged. DFFE and UNDP will provide the necessary raw material and information to the Service Provider, as and where needed.

DFFE will provide the guidance and direction and present the government mandate on gender and climate change activities, as per the approved Climate Promise work plan and the concept note informing this project. Furthermore, the quality of the Assignment will seek the standard of DEFF endorsement.

UNDP is responsible for making payments and administration associated with contract management. To this end, UNDP will authorise payments upon approval by DFFE. UNDP and its Climate Promise partners will also provide technical backstopping as and where required and requested by the UNFCCC Focal Point. Furthermore, UNDP is responsible for reporting and communication in line with global Climate Promise requirements with inputs from DFFE and the Service Provider.

Any proposed deviations from the original project implementation plan shall be explained to the UNFCCC Focal Point and UNDP in writing.

The project report (s) must be concise and submitted in electronic format in English.

## **7. FUNCTIONALITY OF THE CONTRACTOR AND EVALUATION CRITERIA**

The evaluation of proposals will be conducted according to UNDP procurement rules. A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals.

A service provider with below experience and competences will be preferred:

- The Team Lead should have a recognized postgraduate qualification relevant to the scope of work, e.g. in communications, journalism, photography/videography; or at least five years (5) of professional and demonstrable work experience in this sector and strong references.
- Supporting team members should have a recognized undergraduate qualification relevant to the scope of work; or at least two years (2) of professional and demonstrable work experience in this sector.
- The service provider should have considerable experience of and a high reputation for designing and producing communication products similar to the expected deliverables in this TOR, with proven outstanding skills in information design, videography, social media and report writing.
- Knowledge and/or previous experience in technical areas to this assignment will be considered a strong asset, i.e. climate change and gender issues in the African/South African context.
- It is also desirable that the service provider be familiar with the United Nations and its operations.
- Knowledge and a network of organisations, actors and activists in the gender and climate change field in South Africa is considered an asset.
- The service provider must have good communication and analytical skills and demonstrated experience and ability to review, analyze, consolidate and communicate material in an informative and attractive manner. Good command of vernacular languages spoken in targeted local communities is considered an asset.
- The service provider must have sufficient personnel with the range of expertise needed for this type of work in order to allow for flexibility in timing.
- The service provider must have good team spirit. The service provider team should be able to work under pressure, coordinating all their work with the UNDP South Africa Team.

The technical proposal is evaluated on the basis of its responsiveness to the TOR, as captured below:

Evaluation criteria	Max score
---------------------	-----------

	(100)
The Team Lead should have a recognized postgraduate qualification relevant to the scope of work, e.g. in communications, journalism, photography/videography; or at least five years (5) of professional and demonstrable work experience in this sector and strong references. Supporting team members should have a recognized undergraduate qualification relevant to the scope of work; or at least two years (2) of professional and demonstrable work experience in this sector.	10
Proposed Methodology: A clear, creative and innovative methodology proposing how the communication products will be developed and material collected. The methodology must outline how the Scope of Work will be carried out according to each deliverable with an understanding of the assignment).	20
Proposed Work Plan: Detailed work plan with milestones, timelines and resources and designated responsibilities of the service provider team members must be indicated in the proposal for achieving of the deliverables).	10
Documented experience, knowledge and/or proven track record undertaking similar communication products (videos, infographics, social media campaigns, reports etc.). (Team lead should have at least 5 years of professional experience and strong references)	20
Knowledge/experience in the areas of climate change, climate policy, environment, natural resources, gender equality, gender empowerment, human rights in the African and preferably South African context.	15
Previous experience in development cooperation with UN/UNDP/other development partners and Government.	5
Experience of working with civil society/communities/activists. Knowledge and a network of organisations, actors and activists in the gender and climate change field in South Africa is considered an asset.	5
Communication and analytical skills: Excellent ability to review, analyze and consolidate material in an informative and attractive manner. Excellent communication, report writing and presentation skills (fluency in English, written and oral). Good command of vernacular languages spoken in targeted local communities is considered an asset (max 3 points).	10
Functional competences: Socio-cultural competence; efficient, partner- and client-focused working methods; ability and willingness to take initiative and remain flexible. Gender parity and involvement of youth/students/interns is considered an asset.	5

## 8. RESPONSE FORMAT

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated. The vendor will be hired on a UNDP contract.

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment and a work plan;
- Evidence and examples of at least three (3) similar projects that have been successfully completed;
- Personal CVs of team members
- Work references – minimum of 3 references - contact details (e-mail addresses) of referees (organisation for whom you've produced similar assignments);
- All-inclusive financial proposal, indicating consultancy fee (South African Rand) and a breakdown of expenses (unit price together with any other expenses) related to the assignment. The proposal must incorporate all the costs including travel etc. for the service provider to achieve the required deliverables.

Applicants are required to submit their technical and financial proposals to [bid.pretoria@undp.org](mailto:bid.pretoria@undp.org) no later than **16h00 Friday, December 03, 2021**.